**Training Fiche Template**

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| **Title** | **DEVELOPMENT OF NEW E-COMMERCE / M-COMMERCE CHANNELS** | |
| **Keywords (meta tag)** | E-commerce, m-commerce, B2B, B2C, C2B, C2C | |
| **Language** | English | |
| **Objectives  / Goals / Learning outcomes** | * Know the basics of e-commerce * Weigh the advantages and disadvantages of e-commerce * Recognise the main types of e-commerce * Properly assess business opportunities | |
| **Training area: (Select one)** | | |
| **Online / Digital Marketing / Cyber-Security** | |  |
| **E-Commerce / Financing** | | **x** |
| **Digital Well-Being** | |  |
| **Smart work / Digital Nomads** | |  |
| **Description** | E-commerce is the activity of buying and selling goods or services using the Internet, while m-commerce refers to those transactions done using mobile phones and similar devices.  E-commerce and M-commerce open new business-consumer relations and business opportunities | |
| **Contents arranged in 3 levels** | 1. **Development of new e-commerce / m-commerce channels**   **1.1 Basics of e-commerce for a more resilient SME**  1.1.1 What is e-commerce  1.1.2 Advantages and disadvantages of e-commerce  1.1.3 Types of E-commerce (B2B, B2C, C2B, C2C)  1.1.4 Business opportunities | |
| **Self-evaluation (multiple choice queries and answers)** | **1. M-commerce refers to:**  a.- My own commerce  **b.- Mobile online commerce**  c.- Middle commerce  **2. Business to people (B2P):**  a.- Takes care of peoples’ needs  b.- Focuses on developing business connections with people  **c.- Doesn’t exist**  **3. Business to Customer (B2C) apps prime:**  a.- Seamless integration between the apps  **b.- A simple, clean and attractive design**  c.- Having elegant animations  **4. Everchanging scenarios demand:**  **a.- Agile entities that can fulfil customers’ needs**  b.- Not changing our proposal  c.- Changing all tech devices  **5. ¿Does e-commerce lower costs?**  a.- No  **b.- Yes**  c.- Only for big tech companies | |
| **Resources (videos, reference link)** |  | |
| **Related material** |  | |
| **Related PPT** | ESMERALD\_ECOMMERCE\_IWS.pptx | |
| **Bibliography** | New Brunswick administration --- [https://www2.snb.ca/content/snb/en/sites/licensing/vendor/eft-faq.html#:~:text=Electronic%20funds%20transfer%20(EFT)is,%2C%20through%20computer%2Dbased%20systems](https://www2.snb.ca/content/snb/en/sites/licensing/vendor/eft-faq.html%23:~:text=Electronic%20funds%20transfer%20(EFT)is,%2C%20through%20computer%2Dbased%20systems)  Investopedia --- <https://www.investopedia.com/terms/b/btob.asp>  Inveon --- <https://www.inveon.com/data-driven-marketing-and-management-for-e-commerce-platforms>  Indeed --- [https://www.indeed.com/career-advice/career-development/consumer-to-business#:~:text=Examples%20of%20how%20consumer%20to,cut%20of%20the%20ad%20revenue](https://www.indeed.com/career-advice/career-development/consumer-to-business%23:~:text=Examples%20of%20how%20consumer%20to,cut%20of%20the%20ad%20revenue) | |
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