

# SW 1 - OVERVIEW

Part 1: Answer the ff. questions:

1. What is e-commerce?
2. What is B2B/C2C/B2C/B2G? (Choose 2) Give examples.

PART 2 – Prepare a timeline of the evolution/history of e-commerce.

ANSWERS:

1. Business transactions that occur buy and sell goods electronically is called **E-Commerce**.
2. **Business to Consumer (B2C)** is a type of e-commerce that customer gathers information directly to the business through the internet.

**Consumer to Consumer (C2C)** is a type of e-commerce where-in one consumer decides to sell the products to another consumer.

SCREENSHOTS

PART 1:

## 1. Lesson Transcript

Instructor: *Steven Coleman*

Steven has his Bachelors in Communication and has earned his Masters in Education. He is also in the process of pursuing his Doctorate degree.

In this lesson, learn about electronic commerce and its importance in our modern world. You will also learn about types of electronic commerce, as well as some pros and cons of the process.

## What Is Electronic Commerce?

Have you ever purchased a pair of shoes over the Internet? Or, maybe you've used your computer to sell an old phone? If so, you've taken part in electronic commerce. Also known as e-commerce, **electronic commerce is the process by which businesses and consumers buy and sell goods and services through an electronic medium.**

2. There are several types of electronic commerce. The most common is **business to consumer**, in which a business sells products or services directly to consumers over the Internet. An example of a business to consumer e-commerce transaction would be an individual purchasing a pair of sneakers through Nike's website.

Finally, there is **consumer to consumer** e-commerce, which is where consumers sell products to other consumers. An example would be one consumer selling something that he or she no longer needs or wants to another consumer via a site like eBay or Amazon.



## Bibliography

- Coleman, S. (N.D, N.D N.D). *What is Electronic Commerce? - Definition, Types, Advantages & Disadvantages*. Retrieved November 14, 2017, from Study.com :  
<http://study.com/academy/lesson/what-is-electronic-commerce-definition-types-advantages-disadvantages.html>
- Rigo, L. (2000, N.D N.D). *The History of eCommerce – Timeline Infographic*. Retrieved November 14, 2017, from MonsterPost: <https://www.templatemonster.com/blog/history-of-ecommerce-timeline-infographic/>