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

Course: Introduction to E-Business (3471)   **Semester: Spring, 2014**
Level: Post Graduate   **Total Marks: 100**
                                                      Pass Marks: 40

ASSIGNMENT No. 1

Note: All questions carry equal marks.

Q. 1   What are the opportunities of taking business online? State your answer in the context of a sample case study.

Q. 2   Suppose you have been hired as technical consultant of a business company. You are required to build basic infrastructure plan for e-business activities. Give outline of your plan with brief description.

Q. 3   Consider setting up a xyz the popular site where music tracks can be searched, purchased and legally download. What business models might be appropriate?
   a)   Outline the system design you would advise, with rough estimates of scale.
   b)   What major difficulties will the project have to overcome?

Q. 4   Describe possible business models for a small independent Internet television start-up company. Estimate start-up costs and profitability, and describe some of the challenges such a television station will need to overcome.

Q. 5   A music publisher complains to you as owner of a social networking site that a user has posted copyright material to your site, and threatens to take an action against you as effective publisher unless you reveal the name and address of the user. What is your defense, if any?

ASSIGNMENT No. 2

Total Marks: 100   **Pass Marks: 40**

Note: All questions carry equal marks.

Q. 1   What are important principles of security in e-business? Also do some research on Internet and find some good sites of online shopping. Discuss important points.

Q. 2   Suppose you have been hired as technical consultant of a business company. You are required to build basic infrastructure plan for e-business activities. Give outline of your plan with brief description.

Q. 3   Assume that there is a company named xyz that deals in computer products. Xyz does not have strong relationships with the computer dealers and sells the products directly to the consumers. Xyz keeps its cost below than competitor's costs who have stronger relationship with the computer dealers. Identify the strengths, weaknesses and threats of xyz.

Q. 4   a)   Compare and contrast the business models and competitive advantages of facebook.com & google.com, the two sites.
        b)   Elaborate how facebook continues its innovation (new strategies) to guard against competitors like Google+. (Specify Facebook's new actions/ strategies in your analysis.)

Q. 5   Select one or two business model(s) that accurately describe your proposed business activities. For each model, identify it and briefly describe the model as it applies to your business idea. Include tat value proposition and the revenue model in your description.

3471 Introduction to E-Business

Recommended Book:
THE E-business (R) EVOLUTION by Daniel Amor

Course Outlines:
Unit No. 1 Introduction to Internet Business
        Being Online, Defining E-business, Reasons for going online
        Differentiating between E-Business categories
        Using the new Paradigm of E-business

Unit No. 2 Preparing the Online Business
        Competitor Analysis on the Internet
        The Fourth Channel, Paradigms in the New Economy
        Driving Business Process Re-engineering

Designing, Developing and Deploying the System

Unit No. 3 Selecting the Technology
Internet Networking, Exploring the IT Infrastructure
Deciding on the Enterprise Middleware
Choosing the Right Enterprise Applications
Building the E-business applications

Unit No. 4 Marketing Strategies on the Web
Internet Marketing Technologies, Web Design
Attracting Visitors to your Site, Virtual Societies
Localization, Promoting your E-business
Banner and Campaigning, Online Measurement
One-to One Marketing, Direct Marketing, Choosing the Right ISP

Unit No. 5 Interactive Communication Experiences
The Basics, Moderating Online Meetings
Internet Chat Solutions, Internet-bared Trainings

Unit No. 6 Security on the Internet
Creating a Security strategy, Cryptographic Tools
Applications of Cryptology, Privacy on the Internet
Fighting Virus and Hoax Virus Warnings, Conflicts in the Information Age

Unit No. 7 Paying Via the Net
The Payment Business, Post–Paid Payment System
Instant-paid Payment System, Pre-paid Payment Systems
The Future of Payment

Unit No. 8 Pervasive Computing
Internet Services, Device-to-device Communication
Information Exchange, Service Broadcasting, The Vision

Unit No. 9 Shopping and ORM Solutions
Online Shopping, Shopping Solutions, Implications of the new Economy, Electronic Software Distribution, Operational Resources Management

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