

## Appendix I: BASIC MAGENTO TRAINING DETAILED SYLLABUS – 4 DAYS

1. Installation
  - Installing Magento locally
  - Requirements
  - Installing Magento at a hosting service
  - How to choose a Magento hosting provider
  - installing Magento using Installatron
  - What is SSL and do I need it?
2. General Configuration
  - The Magento Dashboard
  - Managing Stores
  - General settings
  - Setting up taxes
  - General taxation settings
  - Product Tax Classes
  - Customer Tax Classes
  - Customer groups
  - Managing tax zones and rates
  - Managing tax rules
  - EU business to business VAT
3. Categories and Attributes
  - An example category structure
  - Catalog defaults
  - Working with attributes
  - Using attribute sets
  - Using categories
4. Products
  - Step – creating a product and assigning an attribute set
  - Step – the General tab
  - Step – the Prices tab
  - Step – the Meta Information tab
  - Step – the Images tab
  - Step – the Custom tab
  - Step – the Inventory tab
  - Step – the Categories tab
  - Related products, up-selling, and cross-selling
  - Adding related products in Magento
5. Beyond Adding Products
  - Virtual products and Downloadable products
  - Grouped products

- Configurable products
  - products don't already exist
  - products already exist
  - Bundle products
6. Customer Relationships
- Setting up guest checkout
  - Newsletters
  - Configuring contact options
  - Configuring customer options
  - Customer accounts on the frontend
  - Customer accounts in the backend
  - Managing an existing customer
7. Accepting Payments
- Common payment methods
  - Setting up Magento's default payment methods
  - Setting up PayPal Payments Standard
  - Setting up saved credit cards
  - Setting up checks / money orders
  - Setting up for a bank transfer
  - Setting up cash on delivery
  - Setting up purchase orders
  - Working with payment service providers
  - Selecting the right gateway
8. Configuring Shipping
- Logistics in Magento
  - Shipping processes and shipping arrangements
  - Default shipping methods in Magento
  - Configuring free shipping
  - Configuring Flat Rate shipping
  - Table Rate shipping
  - Other ways of calculating shipping costs
  - Presentation of shipping methods in your store
  - Magento's blind spots
  - Purchasing
  - Warehousing
  - Returns processing
9. Customizing Your Store's Appearance
- Magento themes
  - Your home page, CMS pages, and static blocks
  - Changing transactional e-mails

- Choosing between a pre-made and a custom-made theme
- What to watch out for with premade themes
- What to watch out for with custom-made themes
- Suppliers for premade themes
- Partners for Magento themes
- Installing a theme
- Making changes to your theme

#### 10. Fulfilling Orders

- Sales orders on the frontend
- Managing sales orders on the backend
- Creating sales orders on the backend
- Returns and Credit Memos

#### 11. Maintaining and Administrating Your Store

- Managing your store
- Overview of your Magento installation
- Go-live checklist configuration settings
- General settings
- Web settings
- HTML Head
- Placeholder images
- Contact information and e-mail addresses
- Tax rates
- Payment methods and shipping methods
- Currency
- Transactional e-mails – password text
- Admin URL
- Handling (404 page not found)
- Stock
- Google Analytics
- Caching
- Index Management
- Licenses
- Daily tasks / cron jobs
- Log cleaning
- Database backups
- Product meta information
- Default images in columns
- Escalations