

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: E-Commerce Application (3522)
Level: Post Graduate

Semester: Autumn, 2013
Total Marks: 100

ASSIGNMENT No. 1

Note: All questions carry equal marks.

- Q. 1 Do you think that online business has made a great effect on Internet? Justify your answer.
- Q. 2 Design a business web interface (as specified by your instructor) and write down the layout with the following actions.
 - Selection of multiple products
 - Removal of products
 - Payment of selected products
- Q. 3 Why internet is behaved as fourth channel? Also explain why channel conflict arises?
- Q. 4 In what respect globalization is making a great influence on the E-business. Give your answer with the help of a scenario.
- Q. 5 Write down the different models used in E-Commerce for making websites. Give your answer with the help of proper examples.

ASSIGNMENT No. 2

Total Marks: 100

All questions carry equal marks.

- Q. 1 Design a business website registration form (of your own choice). Highlight the important components with explanations.
- Q. 2 Suppose you are hired as an e-business developer in a company and you are given the task of developing an online business strategy. What will be your first step and why?

- Q. 3 Explore the practices of mobile banking in Pakistan. Prepare a brief report.
- Q. 4 Compare and contrast the features of digital business over traditional business system. Give proper example.
- Q. 5 Collect information about online credit card systems available in your locality including rates and method of payment etc. Write down the important services available through credit card systems.
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E-COMMERCE APPLICATIONS (3522)

Course Outlines

Recommended Book:

The E-Business (R) Evolution by Daniel Amor

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 Chart Solution
- 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.

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