

E-business – lecture 1

Dear Students,

Below you find some tasks to do to get prepared for our next lectures and class. Some issues has been discussed during a lecture and classes, but there are obviously new things to study.

1. Reading

Please read the chapter 1 of the *Digital Business and E-Commerce Management, 7th edition*, by Dave Chaffey, Tanya Hemphill, published by Pearson (June 14th 2019) - Copyright © 2019 (the chapter 1 (pdf) attached).

After reading:

1. Explain the difference between digital business and e-commerce
2. What is digital marketing. Provide some examples of digital marketing used by the companies you know.
3. Identify three reasons businesses may consider to implement e-commerce and digital business solutions.
4. What is a generally understood value proposition of introducing digital services by a company.
5. On p. 8 read Case study 1.1 UBER study and explain:
 - the value proposition for drivers and customers
 - Uber's strategy
 - Present and risk factors
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2. Watching tutorials on YouTube

Video 1 Business Model Canvas Explained with Examples

Link: <https://www.youtube.com/watch?v=CakUeC1sCSs>

After watching:

1. What is business model canvas? Identify main building elements?
2. What channels can be used for advertising?
3. Name 3 examples of revenue streams block
4. Which building block describes most important strategic assets.
5. How does value proposition block relates to key activities block?
6. How does Google make money?
7. What is a relation between Google and Android operating system?
8. How does Skype make revenues?
9. The bait and hook pattern used by Gillette? Identify their profits.

Video 2 The impact of social media (nonvisible secret algorithms) on human behaviour

How TikTok's Algorithm Figures You Out | WSJ

Link: <https://www.youtube.com/watch?v=nfczi2cI6Cs>

Please explain why people should be concerned about their privacy while using TikTok.

