

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 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: Introduction to e-Business (8426/9551)

Semester: Autumn, 2026

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 question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
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 5 MB.

Total Marks: 100

Pass Marks: 50

ASSIGNMENT No: 1

Q1.	Discuss the meaning and scope of e-business. Explain how the use of the internet has changed traditional business, and describe the different forms of e-business and related industries, along with the factors responsible for the rapid growth of e-business.	(20)
Q2.	Explain the information infrastructure of e-business. Discuss the role of WWW, industry standards, program languages, wireless communication, interactive television, and electronic payment systems in the development of e-business technologies.	(20)
Q3.	Explain different types of e-business models and discuss how firms operate in e-business markets and e-marketplaces. Also, explain the importance of analyzing the business model before starting an online business.	(20)
Q4.	Discuss the important economic concepts related to e-business economics. Explain disintermediation, reintermediation, economies of scale, transaction costs, connectivity, critical mass of customers, pricing strategies, and their role in the success of online businesses.	(20)
Q5.	Explain the concept of e-marketing planning. Discuss the steps involved in preparing an e-marketing plan, explain the use of online advertising, branding,	(20)

	targeting customers, and customer relationship management, and describe how companies use e-marketing to increase sales.	
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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:

0. Evolution and Definition of E-Business in the New Economy
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

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 no. 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 no.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 no.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 no.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 reintermediation
- 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 no.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 no.6 Management of E-business

- *Management Knowledge*
- *Managing application systems for e-business*
- *Mini Case Study: Ryanair*
- *Customer Relationship Management (CRM)*
- *Supply Chain Management (SCM)*
- *Management skills for e-business*
- *Managing risk*

Unit no.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 No. 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 Books:

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