

## Summary

### 4.8 E-commerce

Subject	Year	Start date	Duration
Business Management	IB2	Week 1, November	<span style="background-color: #f96;">1 week</span> 4 hours

#### Course Part

Unit 4 Marketing

#### Description

**By the end of this Subtopic 4.8 - E-commerce, you should be able to:**

- Outline the features of e-commerce.
- Analyse the effects of changing technology and e-commerce on the marketing mix.
- Explain the difference between the following types of e-commerce:
  - business to business (B2B)
  - business to consumer (B2C)
  - consumer to consumer (C2C)
- Evaluate the costs and benefits of e-commerce to firms and consumers.

## Inquiry & Purpose

### Inquiry / Higher Order Questions

#### Type

#### Inquiry Questions

Skills-based

To what extent are marketing practices a reflection of the values of a given time and culture?

## Curriculum

### Aims

Develop an understanding of the importance of innovation in a business environment

### Objectives

**Demonstrate application and analysis of**

knowledge and skills to a variety of real-world and fictional business situations

### Syllabus Content

#### Unit 4: Marketing

4.8 E-commerce


IB DP IB Business Management (IB2)

Features of e-commerce

The effects of changing technology and e-commerce on the marketing mix

The difference between the following types of e-commerce: business to business (B2B), business to consumer (B2C), consumer to consumer (C2C)

The costs and benefits of e-commerce to firms and consumers

 Concepts

Innovation

Incremental or radical improvements to a business idea, or the generation of new ideas in relation to a final product, service or process, are the result of internal or external influences. For many business organizations, a key challenge is bringing in "the new" and managing the process of improvement in a sustainable way.

 ATL Skills

 Approaches to Learning

 Thinking

- In this unit, we will  
reward a new personal understanding, solution or approach to an issue

 Developing IB Learners

 Learner Profile

 Communicators