



TECH NEXTGEN ACADEMY

Learn Today. Lead Tomorrow.

BASIC E-COMMERCE

Plan. Build. Sell. Manage. Grow.

DURATION: 4 MONTHS

Foundation to Professional Level | Practical Classroom Training | Project-Based Learning



TURN AN IDEA INTO AN ONLINE BUSINESS

E-Commerce has transformed the way businesses sell products and services. From small businesses and entrepreneurs to established brands, a strong online store can create opportunities to reach customers beyond geographical boundaries.

At **Tech NextGen Academy**, our **Basic E-Commerce** course takes you through the complete fundamentals of starting and managing an online business. You will learn how e-commerce works, how to plan an online store, understand products and customers, create an online storefront, manage product catalogues, configure shopping carts and checkout, understand payment and delivery processes, manage orders, apply basic security and SEO practices, and build a complete e-commerce project.

The course focuses on **business understanding + practical implementation + real-world workflows**.

COURSE GOAL

From E-Commerce Beginner → Confident Online Store Creator

WHO SHOULD JOIN?

- School & College Students
- BCA / BBA / B.Com / M.Com / BSc Students
- Commerce & Non-IT Background Learners
- Beginners with No E-Commerce Experience
- Aspiring Entrepreneurs & Small Business Owners
- Startup Founders & Freelancers
- Digital Marketing Beginners & Online Sellers
- Retail Business Owners & Job Seekers
- Anyone interested in starting an online business

PREREQUISITES

- Basic computer knowledge
- Basic internet and browser knowledge
- Basic understanding of websites is helpful
- **No programming knowledge required**
- **No previous e-commerce experience required**

01. E-Commerce Fundamentals

- What is E-Commerce? & Evolution of online business
- Traditional business vs E-Commerce
- How an online business works & E-Commerce ecosystem
- Products, customers, transactions & business models
- B2C, B2B, C2C & C2B
- Marketplace vs Own Online Store
- Advantages, challenges & understanding customer journey

Practical: Analyze real-world online stores and identify their business model.

03. Planning & Business Strategy

- Identifying a business idea & target customer
- Customer needs, pain points & product selection
- Market research fundamentals & competitor analysis
- Unique Selling Proposition (USP) & pricing fundamentals
- Product positioning & basic revenue models
- Business goals & E-Commerce launch planning

Practical: Prepare a basic E-Commerce business plan.

05. Platforms & Technology

- Understanding E-Commerce platforms & website stores
- Hosted vs self-hosted platforms
- WordPress + WooCommerce fundamentals
- Choosing the right platform & platform features
- Themes, templates, plugins & extensions
- Store scalability & technology selection

Practical: Compare different E-Commerce platforms for scenarios.

07. Design & User Experience

- Principles of E-Commerce design & user experience
- Website navigation, store layout & visual hierarchy
- Product presentation & Call-to-action buttons
- Typography, colors, branding & trust elements
- Mobile-first thinking & conversion-friendly design

Practical: Design a professional homepage & product layout.

02. Business Models & Opportunities

- Product-based, service-based & subscription business
- Marketplace model & Direct-to-consumer model
- Dropshipping fundamentals, digital & physical products
- Local business to online business conversion
- Identifying opportunities & choosing a suitable model

Practical: Develop an initial business model for an online store.

04. Domain, Hosting & Infrastructure

- Domain names, web hosting & website infrastructure
- SSL & HTTPS fundamentals
- Hosting requirements for an online store
- Website files, database basics & store installation
- Understanding admin panels & technical environment

Practical: Prepare the technical environment for a store.

06. E-Commerce Website Structure

- Homepage, Shop/Product page & Product categories
- Product details page, Shopping cart & Checkout page
- Customer account, About Us, Contact Us & FAQ
- Privacy Policy, Terms & Conditions, Shipping Policy
- Return & Refund Policy

Practical: Design the complete structure of an online store.

08. Product Catalogue Management

- Catalogues, categories, subcategories & attributes
- Product variations, SKU fundamentals & product names
- Descriptions, images, pricing & sale pricing
- Product availability, stock status & organization

Practical: Create and organize a complete product catalogue.

10. Shopping Cart & Checkout

- Shopping cart concept, add-to-cart & cart management
- Quantity management, removing products & cart totals
- Coupons, discounts & checkout fundamentals
- Billing/shipping info, order review & confirmation

Practical: Simulate a complete customer purchase journey.

09. Product Listing & Page Optimization

- Writing effective product titles & descriptions
- Product specifications, images, galleries & videos
- Product reviews, related products, cross-selling & up-selling
- Product trust elements

Practical: Create optimized product pages for categories.

11. Payment Gateway Fundamentals

- Understanding online payments & payment gateway concept
- Online payment workflow & payment methods (Cards, UPI, Net banking, Wallets, COD)
- Payment status (Successful vs failed) & refund fundamentals
- Payment security basics

Practical: Configure a payment workflow in a safe test environment.

13. Order Management

- Order lifecycle: New, processing, confirmation, fulfilment
- Shipping, delivered, cancelled & failed orders
- Order status, customer notifications & order records
- Basic order workflow

Practical: Process sample orders from purchase to delivery.

15. Inventory & Stock Management

- Stock quantity, status & product availability
- Low-stock & out-of-stock management
- Inventory tracking, product variations & stock control
- Inventory planning & preventing overselling

Practical: Manage inventory for a sample online store.

17. E-Commerce SEO Fundamentals

- Search engine fundamentals & SEO-friendly URLs
- Product titles, descriptions, heading structure & image alt text
- Category & product page optimization, internal linking
- Basic metadata, sitemaps & search visibility

Practical: Optimize product and category pages for basic SEO.

12. Shipping & Delivery Management

- E-Commerce logistics, shipping methods & delivery zones
- Shipping charges, free shipping & flat-rate shipping
- Local delivery, courier services & order packaging
- Tracking fundamentals & handling failed deliveries

Practical: Create a shipping & delivery strategy.

14. Customer Management

- Customer registration, guest checkout & accounts
- Customer order history & communication
- Customer support, feedback, reviews & ratings
- Customer retention fundamentals

Practical: Create a basic customer management workflow.

16. Discounts, Coupons & Promotions

- Why promotions matter & discount strategies
- Percentage, fixed & product-specific discounts
- Category promotions, minimum purchase & limited-time offers
- Promotional campaigns & free shipping offers

Practical: Create a promotional campaign using coupons.

18. E-Commerce Marketing Fundamentals

- Digital marketing for E-Commerce & customer funnel
- Organic vs paid marketing & Social media marketing
- Content, Email & WhatsApp marketing fundamentals
- Promotions, engagement, retargeting & repeat customers

Practical: Create a basic marketing plan for an online store.

20. Analytics & Performance

- Website visitors, product views, cart & checkout activity
- Conversion rate fundamentals & average order value
- Revenue basics & customer acquisition concepts
- Sales reports & identifying business opportunities

Practical: Analyze sample E-Commerce data for improvements.

19. Security & Customer Trust

- SSL, HTTPS, secure login & admin account protection
- Strong passwords & user permissions
- Plugin/platform updates & payment security awareness
- Customer data protection, fraud awareness & spam protection

Practical: Apply a basic security and trust checklist to a store.

22. Troubleshooting & Problem-Solving

- Common problems: Broken pages, cart/checkout/payment failures
- Missing product info, inventory inconsistencies
- Shipping configuration & mobile display problems
- Identifying business vs technical problems

Practical: Solve simulated E-Commerce problems & document.

21. Customer Support, Returns & Refunds

- Importance of support, customer enquiries & support workflow
- Order-related questions, returns, refunds & exchanges
- Cancellation requests & complaint handling
- Return policy fundamentals & building customer trust

Practical: Handle common customer-support and return scenarios.

23. Real-World E-Commerce Store Development

This final module brings everything together through a complete online-store workflow.

PLAN → DESIGN → BUILD → ADD PRODUCTS → CONFIGURE → TEST → MARKET → LAUNCH → GROW

You will create and present a complete E-Commerce project from initial business idea to functional online store.

CAPSTONE PROJECT: COMPLETE ONLINE STORE DEVELOPMENT

Build a complete professional E-Commerce website for a realistic business.

PROJECT OPTIONS

 Fashion & Clothing

 Electronics Store

 Home & Lifestyle

 Books & Stationery

 Beauty & Personal Care

 Food & Bakery

 Fitness Products

 General Retail

 Educational Products

 Gifts & Accessories

 Pet Products

 Digital Products

PROJECT FEATURES

- Professional Homepage & Catalogue
- Categories, Subcategories & Search
- Product Filters, Details & Variations
- Pricing, Sale Pricing & Shopping Cart
- Checkout, Payment & Shipping Setup
- Order & Inventory Management

FINAL DELIVERABLES

- Complete E-Commerce Website
- Business & Store Structure
- Product Pages & Shopping Cart
- Payment & Shipping Simulation
- Coupon & Discount Setup
- SEO Setup & Security Checklist

- Coupons, Discounts & Reviews
- Responsive Design, Basic SEO & Security

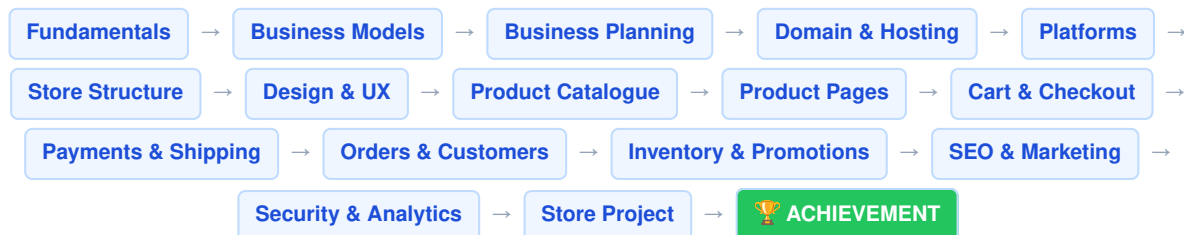
- Marketing Plan & Store Testing Checklist
- Project Documentation & Presentation

OUR LEARNING METHOD

LEARN → PLAN → BUILD → CONFIGURE → SELL → MANAGE → ANALYZE → OPTIMIZE → GROW

You don't just learn how online stores work. You learn how to build, manage and improve one.

YOUR E-COMMERCE LEARNING JOURNEY



WHAT YOU WILL BE ABLE TO DO

- Understand how E-Commerce businesses operate & identify models
- Plan an online business, research products & target customers
- Understand domain, hosting & major E-Commerce platforms
- Plan structure & design user-friendly shopping experiences
- Create and manage product catalogues & professional pages
- Configure shopping carts, checkout & payment workflows
- Configure basic shipping, delivery & customer orders
- Manage inventory, stock & create promotional offers/coupons
- Understand E-Commerce SEO & create marketing strategies
- Apply basic website security practices & analyze store data
- Handle customer support, returns, refunds & cancellations
- Troubleshoot common online-store problems
- Build a complete E-Commerce website from scratch
- Present and demonstrate a real-world online-store project

ASSESSMENT & CERTIFICATION

EVALUATION METHOD

-  **Practical Assignments:** Tasks after major modules
-  **Store-Building Challenges:** Real scenarios
-  **Capstone Project:** Complete website assessment
-  **Business Evaluation:** Store & UX structure
-  **Viva & Presentation:** Business model defense

GRADING SCALE

Score	Grade
90–100%	A+
80–89%	A
70–79%	B+
60–69%	B
Below 60%	Needs Improvement

CERTIFICATION

Successfully complete the course requirements and earn the official:

Tech NextGen Academy Course Completion Certificate

★ WHY TECH NEXTGEN ACADEMY?

-  **Business + Technology:** Understand business & implementation
-  **Practical First:** Learn by building actual store projects
-  **Real-World Workflow:** From idea to store launch
-  **Customer-Centric:** Learn how customers evaluate & buy
-  **Data Awareness:** Measure performance & find growth
-  **Security & Trust:** Build safe online store experiences
-  **Entrepreneurship Focused:** Supports own business / freelancing
-  **Beginner-Friendly:** Designed for IT & Non-IT learners
-  **Project-Based:** Build a real project for your portfolio



DON'T JUST LEARN E-COMMERCE. LEARN TO BUILD AN ONLINE BUSINESS.

From Idea → Product → Store → Customer → Order → Growth



NEXT LEARNING PATH

ADVANCED E-COMMERCE & BEYOND

- WooCommerce & Advanced WordPress
- E-Commerce Website Development
- Advanced Product & Inventory Management
- Payment Gateway Integration
- Advanced SEO & Digital Marketing
- Social Media Marketing & Google Ads
- Analytics & Conversion Optimization
- Email & WhatsApp Marketing
- E-Commerce Automation
- Advanced E-Commerce Analytics
- Online Business Management
- E-Commerce Freelancing & Full Stack Web Dev



TECH NEXTGEN ACADEMY

Learn Today. Lead Tomorrow. | Practical Computer & IT Training (Beginner-Friendly | Career-Focused)



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Status: Admissions Open | Limited Seats

BUILD YOUR STORE. REACH YOUR CUSTOMERS. GROW YOUR BUSINESS.