

Lecture 02

Ecommerce, EC Classification, Web,
HTTP connections & Networks

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Outline

- 1. What is Ecommerce**
- 2. EC Classification**
- 3. The Web**
- 4. HTTP Connections**
- 5. Networks**

1. Ecommerce

Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services and information via computer networks including the internet.

2. EC Classification

- A common classification of EC is by the nature of transaction:
 - Business-to-business (B2B): electronic market transactions that take place between organizations
 - Business-to-consumer (B2C): retailing transactions with individual shoppers – typical shopper at Amazon.com is a consumer
 - Consumer-to-consumer (C2C): consumer sells directly to consumers, examples - individuals selling in classified ads, auction sites allowing individuals to put up items for auction – e.g, e-bay

Continued...

- Consumer-to-Business (C2B): individuals who sell products or services to organizations and those who seek sellers and conclude a transaction
- Intrabusiness (organizational) EC: all internal organizational activities involving exchange of goods, services or information, selling corporate products to employees, online training and cost reduction activities
- Non-business EC: academic institutions, not-for-profit organizations, religious/social organizations and government agencies using EC to improve their operations, customer service and reduce expense

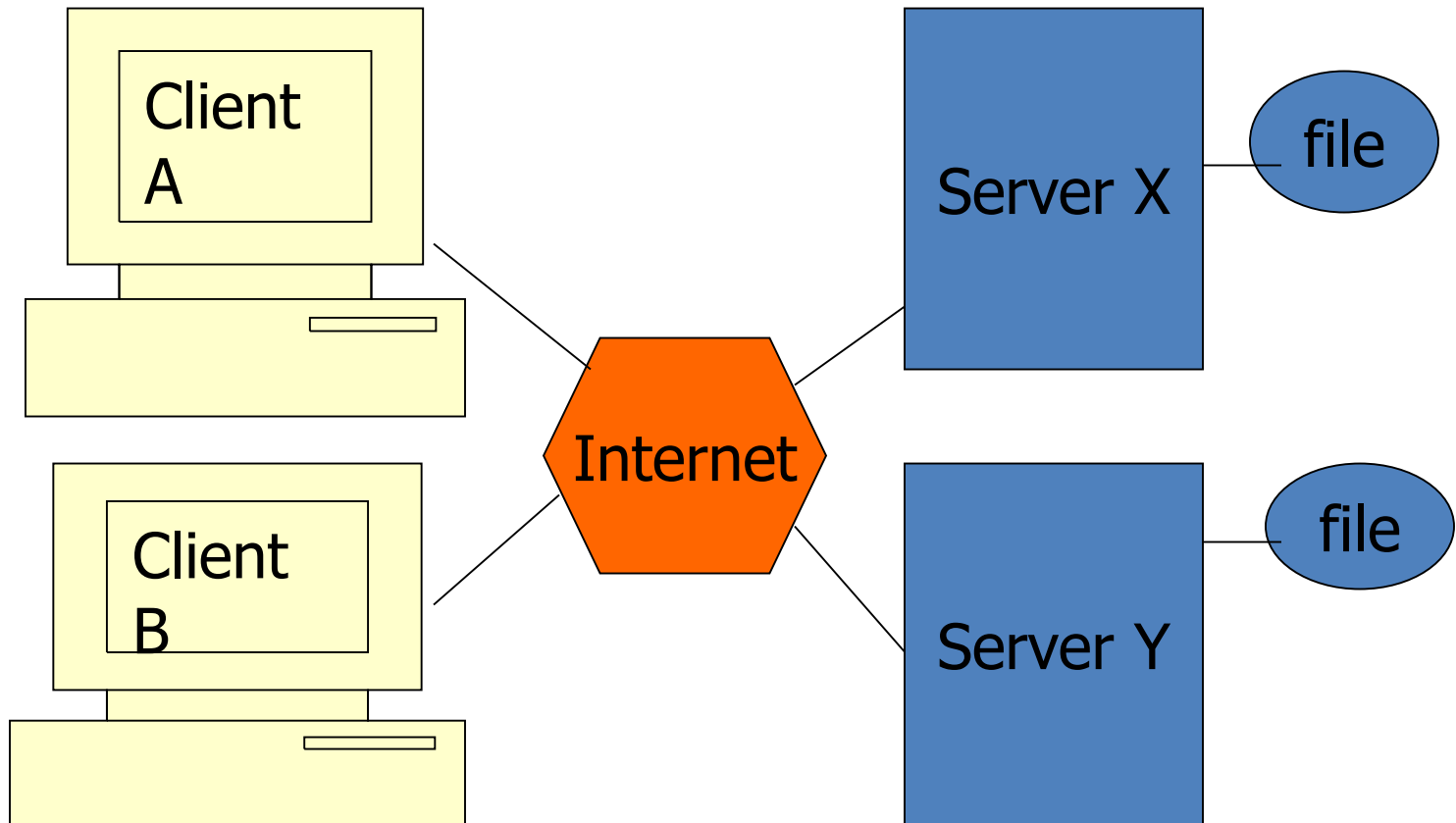
3. The Web

- The Web is a protocol that uses the internet as the communication structure
- The web links documents stored in computers that communicate on the internet
- Based on Hypertext Transfer Protocol (HTTP) - native protocol of WWW designed for making web page requests

3.1 Basics

- Web client- machine that initiates internet request
- Web server – machine that services internet request
- Browser - software at the client side to interact with web data
- Intranet – an internal network of computers confined to a single place
- Extranet – when two or more intranets are connected with each other, they form an Extranet – e.g, Virtual Private Network
- Internet – a global network of networks

3.2 Client Server Model



4. HTTP Connections

HTTP is a FOUR step process per transaction

1. Client

- Makes a HTTP request for a web page
- Makes a TCP/IP connection

2. Sever accepts request

- Sends page as HTTP

3. Client downloads page

4. Server breaks the connection

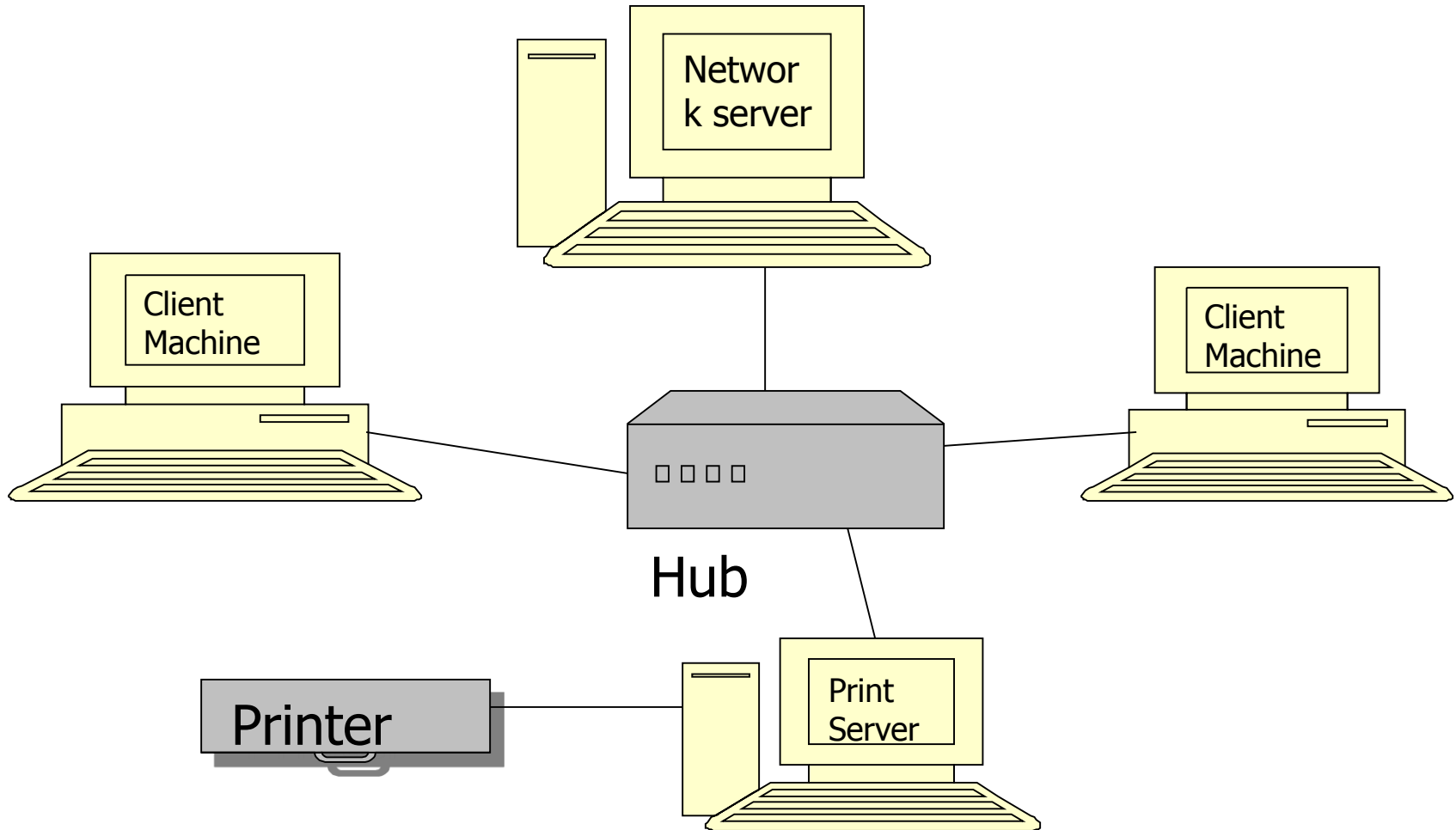
4.1 Side Effects of HTTP Transfers

- A record is left of all web transaction
- Resides in log files generated at the server
- Good news : user data recorded
- Bad news: what about user privacy?
- Common log file (CLF) format – identity, date, request, status etc.

5. Network

1. A network can be anything from a simple collection of computers at one location connected through a connectivity media to the internet (a global network of networks)
2. Local Area Network (LAN) is a server-based network confined to a particular area/place
3. Most LANs consist of many clients and a few servers

5.1 LAN Setup



Summary

- ✓ **What is Ecommerce**
- ✓ **EC Classification**
- ✓ **The Web**
- ✓ **HTTP Connections**
- ✓ **Networks**