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

Course: Introduction to E-Business (3471)   **Semester: Spring, 2013**
Level: Post Graduate   **Total Marks: 100**

ASSIGNMENT No. 1

Note: All questions carry equal marks.

Q. 1   Suppose you are going to setup an E-Business. Does the visibility factor important for your E-Business? If yes then how? Justify!

Q. 2   In what circumstances, E-business has changed the pattern of our traditional business systems?

Q. 3   Suppose you are an E-Business Analyst and you are going to launch a new E-Business. How does the competitor analysis will helpful in your e-business system?

Q. 4   Why dynamic trade is putting a great influence on the E-business sector. In what manner you will optimize your E-business process? Elaborate!

Q. 5   Suppose you are going to setup a network, and you need to transfer video and audio data more frequently with the following:
i)   Fast Data Switching
ii)   Time constraint
Which technology you should select and why?

ASSIGNMENT No. 2

Total Marks: 100

Note: All questions carry equal marks.

Q. 1   Suppose you are going to setup an E-business and you need privacy and a very secure mechanism for your communication. Explain at least two Encryption mechanisms which might be helpful for your E-business?

Q. 2   Create a scenario where you may implement digital signature. Is digital signature really important for your communication? Why?

Q. 3   Suppose you are designing a web site for your E-business. What are the important features to implement/add in the design of website?

Q. 4   Suppose you want to advertise your products for E-business. Describe at least two strategies with suitable examples.

Q. 5   Explain the importance of portal for promoting your E-business? Also describe some issues by using search engine.

3471 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-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

==========