

E-Business
08/04/2004 Class Plan

1. Review Last Week's Assignment
 - a. Findings
 - i. Great Specialty Items/Service Site
 1. What makes it so great?
 2. How does it make money?
 3. What are its weak points?
 4. Who are its competitors?
 5. What is its market?
 - ii. Bad High-volume Site
 1. Why is it bad?
 2. What is their volume?
 3. Do their competitors have the same problem?
 4. Are they the market norm?
 5. What would need to be done to fix it?
 6. How much would it cost?
 - iii. Best Site for Showing In Search Results (no big name sites allowed)
 1. How many ways could it be found?
 2. What did they do to get their search placement?
 3. What was their diction like (Insider, layman, etc.)?
 4. Do they show when they are not wanted?
 5. Are they linked to by a number of other sites?
 6. Is their search placement of value in their market?
 - b. Discussion
2. Non-commerce uses of the Internet or intranet
 - a. Read Case Studies (Long Break)
 - b. Case Studies Discussion
 - c. Other Non-commerce uses
 - i. Penn Engineering – Costing and Pricing System
 - ii. PML – Policy and Commission Status
 - iii. IMS Health – Integrated Delivery
 - iv. AstraZeneca – Academy Learning
3. Assignment
 - a. Case Study on Non-commerce uses of the Internet or intranet or Need in your company (4-6 pages)

4. Learning Team Project Discussion
 - a. Develop a business Idea
 - i. Define Market Need
 - ii. Defend Market Need Value / Cost
 - iii. Define How Business Idea Fills This Need
 - iv. Define Dollarized Value Of Solution
 - v. Define Market including Share Determining Segment (SDS)
 - vi. Define Market Size
 - vii. Define Hit Probabilities and Profitability
 - viii. Define Implementation and Marketing Strategy
 - b. Submit Complete Report (15 – 25 pages)
 - c. Presentation To Class