

Individual eBusiness class presentations

Chapter 1 9/11

1. Discuss brief History of the Internet & brief history of the world wide web

Presenter:

2. Discuss three factors (time and space limitations, the business value of information, and the opportunities for individual businesses to redefine the marketplace) that led to the growth of the eBusiness economy (use real business examples to support your discussion of each factor)

Presenter:

Chapter 2 9/16

1. Discuss Factors Affecting eBusiness success.

Presenter:

2. Present a successful eBusiness entrepreneur and his/her original eBusiness idea (samples: Dell, Ticketmaster, Amazon, eBay, Hotmail, Google, PayPal or any other)

Presenter:

Chapter 3 9/23

1. "From Bridesmaid to eBusiness," Present this case to the class keep in mind Jenny Lefcourt and Jessica DiLullo and their efforts to create an effective business plan.

Presenter:

2. eBusiness Partnerships, describe the two general categories of partnerships, present examples.

Presenter:

Chapter 4 10/2

1. "Consulting an Online Guru," Present this case to the class keep in mind Inderpal Guglani and the startup funding challenges he faced. Was the decision to purchase the GURU.com name and URL a good one? If yes, why? If no, why not?

Presenter:

2. Present what is an angel investor and venture capitalist firm, what are the differences, advantages and disadvantages? (VC) Use online research to locate angel investors and VC's in New York area

Presenter:

Chapter 5 10/7

1. Identify different electronic payment methods and briefly discuss each one. What is SSL protocol, why security on line is very important?

Presenter:

2. Discuss eBusiness technologies and technology providers (software, hardware, front-end and back end systems, content management system (CMS), ISP, etc) **Presenter:**

3. “A fortune in Nickels and Dimes?” case, present this case to the class, discuss what is the eBusiness idea developed by Kurt Huang and Gyuchang Jun?

Presenter:

4. Visit several e-business Web sites, such as Yaga and BitPass that offer micropayment systems. Compare the features of the different micropayment systems. Finally, recommend a micropayment system to the class and give the reasons for your recommendation

Presenter:

Chapter 6: 10/14

1. Use Figure 6-1 (see page 200) to define the classic marketing mix, which consists of the Four Ps: product, place, promotion, and price. What is the practical importance to a startup eBusiness?

Presenter:

2. Use Figure 6-2 (see page 201) to compare the classic marketing mix to a different approach that focuses on the customer’s point of view (Four Cs.) What are the four elements, and how does it compare with the P model? What is the practical importance to a startup eBusiness?

Presenter:

3. Why market research is important for eBusiness and what are the marketing tools?

Presenter:

10/16

4. What is a Search Engine? What is search engine optimization (SEO), and why it is important? What are some ways to optimize Web page design so that search tool spiders and bots can more easily index the pages? What is link popularity, and why is it important?

Presenter:

5. What is the difference between the following types of online ads: banner, sidebar, pop-up, pop-under, Shoshkele, and streaming media?

Presenter:

Chapter 7: 10/28

1. Describe what is an “Online Affiliate marketing Programs,” explain different types of affiliate programs, such as: Pay-per-click (cost-per-click), Pay-per-lead (cost-per-lead), Pay-per-sale (cost-per-sale)

Presenter:

2. Read and explain the “Growing a Business” case. What entrepreneurial abilities and traits did Jim McCann possess that helped make him a successful entrepreneur? What points in the case illustrate those factors?

- What e-business factors has McCann and his team exploited to make 1-800-FLOWERS.COM a success? How?
- What role does its affiliate program play in the success of 1-800-FLOWERS.COM?
Presenter:

10/30

3. Select a merchant that operates an affiliate program, and then use online tools to locate and print the merchant's affiliate agreement. Highlight the agreement's key terms and report back to the class on what you learned about the merchant and its affiliate agreement. Merchant suggestions include: eBags, Oakley, Avon, Barnes & Noble, PartsAmerica.com, and Caterer.com.
Presenter:

Chapter 8 10/14

1. Explain what is web site planning process and its importance.
Presenter:
2. Why should an e-business entrepreneur identify a Web site's business objectives and audiences *before* proceeding with site and page design?
Presenter:

10/16

3. Use Internet Archive Wayback Machine (<http://www.archive.org/index.php>) to review earlier Web sites for a number of well-known e-businesses, such as Amazon.com, Ticketmaster, and eBay. Report back to the class on ways that the site's pages have evolved.
Presenter:
4. Discuss the implications of the Three-Click Rule—visitors should be able to find useful information or make a purchase in no more than three clicks from the home page.
Presenter:
5. Why should an e-business entrepreneur be concerned with Web site organization and Web page design issues?
Presenter: