Introduction to Information Technology and Web Science

ITWS 1100

Fall 2016

Week 8 Assignments

1. Monday October 17, 2016
   1. Submit “Lab 5: JavaScript / Web forms” by end of day on October 20
   2. Client-side programming – Libraries (jQuery)
   3. Lab 6: jQuery
2. Thursday October 20, 2016
   1. Read the “Rx Pharmacy: Physical versus Online Options” Case included in the Case Pack available from Harvard Business School Press.
   2. Visit websites for material related to this Case.
   3. Be prepared to discuss the following questions in class on October 20, 2016.
      1. What are the different challenges faced by e-pharmacy retailers in India?
      2. Is the online pharmacy industry an attractive industry to enter in India?
   4. **Submit the answer to this “Wooqer: Making Business Social” Case question in written form by 10:00 am on Thursday October 20 on LMS.**
      1. Should Rx Pharmacy focus on its online presence only, or should it also rebuild its physical stores?
      2. What kind of technical and digital capabilities will Alankit Life Care need for success in e-pharmacy?
      3. What are the different strategies that Rx Pharmacy can adopt to achieve its target of 50,000 customers and 2,000 associated retail pharmacies by 2016?
      4. The length of these written answers should be one to two pages, single-spaced with 12 point font and standard margins.
      5. Include your name, the course name, the case title, and date in a header at the top of the assignment.
      6. State and clearly answer the written question.
      7. Use qualitative and quantitative arguments to support your answer.
      8. Use professional English language, spelling, grammar, and referencing. Use the MLA citation format or equivalent. See RPI’s Center for Communications Practices at <http://www.ccp.rpi.edu/> and the associated MLA citation page at <http://bcs.bedfordstmartins.com/resdoc5e/RES5e_ch08_o.html>.