# **ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD**

**(Department of Business Administration)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE 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 THE “AIOU PLAGIARISM POLICY”.**

**Course: Introduction to e-Business (8426/9551) Semester: Spring, 2025**

**Level: BBA/PGD**

## Please read the following instructions for writing your assignments. (AD, BS, Bed, MA/MSc, MEd) (ODL Mode).

1. All questions are compulsory and carry equal marks but within a question the marks are distributed according to its requirements.

2. Read the question carefully and then answer it according to the requirements of the questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guides, or allied material.

4. Hand-written scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late submission of assignments will not be accepted.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5MB.

**Total Marks: 100 Pass Marks: 50**

**ASSIGNMENT No. 1**

Q. 1 Define **e-business** and explain its role in shaping the new economy. How has the growth of e-business influenced related industries? **(20)**

Q. 2 Explain the development of the **Internet** and the role of the **World Wide Web (WWW)** in enabling e-business. How has this technological evolution influenced business operations globally? **(20)**

Q. 3 Discuss the characteristics and types of **e-business models**. How can the framework for analyzing e-business models be applied to evaluate a real-world e-business? **(20)**

Q. 4 Explain the concept of **disintermediation and reintermediation** in   
e-business. How do these processes impact the cost of production and distribution for businesses? **(20)**

Q. 5 Explain the importance of creating an effective **e-marketing plan**. How can businesses use online advertising and the marketing mix to target online customers? **(20)**

**Total Marks: 100 Pass Marks: 50**

**ASSIGNMENT No. 2**

This assignment is a research-oriented activity. You are required to prepare a detailed report of about 3000 words on the topic allotted to you to be submitted to your teacher for **evaluation**.

You are required to select one of the following topics according to the last digit of your registration number. For example, if your registration number is 18-IDM-3427183 then you will select topic # 3(the last digit): -

**List of Topics:**

1. Key Technologies Shaping E-Business: From Internet to Wireless
2. Types and Analysis of E-Business Models
3. Economic Factors Influencing E-Business
4. Strategies for E-Marketing Success
5. Management Strategies for E-Business: A Case Study on Ryanair
6. Formulating Effective E-Business Strategies
7. Implementing and Evaluating E-Business Strategies
8. Gaining and Sustaining a Competitive Advantage in E-Business
9. Phases of E-Business Development: Challenges and Future Landscape
10. Evolution and Definition of E-Business in the New Economy

**GUIDELINES FOR ASSIGNMENT # 2:**

* 1.5 line spacing
* Use headers and subheads throughout all sections
* Organization of ideas
* Writing skills (spelling, grammar, punctuation)
* Professionalism (readability and general appearance)
* Do more than repeat the text
* Express a point of view and defend it.

**INTRODUCTION TO E-BUSINESS (8426)**

**Unit–1: Introduction**

* Defining e-business
* The development of the new economy
* Types of e-business and related industries
* The growth of e-business
* Use of the internet
* Key people

**Unit–2: E-business Technologies**

* The development of the internet
* The World Wide Web (WWW)
* Information infrastructure
* Electronic Data Interchange (EDI)
* Program languages
* Industry standards
* Wireless technology
* Interactive television
* Payment systems

## Unit–3: E-business Markets & Model

* E-businesses
* E-business environment
* E-marketplaces
* E-business markets
* E-business models
* Types of e-business models
* A framework for analyzing e-business models

#### Unit–4: E-business Economics

* Towards perfect competition
* The effect of the internet on the competitive environment
* Key economic characteristics of the internet
* Cost of production and distribution
* Disintermediation and reinter mediation
* Economics of information
* Connectivity and interactivity
* Economies of scale
* Economies of scope
* Transaction costs
* Network externalities
* Switching costs
* Critical mass of customers
* Mini Case Study: Online gambling
* Pricing

**Unit–5: E-Marketing**

##### Internet marketing

##### E-marketing plan

##### The marketing mix

##### Branding

##### Online advertising

##### Targeting online customers

##### Interactive television and e-marketing

##### Customer relationship management

**Unit–6: Management of E-business**

##### Management Knowledge

##### Managing applications systems for e-business

##### Mini Case Study: Ryanair

##### Customer Relationship Management (CRM)

##### Supply Chain Management (SCM)

##### Management skills for e-business

##### Managing risk

**Unit–7: E-business Strategy: formulation**

##### Strategic management and objective setting

##### The strategic process

##### Internal analysis

##### External analysis

##### Competitive strategies for e-business

## Unit–8: E-business Strategy: implementation and Evaluation

##### Strategic controls

##### Organizational learning

##### Organizational culture and e-business

##### Organizational structure and e-business

##### Change Management

##### The evaluation process

##### Organizational control and evaluation

##### Financial evaluation

##### Technology evaluation

##### Human resources evaluation

##### Website evaluation

##### Business model evaluation

##### E-business strategy evaluation

**Unit–9: E-business Future**

**(Gaining and sustaining a competitive advantage)**

##### Competing effectively

##### First-mover advantages

##### Generic strategies

##### Mini Case Study: Glasses Direct

##### Integrating generic strategies

##### Expanding product lines

##### Lock-in and switching costs

##### Bricks and clicks

##### Winner-takes-all

##### The problem of sustaining competitive advantage

##### The phases of e-business development

##### The performance of e-business

##### The future of e-business

**Recommended Book:**

Combe, Colin. Introduction to E-business. Routledge, 2012.

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