

Webpreneur

DAY	TOPIC COVERED
Day 1 - 2 Hours	Idea Generation <ul style="list-style-type: none"> • Generating Web Ideas. • Team Formation. • Basics of Business planning.
1 hours	The Essential Web Development Skills. <ul style="list-style-type: none"> • HTML, CSS. • Photo Editing & PSD to div/css conversion.
2 hours	Introduction PHP and MySQL <ul style="list-style-type: none"> • PHP • SQL
2 hours	Content Management Systems <ul style="list-style-type: none"> • Overview of popular CMS. • Word press development & advanced features. • Start of your project.
Day 2- 2 hours	Hacking Wordpress <ul style="list-style-type: none"> • Effective use of plugins. • Mobile optimized website. • Facebook comments and like buttons. • Slideshows & Newsletter system creation using Mail chimp.
2 hours	Case Studies <ul style="list-style-type: none"> • How to create a membership site using word press? • How to create a a quick social network?
2 Hours	Internet Marketing <ul style="list-style-type: none"> • SEO, SEM. • Facebook Marketing. • Google Adwords.
2 Hours	Elevator Pitch and Competition <ul style="list-style-type: none"> • How to Pitch your idea. • Competiton.