Exercise 1

Read the article carefully and underline the most important information about:

1) the origins of e-commerce
2) the way in which e-commerce works
4) Reasons why mobile commerce and e-banking are two growing fields

E-commerce

E-commerce (electronic commerce) is the selling of products through the Internet. The Internet originally developed in the 1970s and 1980 as a means of exchanging information stored on the computers of scientists and engineers. In the 1990s the Internet was used commercially because of three developments:

1) the spread of personal computers into people's homes;
2) the connection to the Internet from home and the opportunity to send e-mails at any time;
3) the invention of the World Wide Web and browser programs, which made it possible to surf the Net easily and also to transmit images, sounds and texts.

Buying on the net

The Internet, especially in the form of the web and e-mail, became a popular phenomenon and businesses began to think about how they could use it. The most common method is for a company to set up a website where it can display its products. Interested customers can make contact directly through the site or by sending an e-mail message or making a phone call. On many sites it is possible to choose and buy products immediately. Customers click on the products that they want from the online catalogue and then pay, usually by inserting the credit card details. The goods are sent to them by post. The website uses special encryption software to prevent outside hackers from being able to read sensitive data, such as credit card numbers. Almost all products from clothes and food to computers and cars are now available on the web. No business can now afford not to have a presence on the net.

Forms of e-commerce
**Business to Consumer (B2C):** the most common form, as described above, in which a business sells its products directly to the public.

**Business to business (B2B):** a company uses the Internet to sell its products to another firm.

**Consumer to Consumer (C2C):** individual people use the Internet to advertise and sell goods to other people, for example through auction sites like “eBay”.

**Mobile Commerce (m-commerce):** extending e-commerce from computers to mobile phones, is a rapidly growing field as smartphones become more powerful and closely linked to the Internet. Many people now use mobiles to download music, book tickets and buy a variety of other products.

**E-banking** is another growing area: most traditional banks now offer e-banking services to their customers. They can check their accounts online, make payments and even buy and sell investments in funds, shares and bonds. Banks have introduced additional level of security and encryption to protect clients’ privacy and avoid the risk of theft and fraud. New banks have opened which operate exclusively online and have no branches in the high street. Since their operating costs are much lower than traditional banks, they can attract customers by offering high rates of interest on savings and very low banking charges.

*(Adapted from “Working in Business” ed. Europass)*

**GLOSSARY**

**Exercise 2:**

Match each word of column A with the corresponding one of column B

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 stored</td>
<td>a) software with information put into a special code</td>
</tr>
<tr>
<td>2 spread</td>
<td>b) at disposal</td>
</tr>
<tr>
<td>3 businesses</td>
<td>c) public event when things are sold to the person who offers the most money</td>
</tr>
<tr>
<td>4 to set up</td>
<td>d) to stop s.o. from doing something</td>
</tr>
<tr>
<td>5 to display</td>
<td>e) to face</td>
</tr>
<tr>
<td>6 encryption software</td>
<td>f) to create</td>
</tr>
<tr>
<td>7 to prevent</td>
<td>g) to get something illegally</td>
</tr>
<tr>
<td>8 available</td>
<td>h) increase</td>
</tr>
<tr>
<td>9 to afford</td>
<td>i) to show</td>
</tr>
<tr>
<td>10 auction sites</td>
<td>j) companies</td>
</tr>
<tr>
<td>11 accounts</td>
<td>k) money kept for the future</td>
</tr>
<tr>
<td>12 fraud</td>
<td>l) to put sth. somewhere and keep it there to use later</td>
</tr>
<tr>
<td>13 savings</td>
<td>m) amount of money asked by a bank for a service</td>
</tr>
<tr>
<td>14 banking charges</td>
<td>n) the money kept in a bank</td>
</tr>
</tbody>
</table>
Exercise 3

Decide if the following sentences are True or False:

1 E-Commerce is the sale of electronic products using the Internet.     T  F
2 Before the 1990s it was not practically possible for business to use E-Commerce.     T  F
3 M-Commerce requires the use of computers and mobile phones to sell goods.     T  F
4 E-Commerce websites need special software to provide protection.     T  F
5 Consumers use the Internet to sell goods to each other.     T  F
6 E-Banking services are mainly provided by the new online banks.     T  F
7 Online banks are cheaper for their customers than traditional banks.     T  F

Exercise 1 part I

Match the beginning of each sentence (1-7) with the correct ending (a-g)

| 1 the company sends the goods by post ... | a) to insert their address and credit card details |
| 2 the customer visits the website ... | b) and asks the customer for final approval |
| 3 the website asks customers ... | c) to protect confidential information |
| 4 the company displays its products ... | d) and decides which products to buy |
| 5 the website shows a summary of the order ... | e) to the customer’s address |
| 6 the customer selects the products ... | f) by clicking on the product icons |
| 7 The website uses encryption software ... | g) in an online catalogue on the website |

Exercise 1 Part II

Then put the complete sentences into the correct order

Homework Task

Exercise 1

Read the following comments about E-commerce and decide if they are positive or negative.
1) Companies are dependent on postal services for the delivery of goods; these are not always reliable.

2) E-commerce allows a business to have direct contact with customers (eliminating wholesalers and retailers) and contact can be maintained through e-mail.

3) Consumers can buy things from the convenience of their home and at any time.

4) Consumers feel that there is a lack of personal contact and a sense of anonymity in E-commerce.

5) E-commerce systems are economical to operate. They function automatically and so require fewer staff and less office space.

6) It is easy to compare prices and find the cheapest offers (also by using price comparison sites).

7) Many people still do not have regular access to computers and the Internet.

8) There is a risk of hackers breaking into the website and stealing sensitive company data.

Now complete the following table:

“E-Commerce: positive and negative aspects”

<table>
<thead>
<tr>
<th>ADVANTAGES for the supplier</th>
<th>DISADVANTAGES for the supplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>It offers access to potential customers all over the world 24 hours a day. Information and catalogues can be updated constantly.</td>
<td>Some products are difficult to sell online (e.g. clothes that customers may want to try on).</td>
</tr>
<tr>
<td>.....</td>
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</table>

<table>
<thead>
<tr>
<th>ADVANTAGES for the consumer</th>
<th>DISADVANTAGES for the consumer</th>
</tr>
</thead>
<tbody>
<tr>
<td>It can offer lower prices because of reduced costs for businesses.</td>
<td>People are afraid of giving credit card details over the Internet because of the risk of fraud.</td>
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<tr>
<td>.....</td>
<td>.....</td>
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<td>.....</td>
<td>.....</td>
</tr>
</tbody>
</table>

Lezione 2

Titolo: E-COMMERCE – What is it?

Luogo: in aula Informatica

Docenti: L1

Tempi: 2 ore

Contenuti: Presentazione multimediale in Power Point con esercizi
Lezione 3

Titolo: A basic online shop

Luogo: in classe

Docenti: L1+L2

Tempi: 1 ora

Contenuti:

Reading: A basic online shop

Building a basic online shop is fairly straightforward. A simple set-up allows you to sell a small range of products, providing photos, descriptions, and prices as well as accept orders online.

The equipment and facilities you’ll need include a computer, Internet access, email and a web site. You will also need a firewall to protect your web site from unauthorized access.

A basic site is low cost and easy to create for a limited product range. However, the design and functionality may be restricted and it may be less secure than other more sophisticated options.

Most customers shopping online will want to pay by credit card. You can create electronic mail-order forms, using one of the various web authoring software packages on the market. These order forms let customers e-mail their orders which you will then process offline.

If you want to accept card payments online, you will need to invest in a more sophisticated online shop. it’s important that checkout procedures are secure: customers need to feel confident about ordering a product or a service. Many people will abandon purchases at the checkout stage if the process is not quick and easy.

(Adapted from www.businesslink.gov.uk)

Exercises:

Read the article again and match each word with its definition:

| 1 straightforward | h) system to protect your computer |
| 2 set-up          | i) easy, simple                    |
| 3 firewall        | j) limited                         |
| 4 restricted      | k) the place on a web site where you order and pay for goods or services |
| 5 checkout        | l) the way in which things are arranged |

1)... 2)... 3)... 4)... 5)... (Risposte corrette: 1B 2E 3A 4C 5D)

Problem Solving Activity ➔ Divide the class into 4 groups

Problem:
In the past 6 months there has been a decline of 15% on our online sales due to the opening of five new online activities. What would you do to improve the situation?

Lezione 4

Titolo: E-COMMERCE - Types of online business activities
Luogo: in aula Informatica
Docenti: L1
Tempi: 2 ore
Contenuti: Presentazione multimediale in Power Point con esercizi

Lezione 5

Titolo: E-COMMERCE - Verifica
Luogo: in classe
Docenti: L1+L2
Tempi: 1 ora

Comment on a few statements:

The Future For Online Shopping

In 2006 the European e-commerce market was worth £66 billion and it will keep increasing year by year. Of course, online shopping won’t ever completely eliminate its physical counterpart. There are still areas where we prefer to go into a shop and select items. But there’s no going back, and online shopping will become an even more central part of our lives, growing more sophisticated with each passing year. (adapted from: http://www.atechnologysociety.co.uk/)

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If you are selling online you must make sure your online store is user-friendly, otherwise visitors won’t buy and they won’t come back.

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Consumer message boards and forums have made manufacturers more quality conscious and accountable. Being able to read user comments on any particular product is very useful when you are trying to decide what to buy. You have the benefit of other people’s experience, either good or bad with a product. (buyer feedback)

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