Learning Objectives

Upon completion of this unit, students should be able to:

1. Explain the hardware technologies used to build an e-business infrastructure within an organization.
2. Clarify the software technologies used to build an e-business infrastructure within an organization Describe the various types of e-business solutions.
3. Explain the hardware requirements necessary to enable employee access to the Internet.
4. Describe the software requirements necessary to enable employee access to the Internet and hosting of e-commerce services.
5. Identify different elements or an organization macro-environment that impact on an organization's e-business and e-marketing strategy.
6. Assess the impact of legal, privacy, and ethical constraints or opportunities for a company.
7. Assess the role of macro-economic factors such as economics and government e-business policies on e-commerce and e-business.
8. Assess the role of macro-economic factors such as taxation and legal constraints on e-business.

Unit Summary

There are numerous ways to approach designing, developing and maintaining an e-business. Some businesses can establish an online presence by using a turnkey solution (a pre packaged e-business). Other options include e-business templates that outline the basic structure, but allow the design to be determined by the owner. Larger corporations, or businesses with substantial funding, can outsource the project to an organization offering e-business solution packages or choose to build the e-business in-house through an application platform.

This unit explores the various options available to help you construct your own e-business, choose an effective design by adding features to enhance your visitors' experiences and select a domain name to attract visitors. Also discussed is integrating both front-end-systems (that portion of your e-business that is visible to the consumer) and back-end-systems (usually your database management, payment processing and logistics).

Secure electronic funds transfer is crucial to e-commerce. In this section, we examine how individuals and organizations conduct monetary transactions on the Internet. Credit-card transactions, digital cash and e-wallets, smart cards, micropayments and electronic bill presentment and payment are discussed. This chapter lists the many companies that play an important role in online payment technology. The products are described, software and services that these companies produce and you are directed to their Web sites for further information.
Defining and appropriate e-business infrastructure is vital to all companies adopting e-business. The quality of service experienced by users of the systems in terms of speed and responsiveness is directly impacted by infrastructure. The architecture of hardware, software, content and data used to deliver e-business services to employees, customers and partners comprise the e-business infrastructure.

Web services refer to a highly significant model for managing software and data within the e-business age. This unit will discuss the web services model involving managing and performing all types of business processes and activities through accessing web-based service rather than running a traditional executable application on the process of your local computer.

Environmental scanning is the process of continuously monitoring the environment and events and responding accordingly. The necessity of environmental scanning and the macro-environmental factors that directly drive the content and services provided in a web site are discussed in this unit. At the conclusion of this unit, students should understand the general legal constraints that a company acts under in the United States and should comprehend the governments control (or lack thereof) of the Internet.