



# THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennaivazh Thiruthangal Hindu Nadar Uravinmurai Dharma Fund)

Selavayal, Chennai-51.

A Self-Financing Co-educational College of Arts & Science

Affiliated to the University of Madras

Accredited with 'B' Grade by NAAC

An ISO 9001: 2015 Certified Institution

**NAME OF THE DEPARTMENT: BCA( SHIFT-I)**

**SUBJECT : E- BUSINESS**

**TOPIC : INTRODUCTION TO ELECTRONIC BUSINESS**

**STAFF NAME :MR.G.AMOS BABU**

- **Introduction to electronic business**
- **meaning**
- **value chains**
- **the Internet and the web**
- **infrastructure for e-business**

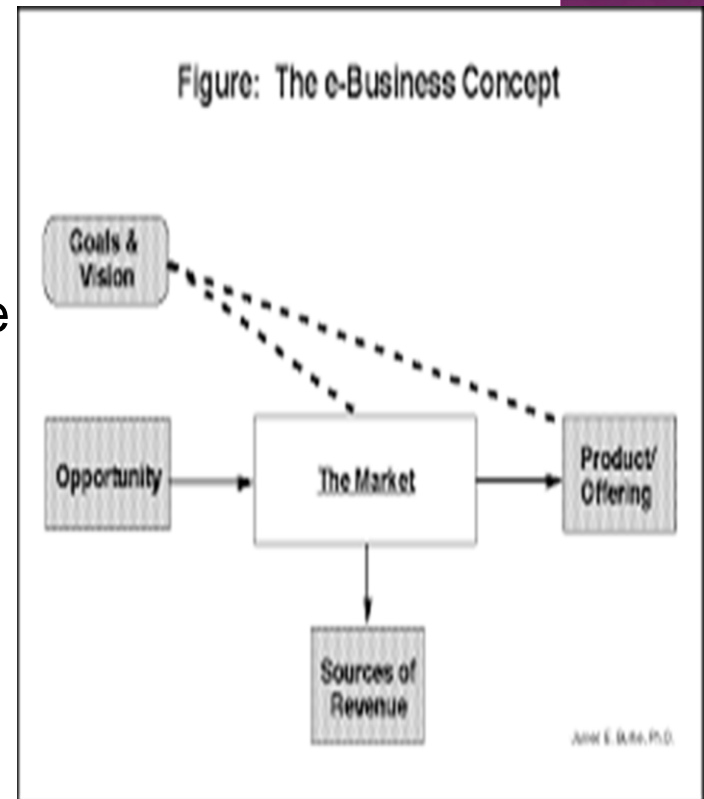


## ***Electronic business (e-business)*** ***Conducting business via the Internet.***

E-Business

The term e-business describes a wide range of business activities that take place on the Internet using applications that rely on the Internet.

- <https://youtu.be/WkJ3rcN05rs>



# TRADITIONAL COMMERCE



vs

# E-COMMERCE



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=T  
ULJL8VJMLI](https://www.youtube.com/watch?v=TULJL8VJMLI)

The pros and cons of opening a traditional business vs. an e-business are similar in scope to the competitive coexistence that authors and readers see between print vs. electronic book publication. Although a brick-and-mortar shop and an online marketplace are both "real," they appeal to different demographics, showcase their goods through different methods and offer consumers different levels of pricing, service and convenience.

# E-BUSINESS

E-business is broader than e-commerce; including the transaction based e-commerce businesses and those who run traditionally but cater to online activities as well.



## E-Commerce

E-commerce branches into two major groups: online purchasing and online shopping. Online purchasing businesses offer customers the ability to find information, place orders, request quotes or prices and submit purchase orders.

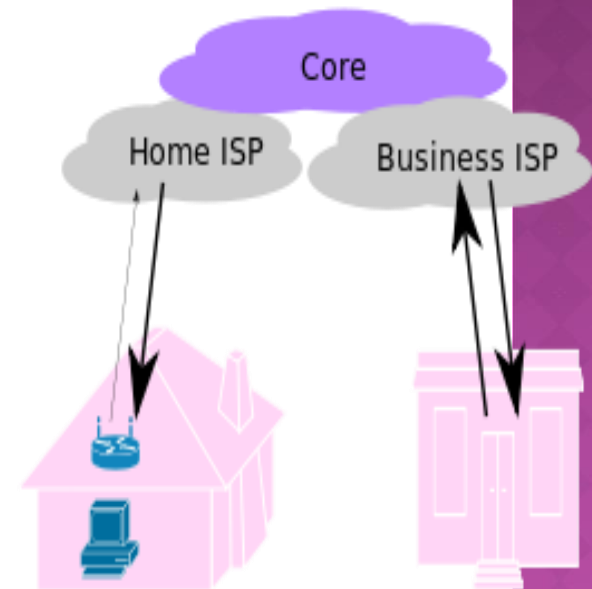
# NETWORKS = INTERNET

It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. Information that travels over the Internet does so via a variety of languages known as [protocols](#).



Internet is a network of hundreds of thousands interconnected networks

- Network Service Providers (NSPs)
  - runs the backbones
- Internet Service Providers (ISPs)
  - provide the delivery sub networks



# COMMERCE SERVICE PROVIDERS (CSPS)

- ISPs are in the business of providing Internet access to companies and individuals.
- When hosting services they offer are designed to help companies to conduct electronic commerce, these hosting service firm called as COMMERCE SERVICE PROVIDER.
- CSPs offer Web server management and rent application software (DBMS, Content management, shopping cart ) to business thus CSPs are also called *Managed service providers* MSPs or *Application service providers* ASPs.

Hosting- 2<sup>nd</sup> level server (dual role)

A computer that is connected to a TCP/IP network, including the Internet. Each host has a unique [IP address](#).



# WEB HOST

- Website is a series of Webpages (HTML files) that reside on a server
  - Two ways to host a Web site:
    - Purchase your own server, set it up, and manage your own site.
    - Find an ISP or Web hosting company without having to invest in the server hardware and software.

## ✓ Self-hosting



- When companies need to incorporate electronic commerce components, they may opt to run server *in-house* this is called self-hosting.

- Used by large companies

## ✓ Third party hosting

- Especially mid size and smaller compa hosting for web services and electronic commerce functions



**ECOMMERCE  
HOSTING**



# CLIENT HOSTING ARRANGEMENT

## TYPES

Shared Hosting



Dedicated Hosting



Co-location

