

## MODULE 1

### ECOMMERCE



for growth and sustainability of ecommerce

#### Learning Outcomes:

At the end of the module, you should be able to:

1. Providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies.
2. Focuses on principles of e-commerce from a business perspective
3. Build their own web presence and market it using an online platform.

#### 1.1 Introduction

One of the biggest challenges that instructors face in teaching a course on ecommerce is helping students make sense of a very complex phenomenon that involves considerations of markets, firms, consumer behaviour, and technology, among others. E-commerce is continually evolving and has become a thriving marketplace not only for products but also for services and content, such as social networks, user-generated content (video, photos, and blogs), and, of course, entertainment such as movies, TV, video, music, and games. E-commerce is as much a sociological phenomenon as it is a business and technological phenomenon. In addition to the social

# Module Business 2000 E Commerce

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