COMP5004: Assignment 2

You want to perform financial transactions on the Internet.
What's involved?

Approach A: Collaborative, **n** Teams of approximately **5** persons.

Approach B: Individual effort – for those unable or hesitant to form a team.

Note: The assignment is expected to expand upon the information presented thus far in the course as well as draw on the deep business experience of class members. It is also intended to facilitate interaction and encourage knowledge exchange. This is difficult to impossible to achieve should **Approach B** is selected. The spirit of the assignment is to foster teamwork and information transfer.

Guidance: Considering these questions may help you in preparing your submission:

1. What options are available to support financial settlement between vendors and consumers on the Internet?
    a. Coupled
    b. Decoupled
        i. What do the two options entail?
2. What Internet business model are we targeting (B2B, B2C, C2B, C2C)?
    a. What financial vehicles does our target constituency possess?
    b. Which financial vehicles are they most familiar with?
    c. Which financial vehicles are they most competent with?
3. What ranking of risk do these options represent to our:
    a. Finances
    b. Reputation
    c. Legal Liabilities
    d. Stakeholders
4. How ubiquitous are these technologies?
    a. Are they dependent on a level of socialization?
    b. Are they dependent on a cluster of technology?
    c. Are they dependent on a language?
5. If the participants are NOT geographically concentrated
    a. What legal repercussions must be considered?
    b. Are there any additional financial dimensions to be considered?

Advice: Use the expertise and interests of your team members to select two or three of the above suggested topics (or others you may determine to be equally cogent). Develop a persuasive, in-depth **Executive Brief** treating the selected topics.

Treat this exercise as a simulation of focusing on the means by which you will support an already accepted business case for an eCommerce initiative. You believe that this eCommerce initiative will boost your career; if successful you will be elevated to the position of Director of eCommerce (**CeCO**, if you will).

Internet-based research and email collaboration is highly recommended.

Submission Guidelines

Submission: What: An email or an emailed **MS-WORD** document of under 6000 words
Where: comp5004@dd-industries.com, or FAX it to me at **852 2418 0044**.
When: Prior to 00h01, March 14, 2002, Hong Kong time (GMT+08:00).

Result: Those who properly submit the above assignment will have their grades credited.

Style

1. Submissions must be typed.
    a. Please use Arial as your main font.

Administrative Notes

On the **First Page** of the assignment, please include the following information:

1. University Name
2. Course Number

3. Assignment Number
4. Assignment Title
5. Assignment Due Date

6. Group Information
    a. Group Name (if you have decided to choose one)
    b. Member Name(s)
    c. Member Student Number(s)

Scholastic Notes

1. Please follow The University Guidelines with respect to responsible academic behavior.
2. Plagiarism will not be tolerated
3. Footnotes and references are an expected element of scholastic fair play.