**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-commerce1.1.2 Advantages and disadvantages of e-commerce1.1.3 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’ needsb.- 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 proposalc.- 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%3A~%3Atext%3DElectronic%20funds%20transfer%20%28EFT%29is%2C%2C%20through%20computer-based%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%3A~%3Atext%3DExamples%20of%20how%20consumer%20to%2Ccut%20of%20the%20ad%20revenue) |
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