uCertify

Course Outline

CIW: E-Commerce Specialist

Lesson   Practice test   Live-Lab

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1. Course Objective

Kick start your prep for the CIW E-Commerce Specialist certification exam with the CIW E-Commerce Specialist course. This study guide covers all the objectives of the1D0-525 exam and includes topics such as e-commerce site development; e-commerce technology and security; e-commerce business, marketing, and legal issues; payment gateways; e-learning solutions; order processing; transactions and web site security; and many more. The cert guide offers you working knowledge of e-commerce standards with its interactive learning resources.

2. Pre-Assessment

Pre-Assessment lets you identify the areas for improvement before you start your prep. It determines what students know about a topic before it is taught and identifies areas for improvement with question assessment before beginning the course.

3. Quizzes

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.

675

QUIZZES

4. Flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.

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FLASHCARDS
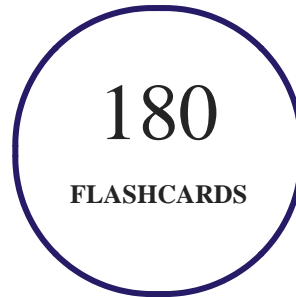
5. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.

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GLOSSARY OF TERMS

6. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

7. ⊗ ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

8. 🖊 State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assignments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

9. 🎓 Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 5 years:

- **2014**

    1. Best Postsecondary Learning Solution

- **2015**
  1. Best Education Solution
  2. Best Virtual Learning Solution
  3. Best Student Assessment Solution
  4. Best Postsecondary Learning Solution
  5. Best Career and Workforce Readiness Solution
  6. Best Instructional Solution in Other Curriculum Areas
  7. Best Corporate Learning/Workforce Development Solution

- **2016**
  1. Best Virtual Learning Solution
  2. Best Education Cloud-based Solution
  3. Best College and Career Readiness Solution
  4. Best Corporate / Workforce Learning Solution
  5. Best Postsecondary Learning Content Solution
  6. Best Postsecondary LMS or Learning Platform
  7. Best Learning Relationship Management Solution

- **2017**
  1. Best Overall Education Solution
  2. Best Student Assessment Solution
  3. Best Corporate/Workforce Learning Solution
  4. Best Higher Education LMS or Learning Platform

- **2018**
  1. Best Higher Education LMS or Learning Platform
  2. Best Instructional Solution in Other Curriculum Areas
  3. Best Learning Relationship Management Solution

10. ⚙ Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

Syllabus

Chapter 1: Electronic Commerce Foundations

- Introduction to Web Commerce

- Impetus for Web Commerce

- Electronic Commerce Defined

- Applying E-Commerce Concepts to Focus Companies

- Types of Electronic Commerce

- Microcommerce and Macrocommerce

- Benefits of Electronic Commerce

- Drawbacks of Electronic Commerce

- E-Commerce Solutions

- Web Storefront Hardware and Software

- Ingredients of a Web Storefront

- The Virtual Enterprise

- Site Implementation

- E-Commerce Guidelines

- Lesson Summary

- Optional Lab

Chapter 2: Law and the Internet

- Introduction to Internet Legal Issues

- Electronic Publishing

- Intellectual Property Issues

- Areas of Liability

- Copyright, Trademark and Patent Issues

- Privacy and Confidentiality

- Jurisdiction and Electronic Publishing

- Internet Taxation

- International Tax and the Internet

- Customs and E-Commerce

- Tariffs and E-Commerce

- Protecting a Brand

- Ethical Business Practices

- Lesson Summary

- Optional lab

Chapter 3: Web Marketing Goals

- Marketing Overview

- Web Marketing Benefits

- Examples of Successful Web Marketing

- Marketing Goals

- Web Marketing Strategies

- Growth Drivers and Barriers in E-Commerce

- Selecting and Positioning Your Product

- Identifying Your Target Market

- Lesson Summary

- Optional Lab

Chapter 4: Online Product Promotion

- Online Promotion Overview

- E-Commerce Promotion Considerations

- E-Commerce Site Categories

- Banner Ads

- Advertising Representatives

- Banner Ad Positioning

- Banner Ad Exchange Networks

- Referrer Programs

- Blogs and Blogads

- Pop-Up and Related Ads

- Search Engine Placement

- <Meta> Tags and Search Engines

- E-Mail and Marketing

- Ad Performance Evaluation

- Customer Service Tools and Methodology

- E-Service Action Plan

- Integrating CRM and Customer Service

- Lesson Summary

- Optional Lab

Chapter 7: Business-to-Business Frameworks

- B2B E-Business Overview

- E-Commerce Fundamentals

- Business Concepts

- Internet Marketplaces

- Tools and Technologies

- Electronic Data Interchange (EDI)

- Open Buying on the Internet (OBI)

- Open Trading Protocol (OTP)

- Web Services

- Lesson Summary

- Optional Lab

Chapter 8: E-Commerce Site Creation Packages — Outsourcing

- Outsourcing Site Creation Packages

- Entry-Level Outsourcing: Online Instant Storefronts

- Online Outsourcing Solutions

- Outsourcing: Mid-Level Offline Instant Storefronts

- Mid-Level Offline Storefront Products

- Outsourcing: High-Level Offline Instant Storefronts

- High-Level Offline Storefront Products

- Auctions: The Other E-Commerce Option

- Lesson Summary

- Optional Lab

Chapter 9: E-Commerce Site Creation Software

- Microsoft Commerce Server 2007 Overview

- Web Server Overview

- Microsoft Internet Information Services (IIS) 6.0

- Commerce Site Management

- Solution Site Customization

- Lesson Summary

- Optional Lab

Chapter 12: Creating an Online Catalog

- Catalog Design

- Commerce Server 2007 Catalog Definitions

- Building a Base Catalog

- Virtual Catalogs

- Using Commerce Server to Support B2B Commerce

- Lesson Summary

Chapter 13: Inventory Control and Order Processing

- Inventory Management

- Inventory Systems

- Designing Order Systems

- Order System Implementation

- Lesson Summary

- Optional lab

Chapter 14: Payment Gateways

- Payment Processing in E-Commerce

- Choosing Payment-Processing Methods

- Credit Card Processing

- Managing Transactions

- Implementing PayPal

- Online Check Processing

- Preventing Fraud

- Lesson Summary

- Optional lab

Chapter 15: E-Service Implementation and Support

- Implementing Customer Support

- E-Mail and User Forums

- Frequently Asked Questions (FAQ) Implementation

- Knowledge Base

- Lesson Summary

- Optional lab

Chapter 16: Transaction and Web Site Security

- Overview of Transaction Security

- Purposes of Security

- Encryption and Decryption

- Public Key Infrastructure (PKI)

- X.509 Standard

- Certificate Revocation

- VeriSign

- Using Certificates

- Obtaining Certificates

- Installing Certificates

- Implementing Microsoft Certificate Services

- Secure Electronic Transactions (SET)

- Securing Sensitive Data

- Identifying Attack Types

- Protecting Against Attacks

- E-Commerce Forensic Techniques

- Lesson Summary

- Optional Lab

Chapter 17: E-Learning Solutions

- E-Learning Introduction

- E-Learning Models

- Distance-Learning Essentials

- E-Learning Content

- Student Navigation and Progress Reporting

- Reusable Learning Objects

- Lesson Summary

- Optional lab

Chapter 18: Site Management and Performance Testing

- Introduction to Site Management and Performance Testing

- Site Management Tasks

- Managing Web Site Performance

- Logging and Trend Analysis

- Performance-Monitoring Tools

- Course Conclusion

- Lesson Summary

Videos and How To

uCertify course includes videos to help understand concepts. It also includes How Tos that help learners in accomplishing certain tasks.

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VIDEOS

01:17
HOURS

11. Practice Test

uCertify provides full length practice tests. These tests closely follow the exam objectives and are designed to simulate real exam conditions. Each course has a number of test sets consisting of hundreds of items to ensure that learners are prepared for the certification exam.

Here's what you get

72	4	160
PRE-ASSESSMENTS QUESTIONS	**FULL LENGTH TESTS**	**POST-ASSESSMENTS QUESTIONS**

Features

Full Remediation

Each question comes with detailed remediation explaining not only why an answer option is correct but also why it is incorrect.

Unlimited Practice

Each test can be taken unlimited number of times until the learner feels they are prepared. Learner can review the test and read detailed remediation. Detailed test history is also available.

Learn, Test and Review Mode

Each test set comes with learn, test and review modes. In learn mode, learners will attempt a question and will get immediate feedback and complete remediation as they move on to the next question. In test mode, learners can take a timed test simulating the actual exam conditions. In review mode, learners can read through one item at a time without attempting it.

12. Live Labs

Live-Lab is a real computer equipment, networked together and conveniently accessible over the internet using virtualization. A live-lab has equipments such as a computer, server, switch or router in it that a user is free to configure.

The benefits of live-labs are:

- Exam based practical tasks
- Real equipment, absolutely no simulations
- Access to the latest industry technologies
- Available anytime, anywhere on any device
- Break and Reset functionality
- No hardware costs

Lab Tasks

Electronic Commerce Foundations

Law and the Internet

Web Marketing Goals

Online Product Promotion

Site Usability

Customer Relationship Management (CRM) and E-Services

Business-to-Business Frameworks

E-Commerce Site Creation Packages — Outsourcing

E-Commerce Site Creation Software

Site Development Software Implementation

E-Commerce Site Development Using Commerce Server

Creating an Online Catalog

Inventory Control and Order Processing

Payment Gateways

E-Service Implementation and Support

Transaction and Web Site Security

E-Learning Solutions

Site Management and Performance Testing

Appendix A: CIW E-Commerce Specialist Objectives and Locations

Appendix B: Electronic Commerce Planning Checklist

Appendix C: Electronic Commerce Internet Resources

Appendix D: Resources Used in This Course

Appendix E: Works Consulted

Here's what you get

13. Post-Assessment

After completion of the uCertify course Post-Assessments are given to students and often used in conjunction with a Pre-Assessment to measure their achievement and the effectiveness of the exam.

Have Any Query? We Are Happy To Help!

GET IN TOUCH:

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