EC Websites Development 2022 Assignment 1
(Due Date: Sep 21, 2022)

INSTRUCTIONS : This assignment consists of 4 questions. You have to answer all of them and the answers have to be written in English. You need to edit the answers by a word processing software, like MS WORD or Pages.

Submit the answer file to the following Gmail account before September 21, 2022: 00:00. That is to say, your answer file has to arrive the Gmail account on or before September 20, 2022. Note that the email heading and the filename of the answer file have to be conformed to the following formats.

Email:	johnsum.nchu@gmail.com
Email heading:	ECWD2022_Assignment01_studentID
Filename:	ECWD2022_Assignment01_studentID

If your answer file is edited by Pages, a word processing software running on MacOS, please convert your file in PDF format.

Reminder: Please double check your writing to ensure that there is no any obvious grammatical mistake or spelling mistake. If there is, your assignment will get zero score.

Question 1

(a) State the definitions of information management and technology management, and describe in detail their similarities and differences.

(b) Using your own words, discuss *if information management should be categorized under technology management.* If yes, explain in detail why? If no, explain in detail why not?

Question 2

(a) Alibaba and eBay are two popular e-marketplaces (i.e. market makers). State who are the customers of these two websites and explain in detail why.

(b) Describe what are the differences amongst B2B, B2C and C2C e-marketplaces. Give exemplar DOTCOM for each e-marketplace.

Question 3

Enterprise makes money out of provision of services or products to their clients or customers. To make it possible, enterprise usually starts by define the *business model* and design the *business processes*. Then, by analyzing the business model and the business processes, the enterprise is able to evaluate how feasible the provision of services and products. The steps are reviewed and revised back and forth in order to make sure that the running of the business is profit making.

(a) Describe in detail what is a business model and what kind of information should be included in a business model. Moreover, explain why it is so important.

(b) Describe in detail what is a business process. Describe in your own word commenting if human resource management and financial management are two business processes in an enterprise. Moreover, comment if only the staff team in the human resource department (i.e. personnel department) will handle human resource management.

(c) In the DOTCOM analysis project, you need to analyze (i) the company profile, (ii) business model (iii) business process, (iv) organization structure, (v) information system requirements, (vi) other technological requirements, and others. Explain with reasons which three tasks have to be analyzed first.

Question 4

Describe in detail why you would need to earn a higher degree, even if you have already had a bachelor degree (and master degree). Moreover, describe in detail why you would like to specialize your professionalism in the area of *Electronic Commerce*, *Technology Management* or *Information Management*.