Chair of Mobile Business & Multilateral Security

Mentorium
Business Informatics 2 (PWIN)

Information Systems II, III
WS 2022

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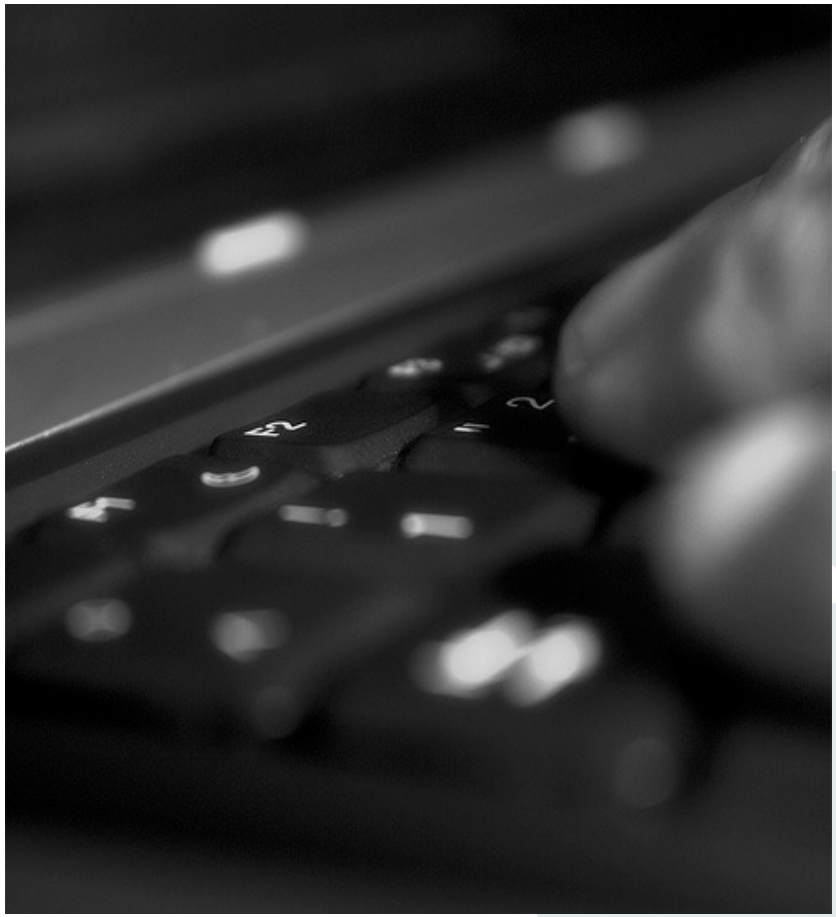

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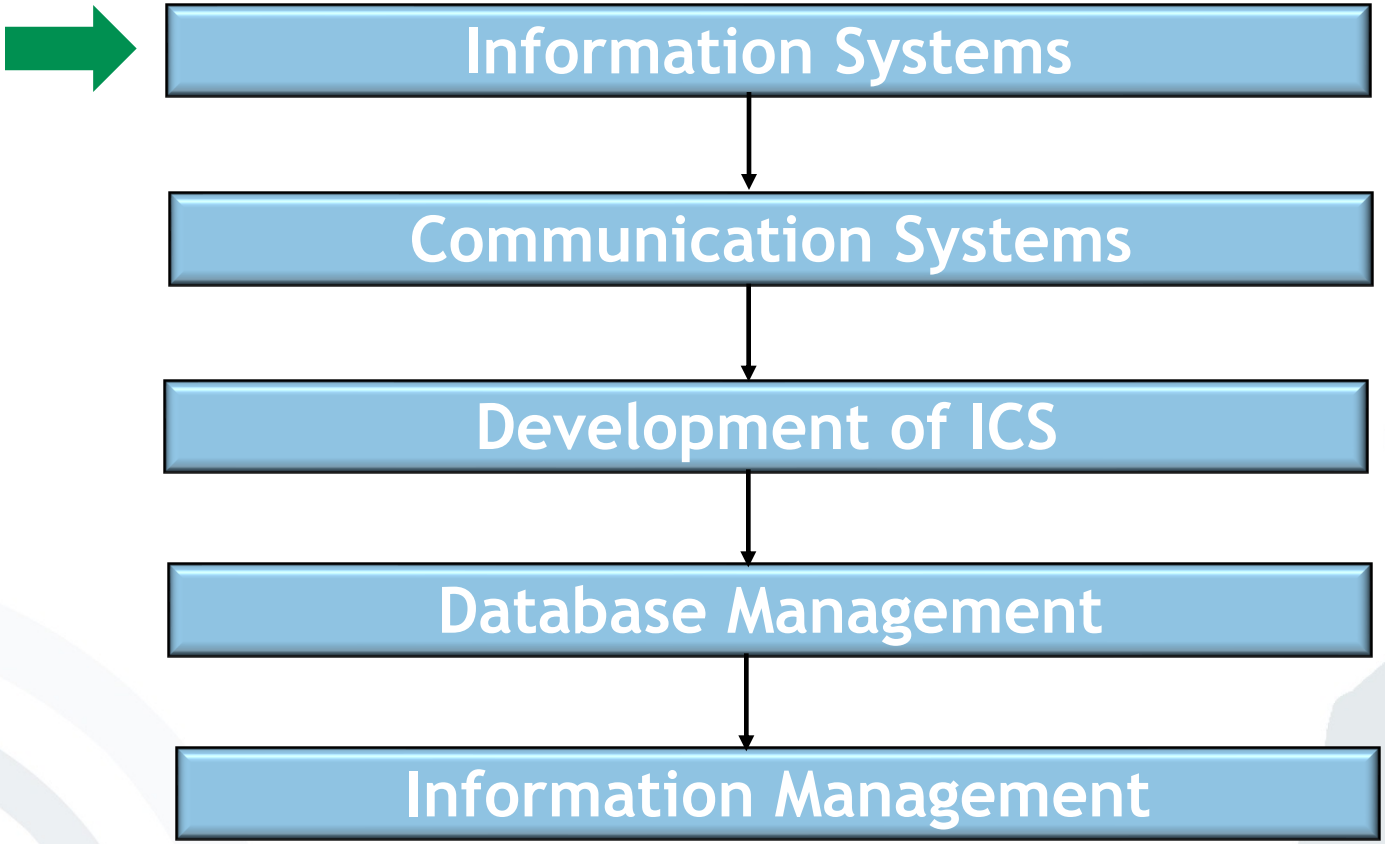
Components of the Course Business Informatics II (PWIN)



Components of the Course

Information Systems

- Purpose of and Research on Information Systems ✔
- Enterprise Modelling ✔
- Architectures of Information Systems
- Mobile Information Systems

Agenda

- IS Architecture Concepts
- Mobile Infrastructure and Ecosystem
- Mobile Information Systems

Cloud Computing

- Please name three main characteristics of cloud computing.

Cloud Computing

- What are issues to consider when working with cloud computing?

Agenda

- IS Architecture Concepts
- Mobile Infrastructure and Ecosystem
- Mobile Information Systems

Mobile Operating System

- What is an Operating System? Please name its two objectives.

SIM

- In some devices the next generation of SIM cards, eSIMS, are already implemented. Why do providers not approve this enhanced technology?

Native apps vs. web apps

- What are the differences between native mobile apps and web mobile apps in turns of updates, platform specificity, revenue model, distribution and offline support?

- Do you recommend myPlace to implement a native app or a web app? Why?

Three-Tier Concept in Apps

- How are the presentation, logic and data tier distributed among the user and provider in
  - Mobile web apps
  - Mobile native apps?

Native apps vs. web apps

- What are typical relationships between classic websites and apps? How is it for myPlace?

Agenda

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Characteristics of Mobile Tech

- Please explain the following characteristics of Mobile Tech and why they do or do not matter for myPlace:
  - Time and Location Independence
  - Location Awareness
  - Personal Nature
  - Always On
  - Limited I/O Capabilites

Platform markets

- Use the example of app marketplaces to explain platform markets and the underlying principle they build on.

Platform markets

- Please describe the difficulty in building platform markets and possible solutions.

Contextual targeting

- What is contextual targeting? Please give an example.
- How is it related to myPlace?

Contextual targeting

- Please discuss the advantages and disadvantages of contextual targeting.

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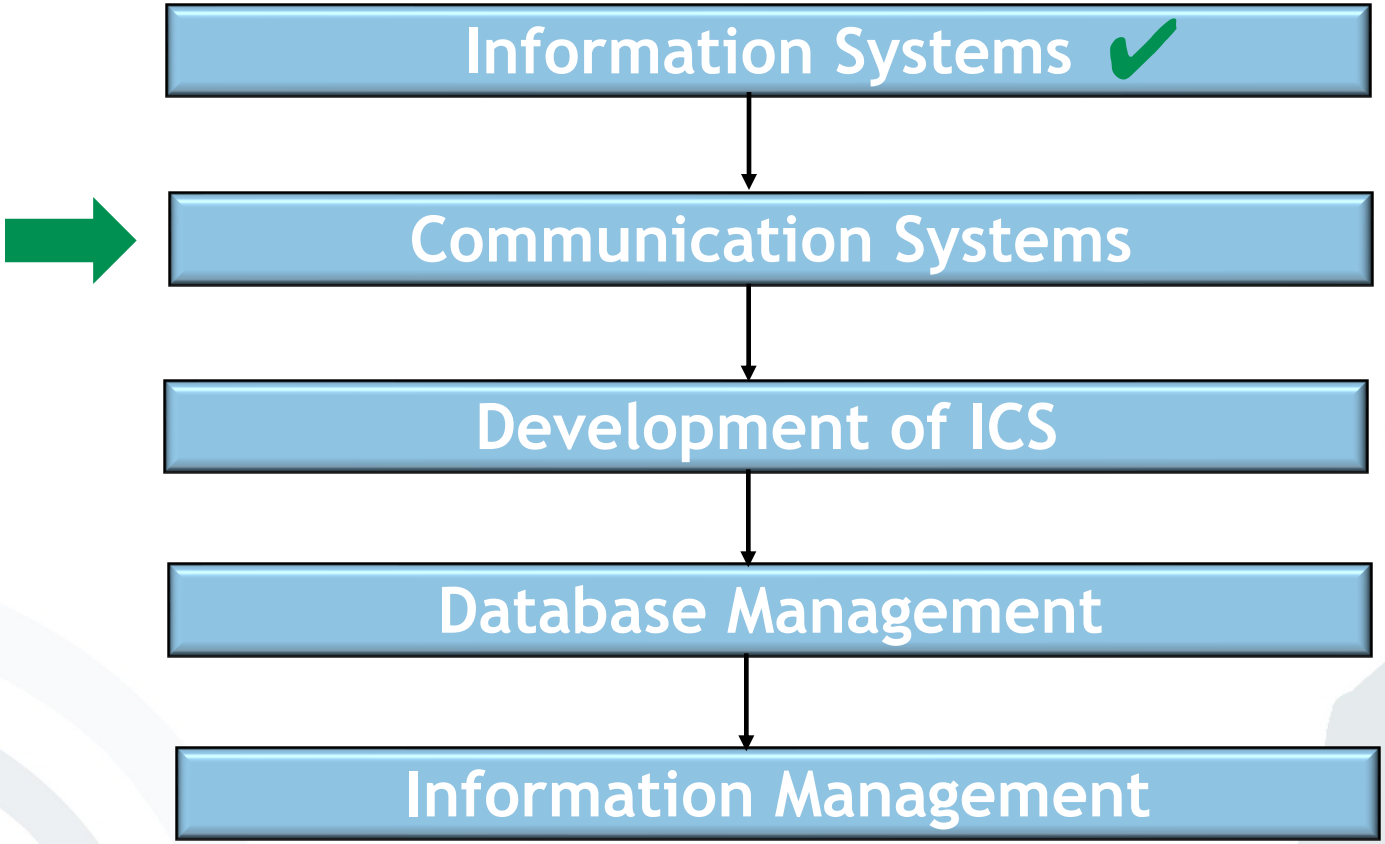
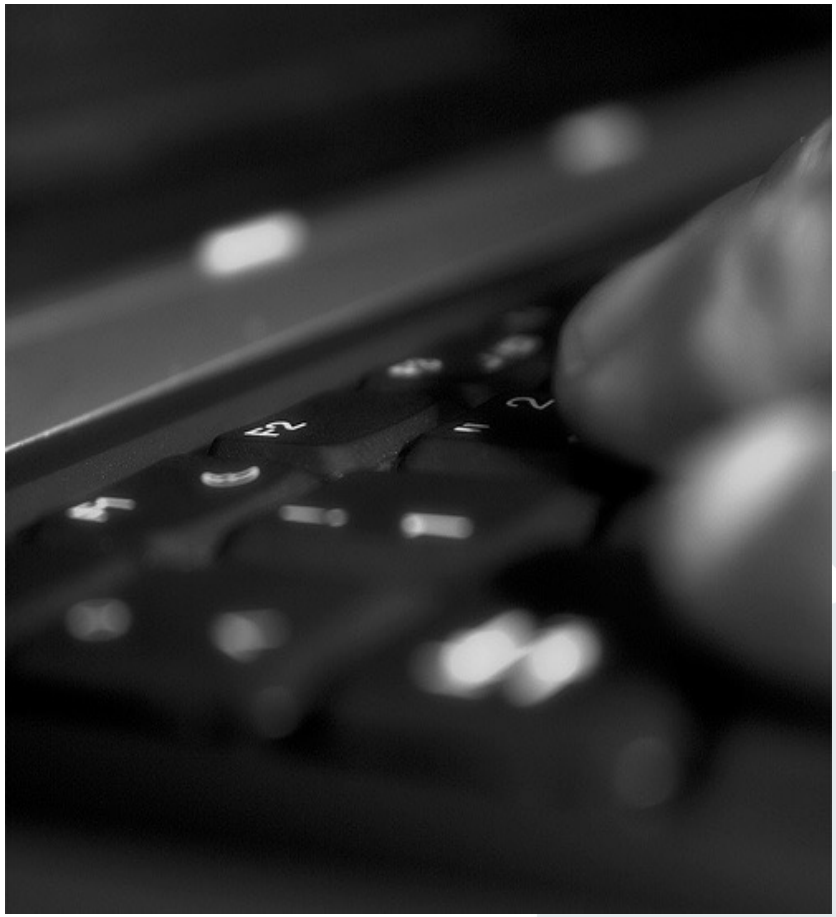
Next Mentorium



Thank you!



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