

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

WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Introduction to E-Business (3471/3525)

Level: Post Graduate

Semester: Autumn, 2012

Total Marks: 100

Pass Marks: 40

ASSIGNMENT No. 1

Note: All questions carry equal marks.

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

Total Marks: 100

Pass Marks: 40

Note: All questions 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.

3471/3525 Introduction to E-Business

Credit Hours: 4(3, 1)

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-based 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.