

## CS501045 – Strategic IT Applications

### Exercise 2

#### 1. Objective

The objective of this exercise is to understand the business models and business strategies in applying information systems.

#### 2. Reading materials

For this tutorial, you are required to read the following article, then answer the questions.

- What Is a Business Model? - <https://tinyurl.com/noj692b>
- 5 Types of Ecommerce Business Models That Work Right Now - <https://tinyurl.com/y3n736ah>
- Traditional Types of Ecommerce Business Models + Innovative New Ones to Consider for Your Next Venture - <https://tinyurl.com/wr4j7ef>
- International Business Strategy - <https://tinyurl.com/rjamlmt>
- Types of International Strategies - <https://tinyurl.com/vhuxf7z>
- 6 Useful Tips for Strategic International Business Planning - <https://tinyurl.com/u3x2tac>

#### 3. Questions

- If you want to launch an e-commerce website, which business models will you propose and implement?
- In the case of moving your business to global strategy, what portions of your business model should be adjusted?
- For some aspects of your business model, you need to acquire another company to increase the advantage of your company, you are required to create a to-do list in this case, what will it be?

#### 4. Notes

- You will work in personal for this exercise.
- Your work must be written in Vietnamese.
- Submission due on **January 13th, 2020** via Google Classroom.
- **Do not plagiarism!**