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

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<th>WARNING</th>
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<td>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.</td>
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<td>2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN “AIOU PLAGIARISM POLICY”.</td>
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Course: Introduction to E-Business (3471)  
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

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

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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