Module 6: E-commerce
Lesson Plan for Module 6:

1. What is E-commerce and what are the various types of E-commerce?
2. Types of E-commerce with examples
3. Create a website for your own products
4. Various modes of payments
Learning Outcomes for Module 5:

1. Understand what is E-commerce and how does it function.
2. Understand the various types of E-commerce and be able to identify companies undertaking E-commerce.
3. Use E-commerce websites such as Flipkart.com, Myntra.com to search for products.
4. Use olx.com and post an advertisement on olx.
5. Understand the various modes of payments, its usages and threats associated with it.
6. Determine the safest mode of payment for themselves.
E-commerce

Ummm, let me think!
I have to buy a new phone, a couple of shirts, pair of shoes, a watch.

What do I need??
Where can I get all the things?

- A local shop?
- A mall?
Why E-commerce?

I have just 3 hours to do the shopping.

How will I carry so many things??

The mall is pretty far

How will I compare prices and quality??

Will the shop be open today?

I have just 3 hours to do the shopping.
Why E-commerce?

- I have just 3 hours to do the shopping.
- The mall is pretty far.
- How will I compare prices and quality?
- Will the shop be open today?
- Will there be any offers?
- How will I carry so many things?
Why E-commerce?

Or can he do it all sitting at home?
Yes, He Can!
Types of E-commerce

Business to Customers
Ex: Flipkart
Types of E-Commerce

![OLX.in India's Largest Marketplace](image)

- **Submit an Ad**
- **Search**
- **Place**
- **Categories**
A website for your own products?

Ex: indiamart.com
Other Examples

Ebay.com

Yatra.com
Modes of Payment

Debit/Credit Card

**Debit card:** Whenever you pay using your debit card, the money gets transferred directly from your bank account.

**Credit Card:** A credit card payment is a mode of payment where the bank pays for your transaction, with a promise made by you to pay the amount at a later date to the bank.
Internet Banking

Internet banking is a handy method of carrying out banking operations such as fund transfer, opening a FD, Pay bills, mobile recharge etc sitting at home or office.
Cash on delivery can be considered as the safest way of payment. The money is paid at the time of physical delivery of the goods or service. This mode therefore eliminates the threat of online fraud or theft that are associated with other modes of payment.
Usage and Threats

COD is safe as there are no chances of the person being duped as he pays after delivery is made. It can be considered the easiest way of payment.

Credit and debit card payments can be risky if a person logs on to fake websites (Phishing). This can cause data theft (PIN, Passwords) resulting in loss of money, so one has to be very careful.

Internet banking is safe as many banks have a multi-level authentication process. Internet banking can be convenient and easy. The person needs to keep his PIN or passwords safe.
Additional Resources

www.ebay.com
www.jabong.com
www.bestylish.com
www.amazon.com
www.ecommercetimes.com
www.investopedia.com
www.wikipedia.com
www.ecommerce.about.com
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