Mgt 304   Electronics Commerce

File-- 200908040552_bb0d33.ppt

Question 1

What is E-commerce?

Question 2

What are Potential Limitations on the Growth of B2C E-commerce?

Question 3

What are the questions to be concerned with Holding On to Your Privacy Online?

File- 200908040553_5e7f1c.ppt

Question 4

What are E-commerce Business Models—Definitions?

Question 5

What are Key Ingredients of a Business Model?

Question 6

Describe B2C Business Models: Portal.

Question 7

What are Business Models in Emerging E-commerce Areas?

Question 8

Describe the   Business Strategy

File-200908040554_bd831b.ppt

Question 9

What are The Internet: Key Technology Concepts?

Question 10

Explain Routing Internet Messages: TCP/IP and Packet Switching.

Question 11

Sketch Internet Network Architecture.

Question 12

Sketch Wi-Fi Networks

File-200908040556_725fe3.ppt

Question 13

Describe the steps in Building an E-commerce Site: A Systematic Approach

Question 14

How will you do the Identifying Business Objectives, System Functionality, and Information Requirements?

Question 15

Compare In-House versus Outsourcing

Question 16

Write the Factors in Web Site Optimization.

Question 17

Outline the Dynamic Page Generation Tools.

Question 18

What are the Tools for Web Site Optimization.

File-200908040556_dd47c2.ppt

Question 19

What Is Good E-commerce Security?

Question 20

Security Threats in the E-commerce Environment

Question 21

What are Hacking and Cybervandalism?

Question 22

How to provide Protecting Internet Communications: Encryption?

Question 23

Explain the principle of Protecting Servers and Clients.

Question 24

Explain Electronic Billing Presentment and Payment (EBPP)

File-200908040557_06ec1c.ppt

Question 25

What are the advantages & disadvantages of online advertising?

Question 26

What are Online Advertising Placement Methods

Question 27

Write the processes of Online Marketing Metrics: Lexicon

Question 28

What are the features of Web Design That Impact Online Purchasing?

File-200908040557_9229cb.ppt

Question 29

Describe The Internet Audience and Consumer Behavior

Question 30

Explain A Model of Online Consumer Behavior

Question 31

Explain The Revolution in Internet Marketing Technologies

Question 32

Explain A Customer Relationship Management System

Question 33

What are Channel Management Strategies?

File-200908040558_431a23.ppt

Question 34

What are Ethical, Social, and Political Issues in E-commerce?

Question 35

Explain E-commerce and Privacy.

Question 36

Describe Patents: Business Methods and Processes

Question 37

Describe the needs for Public Safety and Welfare.

File-200908040559_f84223.ppt

Question 38

Outline Strategic Analysis Factors in online retail service.

Question 39

Explain the Common Themes in Online Retailing

Question 40

Explain Online Financial Services

File-201003260612_e5ed49.ppt

Question 41

Why Study E-commerce?

Question 42

Write Seven Unique Features of E-commerce Technology and Their Significance

File-201003260616_5e4bc7.ppt

Question 43

Explain E-commerce Business Models—Definitions

Question 44

What is Competitive Advantage?

Question 45

Describe Competitive Advantage

File-201003260702_8f985e.ppt

Question 46

What are the Limitations of Online Credit Card Payment Systems

Question 47

How does SET Transactions Work?

Question 48

Explain Online Stored Value Systems

File- 201003260706_5591c2.ppt

Question 49

Explain Online Marketing Communications

Question 50

Explain Search Engine Advertising

File- 201003260707_a7b8b2.ppt

Question 51

Explain Ethical, Social, and Political Issues in E-commerce

Question 52

How do you understand the Intellectual Property Rights

Other References & Readings

- 201003260710_82b3ea.ppt
- 201003260713_158156.ppt
- 201007060723_288eba.ppt
- 201007060845_17c04f.ppt
- 201007060948_74d24b.ppt
- 201007070150_8c04e9.ppt

Mgt 301   Electronics Business

ASSIGNMENT

E-Commerce Solutions on CRM, e-Marketing

Develop a Electronic Business Plan for developing a CRM **or** e-Marketing System for your organization. (You can write in English or in Burmese)

Your Businesses Plan should include the following sections:

- ・ Executive Summary
- ・ Project Objective
- ・ Business Capabilities
- ・ Benefits
- ・ Deliverables & Dependencies
- ・ Costs
- ・ Financial Appraisal
- ・ Timescales & Milestones
- ・ Success Criteria
- ・ Risks

Requirement: 2000-3000 words

Mgt 302   Information Security

File- 201003130707_3498c8.ppt

Question 1

What is internet?

Question 2

What is protocol?

Question 3

Sketch Client/ Server model

Question 4

Describe packet switching

Question 5

Write Four sources of packet delay

Question 6

Sketch Protocol Layering

Question 7

Describe Encapsulation

File- 201003130708_479273.ppt

Question 8

Explain how to Create a network application

Question 9

Sketch Client-server architecture

Question 10

Define application layer protocol

Question 11

Describe Basic steps of Http communication

Question 12

What is proxy server?

Question 13

Explain file transfer protocol

Question 14

Explain Domain Name System

Question 15

Write about Peer joining

Question 16

Describe Socket-programming using TCP

File- 201003130711_72a654.ppt

Question 17

Explain Transport services and protocols

Question 18

How does demultiplexing work?

Question 19

Sketch Multiplexing/demultiplexing of network layer

Question 20

What are the Principles of Reliable data transfer?

Question 21

Explain stop-and-wait operation with sketch

Question 22

Sketch TCP segment structure

Question 23

Explain TCP Flow control

Question 24

Describe TCP Connection Management

File- 201003130715_75fe51.ppt

Question 25

What are Two Key Network-Layer Functions?

Question 26

Explain Network service model

Question 27

What is Network layer connection and connection-less service?

Question 28

Describe Virtual circuits: signaling protocols

Question 29

Explain Switching via memory & switching via bus.

Question 30

Describe IP Fragmentation & Reassembly

Question 31

Sketch Hierarchical addressing

Question 32

Explain Network Address Translation

Question 33

Write Routing Algorithm classification

Question 34

Sketch Routing Information Protocol

Question 35

Why different Intra- and Inter-AS routing ?

File- 201003130718_d81be2.ppt

Question 36

What are the Elements of a wireless network?

Question 37

Sketch LAN architecture

Question 38

Provide the comment on Mobility via Direct Routing

Question 39

Describe the Wireless, mobility: impact on higher layer protocols

File- 201003130721_ae195b.ppt

Question 40

Explain Streaming Stored Multimedia

Question 41

Explain User Control of Streaming Media

Question 42

What is Bandwidth Scaling?

Question 43

Sketch Content distribution networks (CDNs)

Question 44

Explain Scheduling And Policing Mechanisms

Question 45

Describe Signaling in the Internet

File- 201003130722_0ddf5b.ppt

Question 46

What is network management?

Question 47

Provide potential solutions for Presentation problem:

File- 201003130722_4d1144.ppt

Question 48

How do you understand the principles of network security?

Question 49

Describe Public Key Cryptography

Question 50

Explain authentication method

Question 51

Explain Digital Signatures

Question 52

Explain Key Distribution Center (KDC)

Question 53

Write the functions of Firewalls

Question 54

Explain ingress filtering & Secure e-mail

Question 55

What is WEP data encryption?

Mgt 303   Management Information System

PART (1) QUESTIONS & ANSWERS

File- 200911290306_64dc00.ppt

Question 1

What are the challenges in management system?

Question 2

Why Information Systems is important in business?

Question 3

Describe the Transformation of the Business Enterprise

Question 4

Explain the Emergence of the Digital Firm

Question 5

What are the **Functions of an information system?**

Question 6

Sketch the **business information value chain**

Question 7

Explain **A Business Perspective on Information Systems**

Question 8

What are the Key Elements of an Organization?

Question 9

Describe managerial assets & social assets

Question 10

Express **Contemporary approaches to information systems**

Question 11

Express **A sociotechnical perspective on information systems**

Question 12

Show the **interdependence between organizations and information systems.**

Question 13

What You Can Do on the Internet?

Question 14

What are the functions of **The Digital Firm?**

Question 15

What are the Positive & Negative Impacts of Information Systems?

PART (2) ASSIGNMENT

Assignment for Knowledge Management/Management Information System (KM/MIS)

Suppose you are the MIS manager of your company. You need to explain in your own context how one new application (marketing/accounting/production) in MIS fits the management information system.

You need to present the following details:

1. State the MIS objective of your company

2. Briefly describe the current MIS system of your company: hardware, software, network, database and telecommunication
3. State the new application and explain why you need that by stating the problems existed in current business process
4. Explain how the new system helps to solve your problem
5. Use diagrams, tables and charts to help your illustration

Mgt 305   Quantitative Methods for Management

PART (1) SOFTWARE PROCESS

File- Quantitative Methods for Management/Ch03.ppt

Question 1

Sketch the Incremental Model

Question 2

What is the Unified Process?

Question 3

What are UP Work Products?

File- Quantitative Methods for Management/Ch04.ppt

Question 4

What is Extreme Programming (XP)?

Question 5

Describe Dynamic Systems Development Method

Question 6

Sketch feature Driven Development

Question 7

What is Agile Modeling?

PART (2) CUSTOMER SURVEY

Reading -   BusinessResearchMethod.pdf

- **Chapter 7 Questionnaire Survey**
- **Chapter 8 Sampling & its implication**
- **Chapter 9 Survey Analysis**

Assignment

Prepare a survey questions for a topic of your choice and ask the people , record their responses to your questions and analyze their answers and prepare the report on your findings.

Mgt 306   Human Resources Management

File HRM/ 200911270945_6ac11b.ppt

Question 1

What are the Key HR Challenges for Today's Managers?

Question 2

What are the Benefits of Strategic HR Planning?

Question 3

Explain the Selecting HR Strategies to Increase Firm Performance

Question 4

Describe the leadership

Question 5

What must be understood by HR?

Question 6

Describe HR PROCESS SKILLS

File HRM/ 200911270946_6ef18a.ppt

Question 7

Describe The Organizational Perspective.

Question 8

Explain (a) Bureaucratic Organization (b) Flat Organization

Question 9

Explain Work-Flow Analysis – Business Process Reengineering.

Question 10

Describe Designing Jobs and Conducting Job Analysis.

Question 11

Explain Human Resource Information Systems (HRIS)

File HRM/ 200911270947_981a62.ppt

Question 12

Why Understanding the Legal Environment Is Important

Question 13

What are the Challenges to Legal Compliance?

Question 14

Explain Customer-Driven HR

Question 15

How does a Sexual Harassment Investigation Handle?

Question 15

How can avoid the Pitfalls in EEO?

File HRM/ 200911270948_5cae26.ppt

Question 16

What Is Diversity?

Question 17

What are the Challenges in Managing Employee Diversity?

Question 18

How can management of diversity be improved?

File HRM/ 200911270949_332265.ppt

Question 19

Explain Human Resource Supply and Demand

Question 20

Describe the Hiring Process

Question 21

What are the Challenges in the Hiring Process?

Question 22

Write the important points in selection of staff?

Question 23

Describe the process of Structured Job Interview.

File HRM/ 200911270953_3f5a28.ppt

Question 24

What Is Performance Appraisal?

Question 25

Identify Performance Dimensions

Question 26

How will you measure the Performance of Teams?

Question 27

How will you determine and Remedy Performance Shortfalls?

File HRM/200911270954_4626a6.ppt

Question 28

Describe the types of Pay-for-performance Plans

Question 29

Explain Team-based Plans

Question 30

What are the Key Strategic Pay Questions?

File HRM/200911270954_c0b68e.ppt

Question 31

What Is Compensation?

Question 32

Describe Job vs. Individual Pay

Question 33

Write the Steps to Achieving Internal Equity?

Question 34

Outline the Compensation Tools

Mgt 307   Marketing Management

<u>Marketing Management - Individual Assignment</u>

Select a product or service being marketed in your country which you are familiar with, and then illustrate the roles of the marketing mix in the distributor's holistic marketing program.

Your answers should have at least the following sections:

Section 1 (20%)

- Company (Distributor) background (e.g. brief history, nature of business, etc.)
- Marketing objective(s) on the Chosen product/service
- Investment, Expenses, Selling Price, Profit Analysis
- Target customers
- Product Positioning in the market

Section 2 (60%)
- Describe the current marketing mix:
    - Product
    - Pricing
    - Distribution
    - Marketing Communications (Promotion)

Section 3 (20%)
- Evaluate whether the company is currently doing good marketing work.
- Marketing Recommendations for improvement

Length: Around 2000 words

Font size: 8, 10 or 12

Spacing: single-line spacing

Remarks: please focus on only 1 product or service Also justify all the answers**. A**nswers should be presented in point form. The use of headings and sub-headings is highly recommended

Mgt 308   Artificial Intelligence

Reference- artificial-intelligence-agent-behaviour-i.pdf

The book can be downloaded from

http://www.filefactory.com/file/2wtc8mmdymel/n/artificial-intelligence-agent-behaviour-i_pdf

&

www.iqytechnicalcollege.com/Yr 4 ICT Study Guide.doc

Read- Page 7 to 8-Behaviour

Question 1

How do you understand the behaviour?

Page 9+10-Continumn of agent

Question 2

 Compare reactive agent & cognitive agent

Page 11-Emergence, self organization, adapativity, evolution

Question 3

What is complex system?

Page 14-Code defining

Question 4

Express code defining the state machine model.

Page 15-Finite state machine

Question 5

Sketch the behaviour of Net Logo Code 6.1 converted to a finite state machine.

Page 19 + 20 Stigmergy & Swarm Intelligent

Question 6

Define Stigmergy & Swarm Intelligent.

Page 21+22-Implementing behaviour of turtle agent in Net Logo

Question 7

How does the behaviour of agent specify?

Page 23+24+25 Net Logo Code 6.2

Question 8

Sketch the Net Logo Code 6.2 converted to a finite state machine.

Question 9

Write the coding for Net Logo Code 6.2 converted to a finite state machine.

Page 27- 31 Event model

Question 10 (Page 27)

Explain event stream processing

Page 32+33 Boids Model

Question 11 Sketch hierarchy of motion behaviours used for the Boids model.

Page 39+40 +41 Follow & avoid model

Question 12- Write the coding for follow & avoid model

Page 42 to 44 Flocking with Obstacles model

Question 13. Explain Flocking with Obstacles model.

Page 47 Important concepts of Behaviour

Question 14. What are the Important concepts of Behaviour.

<u>Page 50 Communication, information & language</u>

Question 15. Define communication

<u>Page 54 Communication via communities of agents</u>

Question 16 Explain the important aspects of human communication.

<u>Page 55+ 56+57 Language change model</u>

Question 17. Express the coding for language change model.

<u>Page 59+60 Communication T T Model</u>

Question 18- Explain Communication T T Model

Additional Reading

Page 61 to 68

<u>Page 74 Entropy & Information</u>

Question 19 Define entropy & write the equation

<u>Page 96-Search</u>

Question 20- Define Search & explain search behaviour.

<u>Page 98+ 99 Search problems</u>

Question 21 What are search problems.

Additional Reading   Page 101 to 105+ Page 109

<u>Page 118 Informed search</u>

Question 22 When does informed search occur?

Additional Reading   Page 119+120

Page 125+126 Local search & optimization

Question 23 Explain Hill Climbing

Page 138+139 - Knowledge

Question 24. How does knowledge define?. Explain knowledge & knowledge based system

Page 140 Design principles for knowledge based systems

Question 25. Express the design principles of knowledge based systems.

Page 144+145 Different types of knowledge

Question 26.What is declarative knowledge?

Additional Reading   Page 146 to 150

Page 152 Knowledge Engineering+ Page 97 Representing knowledge using maps

Question 27. What is knowledge engineering?

Additional Reading   Page 159 to 168

Page 181 to 184 Knowledge & reasoning using frames

Question 28 What is frame & explain two types of frames?

Page 189+190 Knowledge & reasoning using decision trees

Question 29. Write the algorithm for rules based converted into a decision tree.

Page 199+200 Intelligence

Question 30. What is intelligence?

Page 202 Description of intelligence

Question 31. Describe the behaviour of intelligence

Additional Reading   Page 203+204

Page 206 to 208 Artificial Intelligence Systems

Question 32. Provide two examples of artificial intelligence system.

Page 209 to 211 Design objectives for artificial intelligence

Question 33. What are the good design objectives for artificial intelligence?

Additional Reading   Page 216 to 220.   Page 223 to 226 ,   Page 231