

# E-Commerce in Business

**Media Type:** Microsoft® PowerPoint® Presentation

**Duration:** 67 slides

**Goal:** To gain a basic understanding of e-commerce in business.

**Description:** In this presentation, students will be drawn into the innovative field of e-commerce. Students are given a detailed look at the various aspects associated with the e-commerce industry, including the use of online systems such as PayPal® and VeriSign®. Students will become familiar with the jargon and practices used in forming e-commerce and online sales strategies. Additionally, they will learn the value of the Internet in today's society and the various methods for implementing a website.

## Objectives:

1. To identify the role of e-commerce in the business market.
2. To describe the advantages of e-tailing and e-commerce.
3. To identify the opposition and challenges of e-commerce.
4. To evaluate factors which contribute to successful online sales.

## Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Math	<i>Logical Skills</i>	reasoning; patterns; problem solving; real-life applications
Language Arts	<i>Application of Writing Skills</i>	informative writing; persuasive writing; brainstorming; analyzing audiences; organizing logical arguments; vocabulary enhancement
	<i>Analysis of Text and Literature</i>	drawing inferences and generalizations; correlating information with personal experience; developing listening and comprehension skills; organizational skills
	<i>Technology Applications in Literature</i>	utilizing document processing software; Internet-based research
Social Studies	<i>Impacts of History, Government and Economics</i>	describe cause and effect; economic processes; laws and regulations; business trends
Science	<i>Scientific Thinking and Investigating</i>	analytical skills; critical thinking; collecting data; classification/organizational skills; structures and processes

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## Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the "Printable Resources" section. If student licenses have been purchased, an interactive version of the Student Notes is available in the "Interactive Activities" section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

**Class 1:** Begin the lesson by creating a class definition of the term e-commerce. Afterward, distribute the *E-Commerce in Business Vocabulary Handout* to aid in student comprehension. Show and discuss the *Introduction to E-Commerce* segment and the *Uses of E-Commerce* segment of the *E-Commerce in Business* presentation. Have students complete the corresponding *Assessments*. Distribute the *Website Critique Sheet Activity*. Instruct students to compare at least three different websites in terms of design, ease-of-use and overall marketability. Allow students to use a computer with Internet access to complete this activity. Critiques will be due at the start of the following class.



Slides  
1-21

**Class 2:** Begin by discussing ideas from the completed *Critique Sheet Activity*. Conduct a short survey in which you assess how many students have recently purchased online products and what students look for in a good website. Have students brainstorm a list of the advantages and disadvantages of e-commerce for businesses. Have students complete the *Pros & Cons Activity*. Continue with the segments *Challenges & Success* and *Threats to E-Commerce*. Have students complete the corresponding *Assessments*. At the end of the presentation, divide students into small groups. Have each group create a list of "Top Ten Reasons to Buy Online." If time allows, share the ideas as a class.



Slides  
22-47

**Class 3:** Show and discuss the *Elements, Considerations & Resources* segment of *E-Commerce in Business*. Have students complete the corresponding *Assessment*. At the end of the presentation, explain and begin the *E-Commerce Project*. Assign the *E-Commerce in Business Crossword* for homework.



Slides  
48-67

**Class 4:** Administer the *E-Commerce in Business Final Assessment*. Allow students to continue their projects for the remainder of the class.

## Lesson Links

### E-Commerce Times

- <http://www.ecommercetimes.com>

### Verisign Authentication Services

- <http://www.verisign.com>

## Career & Technical Student Organizations

### BPA

- Entrepreneurship

### DECA

- Internet Marketing Plan
- Virtual Business Challenge Retail

### FBLA

- E-business
- Entrepreneurship
- Global Business

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## Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50369, John Kennon, Web Designer, University of Georgia
- iCEV50578, Mike Hartrich, Internet Electronic Product Manager, Yellow Pages Publishing Company
- iCEV50315, Brandon Sharpe, Web Programmer, Converse Marketing



## Lab Activity

### Website Critique

#### Directions:

Using a computer with access to the Internet, students will compare at least three different websites based on the design, ease-of-use and overall marketability of each. After completing the critiques, students will write a summary comparing and contrasting the websites. They should include why each was rated the way it was and any changes which could they believe could be made to make the websites better.

### Pros & Cons

#### Directions:

In the space provided, students will describe the pros and cons of obtaining virtual business clients. Lead a class discussion so students can share their findings with the class.



## Project

### E-Commerce

#### Directions:

Students will create a detailed e-commerce plan and list of specific suggestions for a fictional technology company. Students will use a specific list of questions as a guideline to compile a two to five page report. The report should outline their ideas and suggestions for the new corporation. See the *Project* sheet for more information.