

E-Business





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1. 蓝墨云班课



2. 喜马拉雅APP



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Approaching Workplace

Task 1

Discuss with your partner the following pictures and tell what you know about them.



Back

Approaching Workplace

Task 1



Alibaba Group was founded in 1999. It is a provider of e-commerce online trading platform, including B2B, business trade, online retail, shopping search engine, the third party payment and cloud computing

services. Subsidiaries and Associate Company have Alibaba group B2B, taobao.com, Tmall, a cat net, Ali cloud computing, Chinese Yahoo! And pay treasure.

Approaching Workplace

Task 1



Amazon Co is a “Fortune 500” company, headquartered in Seattle which was founded in 1995. Now it is one of the world’s most types of goods online retailers. Amazon is committed to becoming the world’s most “taking

the customer as the center” company, so that customers can find and discover anything they might want to buy on the company’s website, and strive to provide the lowest price for the customer.

Approaching Workplace

Task 1



Visit our eBay Store

eBay was founded in 1995. It is now one of the world's largest Internet trading platforms which can let people do online auction and shopping.

Back

Approaching Workplace

Task 1



Alipay is a leading independent third party payment platform, which was founded by Alibaba Group in 2004. It is committed to the electronic commerce to provide simple, safe, fast online payment solutions.



Task 2

Work in pairs. Answer the following questions.

1. Are you an online shopper? Have you ever bought anything from an online shop?

Yes. I often buy things such as books, clothes, shoes, etc. from online shops. The quality is good and the price is reasonable.

2. What do you know can be bought from online shops?

We can buy everything we could wish for from online shops, like clothes, shoes, books, digital products, daily necessities, etc.



Task 2

3. Do you know the procedure of buying things from online shops?

Yes. First, enter an online shop; then select the products you want. Second, put the products selected into the shopping cart and fill in the receipt information. Third, enter the payment page and select the way to pay and then click for confirmation.

4. Which do you think is more convenient, an online shop or a traditional shop?

I think an online shop is more convenient. Through an online shop, one needn't go out but can buy what he wants just staying at home.



Task 2

5. Do you know how to open an online shop?

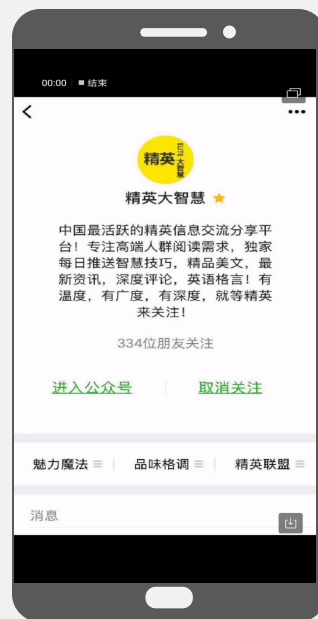
Yes. First, decide on what products you want to sell. Second, register a website domain name and sign up for a service to host the website on the Internet. Third, design the website content, style etc. and put the information of the products on the website. Fourth, decide on payment solution. Last, look after and renew the online shop usually.

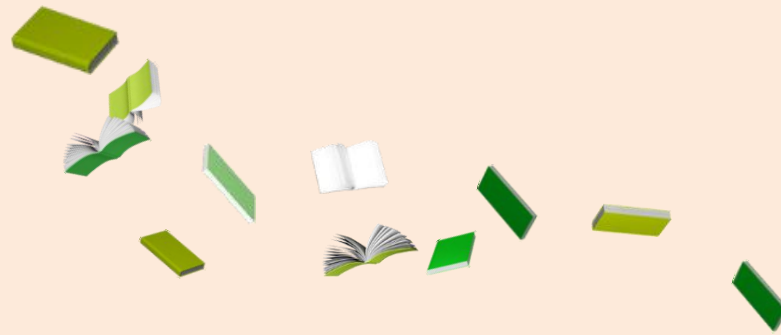


课后拓展，翻转课堂

1. 教师个人公众号：阅读案例

2. 蓝墨云班课：为下节作预习





Thank You!