

Introduction to the Internet and e-commerce (Bérengere David IUT Tours : bdavid@univ-tours.fr)

I) a. STARTING A BUSINESS : WATCH VIDEO 1, THEN FILL IN THE INFORMATION. (<https://www.youtube.com/watch?v=d4aijRJFOq4>)



Click on Video 1

	Johnny's idea	Joey's idea
Type of store		
Place		
Workforce		
Promotion		
Pros		
Cons		

b. Johnny decided to learn from his mistakes, and to start another business. But this time, as he doesn't know anything about this type of selling, how is he going to do to be sure to be successful?

.....

c. Which short sentence, mentioned in this video, would summarize the topic?

II) WATCH VIDEO 2, THEN ANSWER THE FOLLOWING QUESTIONS. (https://youtu.be/FAyit_s9eY0)

a) What are the different types of e-commerce? Name them and give a brief definition for each of them.



Click on Video 2

