

## CPET 581 E-Commerce & Business Technology Homework Assignment 5

**Assigned Date: Feb. 8, 2012**

**Due Date: Feb. 14, 2012 before 5:00 PM**

### **PART I. Reading Assignment 4: Study**

- Chapter 4: Building and E-Commerce Presence: Web Sites, Mobile Sites, and Apps

### **PART II (Individual Assignment)**

- **II-A** (NO Hand-in Required) Each student should study the **Web Page Design and Web Site**, by Paul I. Lin, [http://www.etcs.ipfw.edu/~lin/CECourses/2\\_HTML/Lectures/2\\_WebPageDesign.html](http://www.etcs.ipfw.edu/~lin/CECourses/2_HTML/Lectures/2_WebPageDesign.html) ; use the information for your team assignment on Web site design
- **II-B**
  - Each student Study sections 1 and 2 of the Hands-On TCP/IP Networking Management posted on the course web site: [http://www.etcs.ipfw.edu/~lin/CPET581-ECommTech/Lectures/Activity\\_TCPIP-Mang-2012-2-7.pdf](http://www.etcs.ipfw.edu/~lin/CPET581-ECommTech/Lectures/Activity_TCPIP-Mang-2012-2-7.pdf)
  - Do the hands-on activities (section 3), capture computer screens, add illustration for each of the output displayed on Command Line screen
  - Prepare a lab report that includes only the section3 portion and a summary section of lesson learned.

### **PART III (Team Assignment)**

**Reference: Web Page Design and Web Site**, by Paul I. Lin,

[http://www.etcs.ipfw.edu/~lin/CECourses/2\\_HTML/Lectures/2\\_WebPageDesign.html](http://www.etcs.ipfw.edu/~lin/CECourses/2_HTML/Lectures/2_WebPageDesign.html)

**Team Members** (3 students per team):

- Team 1: Hemchand Lallad ([lalh01@students.ipfw.edu](mailto:lalh01@students.ipfw.edu)); Ryan Van De Weg ([vandrt01@students.ipfw.edu](mailto:vandrt01@students.ipfw.edu)), Joseph Ko ([joeko@comcast.net](mailto:joeko@comcast.net))
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- Team 4: Vicky Hogge ([Vicky.Hogge@raytheon.com](mailto:Vicky.Hogge@raytheon.com)), Peter Muchai ([muchpk01@students.ipfw.edu](mailto:muchpk01@students.ipfw.edu)); Stephen Obima ([obiomachike@gmail.com](mailto:obiomachike@gmail.com))

### **Team Assignment**

1. The team should continue your E-Commerce Business Start-up project and focus on Web Site Hosting Decision, Web server and Database selection, and Web site layout, [http://www.etcs.ipfw.edu/~lin/CECourses/2\\_HTML/Lectures/2\\_WebPageDesign.html](http://www.etcs.ipfw.edu/~lin/CECourses/2_HTML/Lectures/2_WebPageDesign.html)
2. Continue to ADD/REFINE your
  - a. Business Plan
  - b. E-Commerce Project Schedule which should include Major Tasks, Subtasks, Time Duration, Cost, and Team member in charge, and more (if needed)
3. Other Major Tasks for team for this the week ended Feb. 14 include
  - a. The team should study and consider trade-off of web site hosting at your own company vs. Co-Hosting solution; create a table to show the Total-Cost of Ownership (TCO) of

both options: Human resources (salary, benefits), Equipment and other capital, Software Tools, and other license fees, Maintenance Fee, etc.

- b. Estimated initial, itemized startup cost
- c. The team should also prepare a Risk Analysis Matrix (2-dimensional table) and considering the following risks at the beginning: I. Knowledge and experience, II. Budget, III. Technology, III. Team factor, etc; The team should identify and describe the related risks with the severity and likelihood of happening. Then place them into the proper cell locations in the matrix below.

	F Impossible	E Improbable	D Remote	C Occasional	B Probable	A Frequent
Severity of Consequences						
1.Catastrophic						
2.Critical						
3.Marginal						
4.Negligible						

- d. The team should start the your E-commerce Web system design phases
    - Analysis (requirement and planning) – by Feb. 14, use Excel Spreadsheet, MS Project, Visio and other drawing tools when appropriate
    - Design (initial Content and layout) – by Feb. 14, simple layout, simple web page editing using Web page authoring tools as discussed earlier (Adobe Dreamweaver, Microsoft Expression Web, or Frontpage, etc)
    - Test (Web pages, site) - TBD
    - Publish and update - TBD
  - e. Refine your company's **E-commerce infrastructure system diagrams** using Microsoft Visio.
4. Prepare a 3<sup>rd</sup> Draft of the Business Proposal in Microsoft Word format, and include those findings from parts 2 and 3.

**Hand-in requirement and Due Date:**

- **Each student** should complete and submit a short report for the Part II assignment.
- **Each team** should submit the required **three separate files**: (1) the 3<sup>rd</sup> draft of E-Commerce Business Startup Plan (in Microsoft Word); (2) E-Commerce Infrastructure Visio Diagrams; and (3) Updated Project Schedule
- **Team 3** In addition to the needed report items, the team 3 should also prepare a PPT file and plan to lead class discussion
- **Due Feb. 14. before 5:00 PM**