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

Course: E-Commerce Applications (3522)

Level: Post Graduate   **Semester: Spring, 2013**
Total Marks: 100

ASSIGNMENT No. 1

Note: All questions carry equal marks.

Q.1 Discuss the new paradigm of E-Business? Also highlight the other Paradigms you feel better.

Q.2 Discuss some major advantages while getting into E-Business.

Q.3 Is E-business better than our traditional business? If yes then how? If not then why not?

Q.4 What factors you will adopt to handle and resolve a channel conflict?

Q.5 What do you think which four technological areas play a vital role in the expansion of Internet and why? Explain your answer with the help of scenario.

ASSIGNMENT No. 2
Total Marks: 100

Note: All questions carry equal marks.

Q.1 What are the important factors that can cause e-business failure? Can you give some better solution for it? Discuss.

Q.2 Explain the term Domain name? What steps you will consider in order to prevent domain name issues?

Q.3 What do you understand by the term Risk Management? What steps you might be taken during and after the crises?

Q.4 What do you understand by Crawler or Robot? How you can protect your website by implementing the Robot?

Q.5 Highlight the problems raised due to ESD (Electronic Software Distribution). Also highlight the points which make digital distribution successful.

3522 E-COMMERCE APPLICATIONS
Recommended Book: The E-Business (R) Evolution by Daniel Amor

COURSE OUTLINE

Unit# 1 Introduction to Internet Business
- a) Internet and Online Business
- 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) New Channels
- c) Paradigms in the New Economy
- d) Driving Business Process Re-engineering
- e) Designing, Developing, and Deploying the System

Unit# 3 Selecting the Technology for E-Business
- 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 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 and Security issues
- a) Internet Group Communications
- 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 Payment System Overview
- 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.