# CIW E-Commerce Designer Series Course:
## E-Commerce Strategies and Practices (March 2002)

*E-Commerce Strategy and Practices* is a 30-hour course that teaches students how to conduct business online and how to manage the technological issues associated with constructing an electronic-commerce Web site. Students will implement a genuine transaction-enabled business-to-consumer Web site, examine strategies and products available for building electronic-commerce sites, examine how such sites are managed, and explore how they can complement an existing business infrastructure. Students get hands-on experience implementing the technology to engage cardholders, merchants, issuers, payment gateways and other parties in electronic transactions.

## Topics

### Electronic Commerce Foundations
Introduction
Impetus for Web Commerce
Electronic Commerce Predictions
How These Concepts Apply to Our Focus Companies
Types of Electronic Commerce
Advantages of Electronic Commerce
Issues in Electronic Commerce
E-Commerce Solutions
Hardware and Software
Ingredients of a Web Storefront
Seven Ingredients to Success
The Virtual Enterprise
Site Implementation
E-Commerce Guidelines

### Law and the Internet
Introduction to Internet Legal Issues
Electronic Publishing
Intellectual Property Issues
Areas of Liability
Privacy and Confidentiality
Jurisdiction, Internet Taxation, International Tax, Customs and Tariffs
Protecting a brand

### Web Marketing Goals
Web Marketing Benefits
Who Is Doing It Right? Cisco, Amazon
Marketing Goals and Strategies
Drivers and Barriers to Growth
Hard Goods vs. Soft Goods
Product Pricing
Global vs. Niche: Mass vs. Micro
Product Distribution and Availability
Demographics, Psychographics, and Audience Data
Focus Groups and Surveys

### Online Product Promotion
Online Promotions, Site Categories, and Banner Ads
Effective Banner Ads
Finding Banner Ad Space
Advertising Representatives
Banner Ad Positioning and Tracking
Banner Exchange
Referrer Programs
Banner Ad Performance
Customer Incentives
Search Engine Placement
<META> Tags and Search Engines
E-Mail
Offline product promotion

### Site Usability
Click Patterns
Screen Flow and Usability Analysis

### Commerce Consumer Service Methods
Customer Service Overview
E-Service and E-Service Methods
Synchronous and Asynchronous Service in E-Commerce
Self Service in E-Commerce
E-Service Action Plans
Customer Relationship Management

### Business-to-Business Frameworks
Business-to-Consumer (B2C)
Business-to-Business (B2B)
Electronic Data Interchange (EDI)
Internet EDI and Security
XML/EDI
Open Buying on the Internet (OBI)
Open Trading Protocol (OTP)
B2B Marketplaces, Portals and Hubs
E-Business
Supply Chain and Procurement
Procurement
Inventory, Shipping and Order-Tracking Data
Freight and Shipping
Language Translation and Localization
Inter-office Productivity and Cost Reduction Tools

### Site Creation Packages: Outsourcing
The Online Instant Storefront
 - Online Instant Storefront Overview
 - Online Outsourcing Solutions
The Mid-level Offline Instant Storefront
 - Offline Instant Storefront Overview
 - Mid-level Offline Storefront Products
The High-level Offline Instant Storefront
 - High-level Offline Instant Storefront Overview
 - High-level Offline Storefront Packages
 - Auctions, the Other E-Commerce Option
   **Site-Creation Software**
Web Server Overview
Internet Information Server (IIS)
Preparation and Examining IIS

### Site Development Software Implementation – Microsoft Platform
Site Development Considerations
Choosing Web Site Development Software
Relational Databases and Database Management Systems (DBMSs)
Development Tools and Commerce Server 2000

### Developing An E-Commerce Site Using Commerce Server
Solution Site
Business Desk
Customization Overview
Look and Feel

### Online Catalog
Catalog Design and Components
Building an Internet Catalog
Commerce Server 2000 Catalog Methodology
Afrikunda Catalog
Catalog Editor and Order
Linking the Catalog

### Using and Configuring Payment Gateways
Payment Gateway Overview and Methods
Credit Card Processing and Digital Cash
Electronic Commerce Security Myths
Payment Gateways
Test Purchase
VeriSign Manager
Batching and Online Check Processing

### E-Services Support
Services and Support in E-Commerce
Knowledge Base
RightNow Web Administration
Customizing User Interface and Integrating

### Transaction Security
Purpose of Security
Encryption and Decryption
Authentication and Identification
Payment and Purchase Orders Process
Certificates
X.509v3
Obtaining, Installing and Using Certificates
VeriSign Certificates
Securing Afrikunda
Payment and Security Requirements

### Web Site Management and Performance Testing
Site Management
Basics of Web site performance
Logging Information
HTTP Server Log Files
Performance Testing and Monitoring
Analyzing Sever Performance
Correcting Bottlenecks
Hardware Concerns

## Target Audience

Network server administrators, firewall administrators, systems administrators, application developers, IT security officers and Webmasters.

## Prerequisites

Students must have CIW Foundations certification or have equivalent experience.

## Duration

30 hours

## Job Responsibilities

Design and implement commerce-driven Web sites; identify customer needs; monitor customer usage patterns; determine order processes and service after sales; and consider how e-business solutions can increase sales.