

LAB 5. Exercises on E-commerce

5.1 E-commerce: Digital Markets, Digital Goods

- **Watch the video clips:**
 - Shopify Earnings Soar Even as Economies Reopen;
Go to: <https://www.youtube.com/watch?v=fw5GlbhtroE>
 - Shopify Is Writing the Future of Commerce, says President
Go to: <https://www.youtube.com/watch?v=Y2ygHtkQbaU>
- **Hands-on MIS projects:**
 - Read and complete the project 10-10 in the textbook (page 414)
 - Read and complete the project 10-11 in the textbook (page 414)
 - Read and complete the project 10-12 in the textbook (page 415)
 - Read and complete the project 10-13 in the textbook (page 415)

Textbook:

- Kenneth C. Laudon, Jane P. Laudon, Carol Guercio Traver - **Essentials of Management Information Systems**, 15th Edition, Pearson, 2024.

5.2 Assignments – Work in Group - Discussions

- Select an assignment for your group
- Read carefully the assignment specifications
- Do your assignment.