ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Computer Science)

Course: E-Commerce Applications (3522)   **Semester: Autumn, 2012**
Level: Post Graduate   **Total Marks: 100**

ASSIGNMENT No. 1

All questions are compulsory and carry equal marks

Q.1   What do you think Internet Online shopping is better than our traditional shopping system? Give your logical answer.

Q.2   Why a Competitor Analysis is an important issue in either business plan? Give reason.

Q.3   Why Internet Protocol is called Internet protocol suit? In what respect TCP protocol is better than IP protocol?

Q.4   Why business processing Re-Engineering is an important issue within an organization?

Q.5   Does IT infrastructure necessary in e-business environment? Discuss!

ASSIGNMENT No. 2

All questions are compulsory and carry equal marks

Q.1   Why the interaction with the partner is necessary in E-Business? Can Business run smoothly without interaction?

Q.2   What strategy you will have to adopt that a customer must visit your web site? Give logical reason.

Q.3   Why the Online meeting is necessary for managing E-Business? Can a business be effective without Online?

Q.4   What do you think that without maintaining Internet security we cannot run smoothly our business?

Q.5   In order to make Credit Card payments secure, which one standard SSL (Secure Socket Layer) or SET (Secure Electronic Transaction) you feel much better for your E-Business.

3522 E-COMMERCE APPLICATIONS

Recommended Book: The E-Business (R) Evolution by Daniel Amor

COURSE OUTLINE

Unit-1   Introduction to Internet Business
    a)   Being Online
    b)   Defining E-business
    c)   Reasons for Going Online
    d)   Differentiating between E-business Categories
    e)   Using the New Paradigm of E-business

Unit-2   Preparing the Online Business
    a)   Competitor Analysis on the Internet
    b)   The Fourth Channel
    c)   Paradigms in the New Economy
    d)   Driving Business Process Re-Engineering
    e)   Designing, Developing, and Deploying the System

Unit-3   Selecting the Technology
    a)   Internet Networking
    b)   Exploring the IT Infrastructure
    c)   Deciding on the Enterprise Middleware
    d)   Choosing the Right Enterprise Applications
    e)   Building the E-Business Applications

Unit-4   Avoiding Legal Issues
    a)   Global Contracts
    b)   The Web Site
    c)   Encryption Algorithms
    d)   Crisis Management

Unit 5   Marketing Strategies on the Web
    a)   Internet Marketing Technologies
    b)   Web-Design
    c)   Attracting Visitors to your Site
    d)   Virtual Societies and Localization
    e)   Promoting Your E-Business
    f)   Banner Ad Campaigning
    g)   Online Measurement
    h)   One-to-One Marketing
    i)   Direct Marketing
    j)   Choosing the Right ISP

Unit-6　Search Engines and Portals
　　a)　Searching the Internet
　　b)　The Future of Searching
　　c)　Intelligent Network Agents
　　d)　Portal Sites, the New All-in-One Mega Web Sites
　　e)　Electronic Software Distribution
　　f)　On-line Resources Management

Unit-7　Interactive Communication Experiences
　　a)　Internet Chat Solutions
　　b)　Internet-based Trainings
　　c)　Finding the Right Browser
　　d)　The Hypertext Markup Language
　　e)　Web Application Servers
　　f)　Creating a Security Strategy
　　g)　Fighting Virus and Hoax Virus Warnings

Unit-8　Paying Via the Net
　　a)　The Payment Business
　　b)　Post-paid Payment Systems
　　c)　Instant-Paid Payment Systems
　　d)　Pre-paid Payment Systems
　　e)　Comparing Payment Technologies
　　f)　The Future of Payment

Unit-9　Case Study
The students in groups select a case study after Unit 5. They may develop the E-Business solution. The teacher is requested to provide them guidance in developing a case study. The report shall be submitted to teacher and presentation in the class shall be organized.