



FEU INSTITUTE OF TECHNOLOGY

COLLEGE OF COMPUTER STUDIES AND MULTIMEDIA ARTS

IT0041

(E-COMMERCE AND DIGITAL MARKETING)

EXERCISE

1

Module 1: Overview of Electronic Commerce

Student Name / Group Name:		
Members (if Group):	Name	Role
Section:		
Professor:		

I. PROGRAM OUTCOME/S (PO) ADDRESSED BY THE LABORATORY EXERCISE

1. Apply knowledge of computing appropriate to the discipline. PO: a
2. Understand best practices and standards and their applications. PO: m

II. COURSE LEARNING OUTCOME/S (CLO) ADDRESSED BY THE LABORATORY EXERCISE

1. Describe the ever-changing digital environment in which e-commerce exists and its impact on operational needs, capabilities, opportunities and challenges.CLO:1
2. Assess organizational readiness to set up and support an e-commerce operation serving international markets.CLO:2

III. INTENDED LEARNING OUTCOME/S (ILO) OF THE LABORATORY EXERCISE

At the end of this exercise, students must be able to:

- Define electronic commerce (EC) and
- Describe its various categories.
- Describe and discuss the content and framework of EC.
- Describe the major types of EC transactions.
- Describe the drivers of EC.
- Discuss the benefits of EC to individuals, organizations, and society.
- Discuss e-commerce 2.0 and social media.
- Describe social commerce and social software.
- Understand the elements of the digital world.
- Describe the major environmental business pressures and organizational responses.
- Describe some EC business models.
- List and describe the major limitations of EC.

IV. BACKGROUND INFORMATION

Doing business electronically is one of the major activities of e-commerce. Electronic commerce (EC) refers to using the Internet and intranets to purchase, sell, transport, or trade data, goods, or services. E-business refers to a broader definition of EC, not just the buying and selling of goods and services, but conducting all kinds of business online such as servicing customers, collaborating with business partners, delivering e-learning, and conducting electronic transactions within an organization.

Definition of EC and description of its various categories

EC involves conducting transactions electronically. Its major categories are pure versus partial EC, Internet versus non-Internet, and electronic markets versus company-based systems.

The content and framework of EC

The applications of EC, and there are many, are based on infrastructures and are supported by people; public policy and technical standards; marketing and advertising; support services, such as logistics, security, and payment services; and business partners – all tied together by management.

The major types of EC transactions

The major types of EC transactions are B2B, B2C, C2C, m-commerce, intrabusiness commerce, B2E, c-commerce, e-government, social commerce, and e-learning.

The drivers of EC

EC is a major product of the digital and technological revolutions, which enables companies to simultaneously increase both growth and profits. This revolution enables digitization of products, services, and information. A major driver of EC is the changing business environment. The rapid change is due to technological breakthroughs, globalization, societal changes, deregulation, and more. The changing business environment forces organizations to respond. Many traditional responses may not be sufficient because of the magnitude of the pressures and the pace of the changes involved. Therefore, organizations must frequently innovate and reengineer their operations. EC, due to its characteristics is a necessary partner for this process. Finally, EC is driven due to its ability to provide a much needed strategic advantage so organizations can compete better.

V. LABORATORY ACTIVITY

Read the following number and perform the following instructions.

1. Enter **exitingcommerce.com** and find recent information about emerging EC models and the future of the field.
2. Visit **amazon.com** and locate recent information in the following areas:
 - (a) Find the five top-selling books on EC.
 - (b) Find a review of one of these books.
 - (c) Review the personalized services you can get from Amazon.com and describe the benefits you receive from shopping there.
 - (d) Review the products directory.

3. Enter **espn.go.com**, **123greetings.com**, and **facebook.com** and identify and list all the revenue sources on each of the companies' sites.

4. Visit **ticketmaster.com**, **ticketonline.com**, and other sites that sell event tickets online. Assess the competition in online ticket sales. What services do the different sites provide?

VI. REFERENCES

- Martin Kütz, 2016. Introduction To E-Commerce Combining Business And Information Technology-1st Edition
- Efraim Turban, 2015. Electronic Commerce: A Managerial and Social Networks Perspective - 8TH Edition. Springer International Publishing Switzerland