



Internet and its Role in e-Learning and e-Business

Dr. S. B. Jambulkar

Dhanwate National College,
Nagpur

Abstract

Internet is the revolutionary network. It helps to bring world closer. The Internet is the global system of interconnected mainframe, personal and wireless computer networks that use the Internet protocol suite. Internet is a participative medium, anybody can publish information or create new services. Internet has become very popular and important as medium of communication for all sectors. This paper introduces learning and business through internet with its basic applications and various advantages and disadvantages.

Keywords : Business Management, Internet, e-business

INTRODUCTION

Internet is a network of network. Internet is now the most dynamically developing advertising medium. The Internet is a global network of networks. People and organizations connect into the Internet so they can access its massive store of shared information. The Internet is an inherently participative medium. Anybody can publish information or create new services. The Internet is a cooperative endeavor no organization is in charge of the net.

About 48% of the people in the United States and Canada have access to the Internet.

About 5% of the world's population has access to the Internet.

We can access internet through Computer

- Connection - Phone Line, Cable, DSL, Wireless, Modem. Network Software - TCP/IP
- Application Software - Web Browser, Email.
- Internet Service Provider (ISP).



We can use internet to send and receive email messages, Download free software with FTP (File Transfer Protocol), Post your opinion to a Usenet newsgroup, Yack it up on IRC (Internet Relay Chat), Surf the World Wide Web. And much, much more. There is no charge for most services. ELearning is the use of technology to enable people to learn anytime and anywhere. e- Learning can include training, the delivery of just-in-time information and guidance from experts.

E-business is about using Internet technologies to provide superior customer service, streamline business processes, increase sales, and reduce costs. E-business uses tools such as email, online banking solutions, websites, supply chain management software and web-based customer relationship management.

e-LEARNING

If you could stop time and inexpensively bring together all of the people in your organization who need to learn and the resources to teach them, you would not need e-learning. In the real world, people have jobs to do and budgets are limited. Your learning program will need the power of technology to overcome the limitations of time, distance and resources. You know that people learn in many different ways and at different times. To support these different learning needs, you will need different e-learning delivery methods. Additionally, you will need a way to develop and manage e-learning. Click on the following e-learning solutions to learn more. No single e-learning method is best for every learning need. You will most likely need to use several e-learning technologies as well as traditional learning methods. A blended learning program combines e-learning and traditional learning methods. Blended learning can provide the convenience, speed and cost effectiveness of elearning with the personal touch of traditional learning.



Fig : Structure of Global Network

Advantages and Disadvantages of e –Learning

There are many advantages to online and computer-based learning when compared to traditional face-to-face courses and lectures. There are a few disadvantages as well.

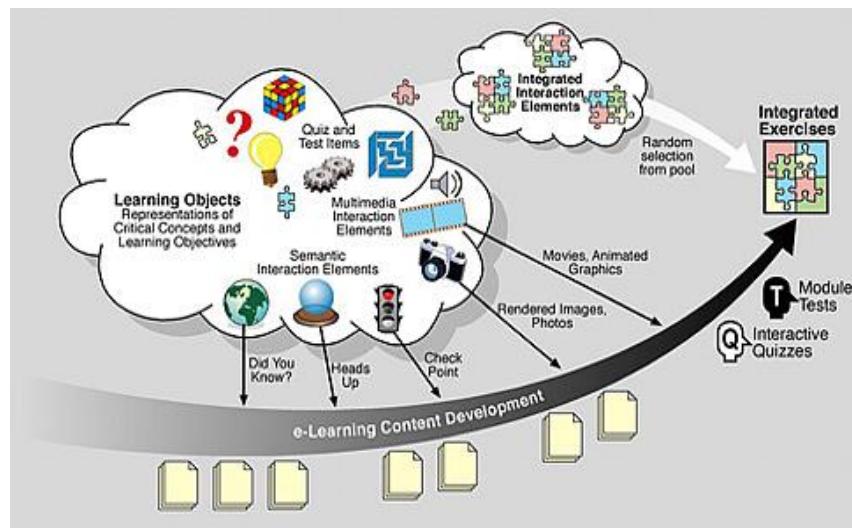


Fig.: Structure of e-Learning content development

Advantages of online or computer-based learning

- Class work can be scheduled around work and family
- Reduces travel time and travel costs for off-campus students



- Students may have the option to select learning materials that meets their level of knowledge and interest
- Students can study anywhere they have access to a computer and Internet connection
- Self-paced learning modules allow students to work at their own pace
- Flexibility to join discussions in the bulletin board threaded discussion areas at any hour, or visit with classmates and instructors remotely in chat rooms
- Instructors and students both report e –Learning fosters more interaction among students and instructors than in large lecture courses
- e -Learning can accommodate different learning styles and facilitate learning through a variety of activities
- Develops knowledge of the Internet and computers skills that will help learners throughout their lives and careers
- Successfully completing online or computer-based courses builds self-knowledge and self-confidence and encourages students to take responsibility for their learning
- Learners can test out of or skim over materials already mastered and concentrate efforts in mastering areas containing new information and/or skills.

Disadvantages of online or computer-based learning

- Learners with low motivation or bad study habits may fall behind
- Without the routine structures of a traditional class, students may get lost or confused about course activities and deadlines
- Students may feel isolated from the instructor and classmates
- Instructor may not always be available when students are studying or need help
- Slow Internet connections or older computers may make accessing course materials frustrating
- Managing computer files and online learning software can sometimes seem complex for students with beginner-level computer skills
- Hands-on or lab work is difficult to simulate in a virtual classroom.

e-BUSINESS

Electronic commerce, or e-commerce, is any commercial activity, either business to business or business to customer, conducted over electronic networks such as the Internet. Ecommerce includes the following activities:

- Commercial transactions conducted by Internet, telephone and fax
- Electronic banking and payment systems
- Trade in digitized goods and services
- Electronic purchasing and restocking systems (supply chain management)
- B2B exchange of data
- Delivery of goods and/or services purchased (order fulfillment)
- Customer service.

Fig : Structure of Business and e-Commerce





Structure of Business and e-Commerce

e-commerce is just one aspect of e-business. Any business owner who uses the Internet to develop or enhance their business is using e-business. This means that you may already be using e-business in your own enterprise. Now we will see some important aspects of e- business:

- How can e-business help you
- e-business for the small, local business.
- Marketing and Sales.
- Inventory Control.
- Staff Management.
- e-business security, privacy and legal requirements.
- Advantages of e-Business.
- Disadvantages of e-Business.

How can e-business help

E-business can benefit all types of businesses. It is not limited to technology-related products and services; companies in every field are doing business online. Networking through e-business can be applied to any part of a company's operations, including marketing and sales, purchasing and logistics, production, design and engineering. The most effective use of e-business is when several of these functions are combined.

Electronic business or e-business can help your business to:

- Cut costs and transaction times
- Save time and money by improving internal and external functions
- Streamline internal and external supply chain management
- Promote, market and sell around the world and around the clock through a .Website.
- Improve customer support, communication and relationship management
- Compete globally with your website against businesses of all sizes without setting up offices in other countries



e-business for the small, local business

e-business can make you competitive with much larger enterprises. Your market can be the world, and the Internet makes reaching that market easy. Some of you may not think your business needs to reach globally, or even interprovincially.

Think again, because e-business can work for you.

Marketing and Sales

A website makes it easier for your customers to find you if you include your address, phone number, and a small map. Many people now go to the Web before going to the phone book. You can post your hours of operation.

- You can post your menu and any special events online.
- Your customers can make reservations online.
- If you offer take-out or delivery, your customers can order and pay online. This in turn may:
 - Reduce the amount of food wasted on orders that are never purchased
 - Improve safety for your delivery staff by reducing the amount of cash they have to carry
 - Improve deliveries when less time is spent on the payment
 - Reduce the amount of disputes over orders with a printout of the order.

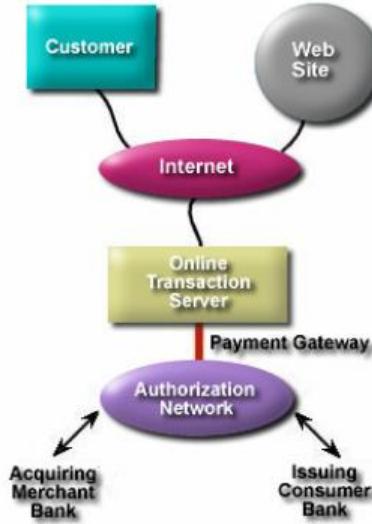


Fig : Structure of online transaction

Inventory Control

Many suppliers, including restaurant suppliers, let you order online. The smart ones will offer you your own online portal, giving you a special connection to their intranet. This helps you be more efficient by letting you:

- Place your order at your convenience
- See your order history
- Track seasonal trends
- Keep up with order schedules

Staff Management

Email lets you better communicate with your staff. You can send work schedules and eliminate any excuse for not knowing who is working what shift. Staff can let you know about unplanned absences at any time of the day, making it easier for you to fill in gaps in the schedule.



The restaurant was just an example. Many of the e-business strategies listed above can work for any type of local business. Think about areas of your business that could be more efficient. You can find an easy, cost-effective way for e-business to give you that efficiency.

e-business security, privacy and legal requirements:

e-business has issues that you are less likely to find with more traditional means of doing business. Entire relationships are built in e-business without any kind of face-to-face communication. However, e-business does expose you and your customers to risks, such as theft of your customer lists and customer credit card information, fraudulent purchases, misunderstanding with suppliers and customers due to lack of personal communications, and loss of customer trust. Do not consider the risks as reasons to give up on e-business. There are strategies and methods that can help you reduce the risks to yourself and your customers. Be aware of the risks and take steps to deal with them before they become problems.

Advantages of e-Business Worldwide Presence

This is the biggest advantage of conducting business online. A firm engaging in e-business can have a nationwide or a worldwide presence. IBM was one of the first companies to use the term e-business to refer to servicing customers and collaborating with business partners from all over the world. Dell Inc. too had a flourishing business selling PCs throughout the US, only via telephone and the Internet till the year 2007. Amazon.com is another success story that helps people buy internationally from third parties. Hence, worldwide presence is ensured if companies rethink their business in terms of the Internet.

Cost Effective Marketing and Promotions: Using the web to market products guarantees worldwide reach at a nominal price. Advertising techniques like pay per click advertising ensure that the advertiser only pays for the advertisements that are actually viewed. Affiliate marketing, where customers are directed to a business portal because of the efforts of the affiliate who in turn receive a compensation for their efforts meeting with success, has emerged on account of e-business. Affiliate marketing has helped both the business and the affiliates. Firms engaging in e-business have managed to use cost effective online advertising strategies to their advantage.



Developing a Competitive Strategy

Firms need to have a competitive strategy in order to ensure a competitive advantage. Without an effective strategy, they will find it impossible to maintain the advantage and earn profits. The strategy, that the firms can pursue, can be a cost strategy or a differentiation strategy. For instance, till the year 2007, Dell Inc. was selling computers only via the Internet and the phone. It adopted a differentiation strategy by selling its computers online and customizing its laptops to suit the requirements of the clients. Thus, e-business resulted in Dell Inc. managing to capture a vast segment of the market using the differentiation strategy.

Better Customer Service:

E-Business has resulted in improved customer service. Many a times, on visiting a website, the customer is greeted by a pop-up chat window. Readily available customer service may help in encouraging the customer to know more about the product or service. Moreover, payments can be made online, products can be shipped to the customer without the customer having to leave the house.

Disadvantages of e-Business:

Sectoral Limitations:

The main disadvantage of e-business is the lack of growth in some sectors on account of product or sector limitations. The food sector has not benefited in terms of growth of sales and consequent revenue generation because of a number of practical reasons like food products being perishable items. Consumers do not look for food products on the Internet since they prefer going to the supermarket to buy the necessary items as and when the need arises.

Costly e-Business Solutions for Optimization:

Substantial resources are required for redefining product lines in order to sell online. Upgrading computer systems, training personnel, and updating websites requires substantial resources. Moreover, Electronic Data Management (EDM) and Enterprise Resource Planning (ERP)



necessary for ensuring optimal internal business processes may be looked upon, by some firms, as one of the disadvantages of ebusiness.

It's evident that the advantages clearly outweigh the disadvantages of e-business. Every business has to eventually change its modus operandi and adopt e-business practices in order to ensure survival and success.

CONCLUSION

The use of internet helps lot in e-learning and e-business. Student can learn new things through internet. Student can learn net technology, join online courses etc from the internet. Also internet makes e-business possible.

XV. REFERENCES

1. Adams, A., & Blandford, A. (2003). Security and online learning: To protect or prohibit. Usability Evaluation of Online Learning Programs, 331-359.
2. Architecture Solutions for E-Learning Systems(Claus Pahl, ed.,IGI , 2008).
3. Electronic Commerce: The New Business Platform for the Internet by Debra Cameron
4. E-Business Strategy, Sourcing and Governance By Petter Gottschalk (Norwegian School of Management, Norway)
5. Patel, V., Ratha, N., & Chellappa, R. (2015). Cancelable Biometrics: A review. IEEE Signal Processing Magazine, 32(5), 54–65. doi:10.1109/MSP.2015.2434151
6. https://en.wikipedia.org/wiki/Online_shopping
7. <https://www.statista.com/topics/2454/e-commerce-in-india/>
