

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Commonwealth MBA/MPA Programme)**

**E-COMMERCE (5576)**

**CHECKLIST**

**SEMESTER: AUTUMN, 2013**

This packet comprises the following material:

1. Text Books
2. Course Outlines
3. Assignment No. 1, 2
4. Assignment Forms ( 2 sets )

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

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Wishing you all the best,

**Saira Ahmed Awan**  
Course Coordinator

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(Commonwealth MBA/MPA Programme)**

**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 ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: E-Commerce (5576)**  
**Level: Executive MBA/MPA**

**Semester: Autumn, 2013**  
**Total Marks: 100**  
**Pass Marks: 40**

**Instructions:**

- (a) All written assignment must be well organized, presented in an easy-to-read format, and neat. If your handwriting is not legible, type or compose the written assignment. Moreover, pay particularly close attention to grammar, spelling, punctuation and understandability. Communication is extremely important in this course.
  - (b) Documentation is likewise very important. Un-supported statements or opinions are worthless to the reader who desires to verify your finding. Complete and specific documentation is mandatory. Also, your references should be from primary sources, except in rare and unusual situation.
  - (c) Quoting should be kept to an absolute minimum.
  - (d) Before writing the assignment, you are advised to thoroughly study the guidelines for assignment writing.
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**Guidelines for Doing Assignments**

We expect you to answer each question as per instructions in the assignment. You will find it useful to keep the following points in mind:

1. **Planning:** Read the assignments carefully, go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
2. **Organization:** Be a little selective and analytical before drawing up a rough outline of your answer. Give adequate attention to question's introduction and conclusion.
  - a) The answer is logical and coherent,
  - b) It has clear connections between sentences and paragraphs,
  - c) The presentation is correct in your own expression and style.
3. **Presentation:** Once you are satisfied with your answer, you can write down the final version for submission. It is mandatory to write all assignments neatly. If you desire so, you may underline the points you wish to emphasize. Make sure that the answer is within the stipulated word limit.

## **ASSIGNMENT No. 1**

- Q. 1 What is E-Commerce? Discuss its role in businesses in Pakistan. Describe and discuss the framework for E-Commerce and its major components. **(20)**
- Q. 2 (a) Differentiate between static and dynamic web pages. Support your answer with relevant examples. **(10)**  
(b) E-mails are informal way of communication. Do you agree? Justify your answer. **(10)**
- Q. 3 Discuss the benefits for organizations in shifting to client/server computing models. Also discuss what problems organizations must address when adopting the client/server computing model? **(20)**
- Q. 4 (a) Discuss the role of virtual reality in multimedia delivery. Support your answer with example. **(10)**  
(b) What is CRM? Discuss the advantages of implementing effective internet supported CRM? **(10)**
- Q. 5 What are the pitfalls of the 'pure-play' mode of B2C e-commerce? Discuss how B2C e-commerce strategy can be repositioned to combine the strength of both physical and virtual business channels in the 'click and mortar' mode of operation? **(20)**

## **ASSIGNMENT No. 2**

**Total Marks: 100**

### ***Instructions:***

1. This assignment is a research-oriented activity. You are required to develop a case study and submit to the tutor for evaluation prior to the final examination. The last date of this assignment will be notified separately by our directorate of regional services and the same will be communicated to you directly as well as through approved study centers assigned to you.
2. You will have to participate in the activity fully, actively and practically to be eligible to sit in the final examination of the course.
3. For the preparation of this assignment, you should first thoroughly review the Case Study Guidelines and develop a scholarly material of the same giving references, quotations, and extracts of various scholars and experts. Then visit any business/commercial organization and study the relevant practical aspects there. Combining the theoretical and practical aspects, develop a comprehensive case study of 1500-3000 typed words to be submitted to your tutor.
4. Prepare a copy of this assignment and submit to your tutor for your evaluation.
5. You should prepare the transparencies, charts, or any other illustrative material for effective presentation.

## **Requirement**

You are required to select an organization of your own choice, find out the problematic situation or dilemma relevant to your subject in that organization, which may be current or happened in past. After highlighting the problem, design a case study upon the dilemma of that organization. Guidelines to design case study are attached. Read carefully the guidelines and formulate case study strictly following these.

## **Guidelines to Develop a Case Study**

### **What a Case study is?**

A case study is written summary or syntheses of real-life cases based upon data and research. It suggests a story with a beginning, middle and end. It is a challenge with a result or a problem with a solution. Approach to design case study is

- **Challenge**
- **Solution**
- **Result**

Case studies identify appropriate strategies for the resolution of dilemma of the case. Case study is a part of effective knowledge management. It is specific and easily digestible story format which comes up with a solution. Case study is the practical implication of business studies. It enriches your exposure to field work and your managerial and executive expertise to handle organizational issues.

### **Business case study**

To summarize real-life business scenarios, a problem occurring in organizational setup or a dilemmatic situation, leading to operational misconduct and inefficiency in organizations is business case study. The issue may be from any field like finance, HRM, Management, Strategic Management, Production, Marketing, and General Operations etc.

### **Case Study Layout**

- Title page
- Abstract
- Introduction
- Major characters
- Company/organizational background
- Industry profile/context
- Dilemma of case/ storyline/ Case presentation
- Management Outcome
- Conclusion
- Discussion
- Exhibits
- Acknowledgement
- References

### **Title page**

The title page will contain the full title of the case study. A title must not be vague or non-specific because it may not attract readers' attention. The two most common formats of titles are nominal and compound. A nominal title is a single phrase, for example "A case study of hypertension which responded to spinal manipulation." A compound title consists of two phrases in succession, for example "Response of hypertension to spinal manipulation: a case study." Keep in mind that titles of articles average between 8 and 9 words in length.

### **Abstract**

An abstract consists of a short version of the whole paper. There are no headings within the abstract. The author simply tries to summarize the paper into a story which flows logically.

## **Introduction**

The introduction is where we convey case study to the reader. It is useful to begin by placing the study in a historical or social context. If there is something especially challenging about the diagnosis or management of the condition that we are describing, now is our chance to bring that out. Introduction doesn't need to be more than a few paragraphs long, and the objective is to have the reader understand clearly, but in a general sense, why it is useful for them to be reading about this case. Avoid using jargons specifically in introduction. Introduction should create a dramatic interest.

## **Major characters**

In the case there are assumed characters around whom the whole story revolves. Dilemma is made easy to understand through these characters. Select your characters with their names and designations.

## **Company/organizational background**

Reporting of background should be very selective. It is not the history of whole organization but a history that relates to the problem or decision. Avoid evaluating or misleading descriptions. Information about the organization should shed light on the problem.

## **Industry profile/context**

Industry profile gives the details of the context within which the organization operates with pressures, threats, laws, information on competitors and other external factors that impact the organization.

## **Case Dilemma/ Storyline/ Presentation**

This is the part of the case in which we introduce the raw data. First, describe the complaint that brought the situation to you. Next, introduce the important information that is obtained from history-taking. There is no need to include every detail – just the information that helped to settle on diagnosis. Also, try to present dilemma information in a narrative form – full sentences which efficiently summarize the results of questioning. The next step is to describe the results of our clinical examination. Again, we should write in an efficient narrative style, restricting ourselves to the relevant information. It is not necessary to include every detail in our clinical notes. Also, you should describe the actual results, since not all readers will have the same understanding of what constitutes a “positive” or “negative” result. Dilemma is the main problem or the main motive to write up a case so it should be logical, clearly narrated, well structured and very near to reality.

It must not be self created or assumption based. The case must realistically grapple with the problem and appreciate the complexity of decision making in the real world. It is also important that case does not contain holes that are manipulative and that lead readers to feel that games are being played with them. A balance must be attained between giving enough material to make informed choice or decisions, but not so much material that the answer is given away.

## **Management and Outcome**

In this section, we should clearly describe the plan for settlement of the situation, and the outcome. It is useful for the reader to know what type of remedial actions have been taken. Additionally, you should be as specific as possible in describing the remedial action that was used. If some techniques have been used you are required to elaborate clearly those techniques. Remember that our case study may be read by people who are not familiar with managerial techniques.

## **Conclusion**

Here the problem and options for consideration are restated but the decision point is open for students to resolve. The case should never end with a ‘yes’ or ‘no’ or ‘right’ or ‘wrong’ answer. The conclusion should create tension and suggest options for the readers. Successful cases have no definite conclusions.

## **Discussion**

In this section identify any questions that the case raises. It is not compulsory to provide a complete physiological explanation for everything that is observed. We summarize the lessons learned from this case.

## **Exhibits**

If you have used any tables, figures or photographs, they should be accompanied by a succinct explanation. Tables, figures and photographs should be included at the end of the case. Exhibits are the supporting supplementary material of the data given in the whole case study. The purpose of each exhibit should be very clear. If an exhibit has been used in the case, it should be very simple and clear. These are used to simplify and clarify the text of the case and to help with resolution of dilemma and the making of decision.

## **Acknowledgments**

If someone provided assistance with the preparation of the case study, thank them briefly. It would generally be regarded as excessive and inappropriate to thank others, such as teachers or colleagues who did not directly participate in preparation of the case.

## **References**

Only use references that you have read and understood, and actually used to support the case study. Do not use more than approximately 15 references without some clear justification. Try to avoid using textbooks as references, since it is assumed that most readers would already have this information. Also, do not refer to personal communication, since there is no way of checking this information.

## **Types of case study**

### **Types on the basis of structure**

- **Open ended case study**  
The case studies having no questions at the end are open ended case studies. These case studies are end up with a tense situation for readers. Readers themselves draw the questions and find solution to dilemma.
- **Close ended case study**  
The case studies ending up with questions are close ended case studies. These are the most common types of case studies. These are easy to find solution for readers. The questions are drawn on the basis of dilemma and storyline of case.

### **Types on the basis of subject matter**

#### **Exploratory case study**

An exploratory case study is the type of case study where the researchers or case study designer wants to explore some unexplored. Where considerable uncertainty exists about program operations, goals, and results, the exploratory case study is designed to identify questions, select measurement constructs, and develop measures.

#### **Program implementation case study**

A program implementation case study helps discern whether implementation complies with intent. This case study may also prove useful when concern exists about implementation problems. Extensive, longitudinal reports of what has happened over time can set a context for interpreting a finding of implementation variability.

#### **Program effects case study**

Program effects case studies can determine the impact of programs and provide inferences about reasons for success or failure. As with the program implementation case study, the evaluation questions usually require generalizability and, for a highly diverse program, it may become difficult to answer the questions adequately and retain a manageable number of sites. But methodological solutions to this problem exist. After identifying findings of specific interest, researchers may then implement case studies in selected sites to maximize the usefulness of the information.

### **Company field cases**

These cases are developed in cooperation with the participating company, have company approval and are the most common types of cases.

### **Individual field cases**

These cases focus upon specific individuals e.g. role of a woman in NGO leadership.

### **General experience cases**

These cases are written on the basis of case writer's knowledge, a story is invented. Generally these cases are simple. Complex cases demand a real organization.

### **Published information cases**

These cases are derived from published sources such as newspapers, research reports, journals etc. and as such, must contain extensive footnotes. It must be made clear that such cases have been written up based on published sources. In these cases there is no need for company release.

There are many other types of case studies in practice. You can work any of them but your work should be very logical and well structured. Nothing must be vague leading to wastage of time and efforts.

### **Important Points**

- Write in past tense
- Direct quotes are written in present tense
- Avoid jargon
- Logically structured
- Free of grammatical errors
- Define technical terms if not common
- Avoid adjectives and adverbs
- Avoid ambiguities and inconsistencies
- Refer to actors by last name consistently
- Do not capitalize position titles
- Number all exhibits and refer to them in text
- Writing should be clear, concise and accessible.
- Cases should be between 1500-3000 words in length.

### **Important Note**

You are advised to structure your case study in close ended structure having questions at the end.

## **ELECTRONIC COMMERCE (5576) COURSE OUTLINES**

### **Block 1: Introduction to Electronic Commerce**

- 1 Introduction
  - 1.1 Objectives
- 2 What is Electronic Commerce?
  - 2.1 Activity: Trade link Services
  - 2.2 Definitions of E-Commerce
  - 2.3 Activity: Definitions
  - 2.4 Additional Definitions of E-Commerce
- 3 Categorizing E-Commerce by Transaction
  - 3.1 B2C (Business to Consumer)
  - 3.2 Activity: Comparing Sites
  - 3.3 C2C (Consumer to Consumer)
  - 3.4 B2B (Business to Business)

- 3.4.1 Online Reading
- 3.5 Activity: Accessing Websites and Pages
- 3.6 Non Business E-Commerce
- 4 Going into E-Commerce: Why and How
  - 4.1 Benefits of E-Commerce
  - 4.2 Dangers of E-Commerce
    - 4.2.1 Online Reading
  - 4.3 Security Issues
    - 4.3.1 Online Reading
  - 4.4 Making the Decision to Get into the Game
    - 4.4.1 Online Readings
  - 4.5 Activity: Clicks vs. Bricks
- 5 The impact of E-commerce on the Business World
  - 5.1 Improving Direct Marketing
  - 5.2 Organizational Restructuring
    - 5.2.1 Supply Chain Management
  - 5.3 Virtual Value Chains
  - 5.4 The Market-space: Content, Context and Infrastructure
- 6 Commercial use of the WWW: Government Perspectives
  - 6.1 E-commerce as promoted by the HK SAR Government
    - 6.1.1 Online Reading
  - 6.2 Activity: ESD
- 7 The future for E-Commerce

**Block 2: Infrastructure for Electronic Commerce**

- 1 Introduction
  - 1.1 Objectives
  - 1.2 The Internet as a Network
  - 1.3 The physical Infrastructure of the Internet
  - 1.4 Activity: Building a Glossary (dictionary of sorts)
- 2 Connecting to the Internet, Part A
  - 2.1 Activity
- 3 Connecting to the Internet, Part B
  - 3.1 Activity (Optional)
  - 3.2 Activity
- 4 The Web
- 5 Website location
  - 5.1 IP Addresses
  - 5.2 Activity
  - 5.3 Domain Names
- 6 Uniform Resource Locator
  - 6.1 DNS
- 7 Registration Issues
  - 7.1 Activity
- 8 Client/server applications
  - 8.1 The Client/Server-Programming Model
  - 8.2 Types of Client/Server Computing Services
    - 8.2.1 File Server
    - 8.2.2 Database Server
    - 8.2.3 Transaction Server
- 9 Fat servers or fat clients
  - 9.1 Thin Client Servers vs. Other Networks
    - 9.1.1 How is a Thin Client Network Different from other Networks?
  - 9.2 Two-Tiered Versus Three-tiered



- 9.3 Activity: Client/Server Models
- 10 World Wide Web (WWW) Servers and Clients
  - 10.1 The Web Server
  - 10.2 Hypertext Mark-up Language (HTML)
  - 10.3 Activity
  - 10.4 Web Browsers
- 11 E-Mail: The Killer Application
  - 11.1 Activity
- 12 Interactive Technologies
  - 12.1 Forms
  - 12.2 Common Gateway Interface (CGI)
    - 12.2.1 Activity
    - 12.2.2 Advantages of CGI
  - 12.3 Java: A Distributed Model Client/Server Solution
  - 12.4 Activity
  - 12.5 A brief note on JavaScript
- 13 Multimedia delivery
  - 13.1 Virtual reality (VR)
  - 13.2 Activity
- 14 Push technology and webcasting
  - 14.1 Internet Telephony
    - 14.1.1 Online Reading

**Block 3: Business Strategies for E-Commerce: B2C**

- 1 Introduction
  - 1.1 Objectives
- 2 Corporate strategy in the digital age
  - 2.1 Online Reading
  - 2.2 Activity
- 3 Business value of B2C electronic commerce
  - 3.1 Activity: Product Promotion
  - 3.2 New Sales Channel
  - 3.3 Activity
  - 3.4 Direct Savings
  - 3.5 Time Saving
    - 3.5.1 Online Reading
  - 3.6 Brand and corporate image
    - 3.6.1 Activity
  - 3.7 Customer relationships
    - 3.7.1 Activity
  - 3.8 New Product Capabilities
    - 3.8.1 Online Reading & Activity
- 4 B2C Business Models
  - 4.1 Ways of Classifying Business Models
    - 4.1.1 Activity
  - 4.2 Storefront Model
    - 4.2.1 Activity
  - 4.3 E-Mall Model
    - 4.3.1 Activity
  - 4.4 Activity: Commercial Viability of E-Malls
  - 4.5 Image-building model
  - 4.6 Customer service model
  - 4.7 Advertiser-supported model
    - 4.7.1 Activity

- 4.8 Access charge model
- 4.9 Brokerage model
- 4.10 Free model
- 4.11 Virtual communities
  - 4.11.1 Online Reading & Activity (Required)
- 5 Imperatives of EC Business Models
  - 5.1 Reading & Activity (Required)
- 6 Customer Relationship Management
  - 6.1 Online Reading
  - 6.2 Online Reading & Activity
- 7 From Pure-Play to Click-and-Mortar
  - 7.1 Reading

**Block 4: B2C, B2B and E-Commerce Business Models**

- 1 Introduction
  - 1.1 Objectives
  - 1.2 Major Activity/Assignment
- 2 Overview
- 3 Business Models for E-Business and E-Commerce
  - 3.1 Background on B2B: Electronic Marketplaces
    - 3.1.1 Electronic Marketplace Options
  - 3.2 Models for a Commercial Face
    - 3.2.1 Digital Models
    - 3.2.2 Poster Model
    - 3.2.3 Yellow Pages model
    - 3.2.4 Brochure Model
    - 3.2.5 Shop front Model
    - 3.2.6 Subscription Model
    - 3.2.7 Advertising Model
  - 3.3 Activity
    - 3.3.1 Project 2000 Research
    - 3.3.2 Destination Sites
    - 3.3.3 Traffic Control Sites
    - 3.3.4 Reading
  - 3.4 The Virtual Face
    - 3.4.1 The Co-alliance
    - 3.4.2 The Star Alliance
    - 3.4.3 The Value Alliance
    - 3.4.4 The Market Alliance
    - 3.4.5 The Virtual Broker
    - 3.4.6 The Virtual Space
  - 3.5 Activity
- 4 Virtual Communities as Facilitators for e-Business
  - 4.1 Specific Community Advantages
  - 4.2 Case Example: The On-line Garage
  - 4.3 Activity
- 5 Additional Readings on Business Models

**Block 5: Introduction to Intranets and Extranets**

- 1 Introduction and Overview
  - 1.1 Objectives
- 2 Hierarchical Framework of e-Business
  - 2.1 Technology-based Infrastructure
  - 2.2 Services
  - 2.3 Products and Structures

- 3 Corporate Strategies for Intra and Inter-organizational Systems
  - 3.1 Intranets
    - 3.1.1 Primary and Secondary Intranet Communications Technology
    - 3.1.2 Information Sources
    - 3.1.3 Putting the Intranet in Place
    - 3.1.4 Intranets Versus Proprietary Groupware
  - 3.2 Extranets
    - 3.2.1 Thin Clients vs. Thick Clients
    - 3.2.2 Security Issues
    - 3.2.3 Making the Business Case
- 4 Issues in Implementing IOS
  - 4.1 Organizational Issues
  - 4.2 Technical Issues
    - 4.2.1 Proprietary Technologies
    - 4.2.2 Non-Proprietary Internet Technologies
    - 4.2.3 Open Technologies and Convergence
  - 4.3 Implementation Issues

**Block 6: Marketing Strategies for E-Commerce**

- 1 Introduction
  - 1.1 Objectives
- 2 WWW Marketing
  - 2.0.1 Online Readings
  - 2.0.2 Activity
  - 2.1 Product
    - 2.1.1 Activity
  - 2.2 Price
    - 2.2.1 Online Reading
  - 2.3 Place
  - 2.4 Promotion
  - 2.5 Personalization
    - 2.5.1 Online Readings
- 3 Marketing techniques
  - 3.1 Combining Traditional and Online Marketing Techniques
    - 3.1.1 Online Reading
  - 3.2 E-branding
    - 3.2.1 Online Readings
  - 3.3 Flexible Pricing
- 4 Online Advertising
  - 4.1 Search Engines and Directories
    - 4.1.1 Online Reading
  - 4.2 Activity
  - 4.3 Banners
    - 4.3.1 Online Reading
  - 4.4 Activity
  - 4.5 Other Types of Reciprocal Promotion
    - 4.5.1 Electronic mail
    - 4.5.2 Push Versus Pull Technology
  - 4.6 Activity
- 5 Managing Customer Relationships
  - 5.1 Customer Relationship Management
    - 5.1.1 Online Reading
- 6 E-Marketing Strategies
  - 6.1 Organization Strategy study
  - 6.2 Opportunity analysis
  - 6.3 Monitoring

## **Block 7: Legal and Ethical Issues in E-Commerce**

- 1 Introduction
  - 1.1 Objectives
- 2 Legal and Ethical Issues
  - 2.1 Overview
  - 2.2 Protection of Privacy
    - 2.2.1 What is Information, and how is it Collected
  - 2.3 Activity
  - 2.4 Intellectual Property
  - 2.5 Free Speech and Censorship
  - 2.6 Taxation
  - 2.7 Encryption and Security
- 3 Emerging Legal Issues
  - 3.1 Introduction
  - 3.2 Contracts
    - 3.2.1 Online Sales
    - 3.2.2 Is an Online Contract Written?
    - 3.2.3 Do we Need a Signature?
    - 3.2.4 Terms of the Contract
    - 3.2.5 Are Electronic Contracts Admissible in Court?
  - 3.3 Limitations of Liability
  - 3.4 Valid Payment Procedures
    - 3.4.1 Tax Issues
  - 3.5 Marketing
    - 3.5.1 Protection of Personal Data
    - 3.5.2 Advertising Guidelines
    - 3.5.3 Restrictions on Advertising
  - 3.6 Activity
  - 3.7 Trademarks, Domain Names, and Copyright
    - 3.7.1 Registration of Trademarks
    - 3.7.2 Domain Names
  - 3.8 Gambling
  - 3.9 Dispute Resolution
    - 3.9.1 Jurisdiction
    - 3.9.2 Civil Liability
- 4 Social Issues
  - 4.1 Introduction
  - 4.2 Social Enablers of Electronic Commerce
    - 4.2.1 Access to the Digital Economy
    - 4.2.2 Network Availability
    - 4.2.3 Connectivity
    - 4.2.4 Business Connections
    - 4.2.5 Skills and Digital Literacy
    - 4.2.6 Confidence and Trust
  - 4.3 Benefits and Social Impacts
    - 4.3.1 Strengthening the Social Infrastructure
    - 4.3.2 Education and Training
  - 4.4 A Sense of Community
    - 4.4.1 Time Usage
    - 4.4.2 Distributive Effects
    - 4.4.3 The Workplace
    - 4.4.4 Small Businesses
  - 4.5 Activity: TaiFUNG Case Study

