互联网：电子商务导论

COMPUTING: Software Development

HIGHER NATIONAL DIPLOMA

【英】苏格兰学历管理委员会（SQA）
Scottish Qualifications Authority

Unit Student Guide

Internet: Introducing e-Commerce

DG8M 04

中国时代经济出版社

互联网：电子商务导论

COMPUTING: Software Development

HIGHER NATIONAL DIPLOMA

【英】苏格兰学历管理委员会 (SQA)
Scottish Qualifications Authority

Unit Student Guide

Internet: Introducing e-Commerce

DG8M 04

SCOTTISH
QUALIFICATIONS
AUTHORITY

"First published by CMEPH"

Internet: Introducing e–Commerce

互联网：电子商务导论

苏格兰学历管理委员会著

Contents

1 Introduction to the Scottish Qualifications Authority

This Unit DG8M 04 Internet: Introducing e-Commerce has been devised and developed by the Scottish Qualifications Authority (SQA). Here is an explanation of the SQA and its work:

The SQA is the national body in Scotland responsible for the development, accreditation, assessment, and certification of qualifications other than degrees.

Its website can be viewed on: www. sqa. org. uk

SQA's functions are to:

● devise, develop and validate qualifications, and keep them under review

● accredit qualifications

● approve education and training establishments as being suitable for entering people for these qualifications

● arrange for, assist in, and carry out, the assessment

of people taking SQA qualifications

- quality assure education and training establishments which offer SQA qualifications

- issue certificates to candidates.

In order to pass SQA units, students must complete prescribed assessments. These assessments must meet certain standards.

The Unit Specification outlines the four Outcomes that students must complete in order to achieve this unit. The Specification also details the knowledge and/or skills required to achieve the outcome or outcomes. The Evidence Requirements prescribe the type, standard and amount of evidence required for each outcome or outcomes.

2 Introduction to the Unit

2.1 What is the Purpose of this Unit?

This Unit is designed to provide the candidate with a broad knowledge of the theoretical concepts, principles, boundaries and scope of electronic commerce (e-commerce).

The Unit introduces the key features of e-commerce, examines the bussiness-to-bussiness and business-to-consumer models and considers the security requirements for e-commerce.

Current terminology is introduced as appropriate. The Unit is primarily intended for candidates in computing or business studies. It would also be relevant to those with appropriate work experience with organisations using or developing e-commerce systems.

2.2 What are the Outcomes of this Unit?

There are four outcomes and on completion of the Unit the candidate should be able to:

1. Describe the key features of e-commerce
2. Describe the business-to-consumer model of e-commerce
3. Describe the business-to-business model of

e-commerce

4. Describe the security requirements for e-commerce

| 2.3 What do I Need to be Able to do in Order to Achieve this Unit? | To achieve this unit simply work through these materials. Tasks and Self Assessed questions are included to help your learning. |

| 2.4 Approximate Study Time for This Unit | You should complete this unit, including the assessment component, in approximately 40 hours of classroom work but you should expect to spend another 40 hours studying out with the classroom. |

| 2.5 Equipment/ Material Required for this Unit | Access to a computer connected to the Internet is required to complete some of the activities. |

| 2.6 Symbols Used in this Unit | The various Learning Materials sections are designed so that you can work at your own pace, with tutor support. As you work through the Learning Materials (see Section 5), you will encounter symbols. These symbols |

indicate that you are expected to do a task. **These tasks are not Outcome Assessments.** They are exercises designed to consolidate learning or encourage thought, in preparation for the Outcome Assessment (see Section 3—Assessment Information for this Unit).

Activity

1

This symbol indicates an Activity (A) . Usually, activities are used to improve or consolidate your understanding of the subject in general or a particular feature of it.

In this unit, you are asked to undertake several activities. The activities will not serve their purpose if you refer to the responses prior to having attempted the Activity.

Self Assessed Question

1

This symbol indicates a Self Assessed Question. Using a Self Assessed Question helps you check your understanding of the content that you have already covered.

Everything is provided for you to check your own

responses. Answers to the Self Assessed Questions are to be found at the back of the Unit Student Guide. Where suggested responses to activities are provided in the Unit Student Guide, **students are strongly discouraged from looking at these responses before they attempt the activity.** The activities throughout the Unit Student Guide will help you to prepare yourself for the formal assessments, and to identify topic areas in which you will require clarification and additional tutor support. The activities will not serve this purpose if you look at the answers before trying the activity!

Self Assessed Questions and activities are designed to be checked by you. No tutor input is necessary at this stage unless special help is requested, although from time to time your tutor may wish to view your responses to Self Assessed Questions to see how you are progressing.

3   Assessment Information for this Unit

3. 1 What Do I Have to Do to Achieve This Unit?

- work through these learning materials
- complete the assessment for Outcome 1
- complete the assessment for Outcome 2
- complete the assessment for Outcome 3
- complete the assessment for Outcome 4.

4 Suggested Lesson Plan

The Learning Materials (see Section 5) are designed to lead you through a series of activities which will allow you to consolidate your learning and check on your own progress.

When studying a topic, you should allow time to complete any activities associated with that topic in the same study session.

5   **Learning Material**

5.1 Section 1 (Outcome 1)

5.1.1   **What is e-Commerce?**

E-commerce (electronic commerce or e-business, or e-retailing) can be defined as:

'The buying and selling of goods and services on the Internet, using the World Wide Web.'

A more detailed explanation is difficult because the nature of e-commerce is constantly changing. It would be accurate to say that e-commerce involves business transactions over the Internet.

Recent technological developments now allow e-commerce transactions to take place over both the mobile phone and television, and the marketplace is growing rapidly. The Internet has become the 24-hour convenience store with a worldwide audience. Some

businesses won't survive if they ignore e-commerce.

To illustrate this point, ask yourself the question 'How well would a business do today without the use of a fax machine?' If a business doesn't have a website, then customers start to question this, especially if competitors have web presence.

E-commerce is the way of the future, and organisations can't afford to ignore the opportunities that this fantastic new medium brings. The development and rise of e-commerce in recent years has been the biggest challenge to face organisations.

5.1.2 Business Processes

The basic steps in a business transaction, whether between a business and a consumer (B2C) or a business and another business (B2B) can be summarised as follows:

- obtain product/service information

- place an order

- pay for goods/service

- delivery of goods/service

- customer support.