

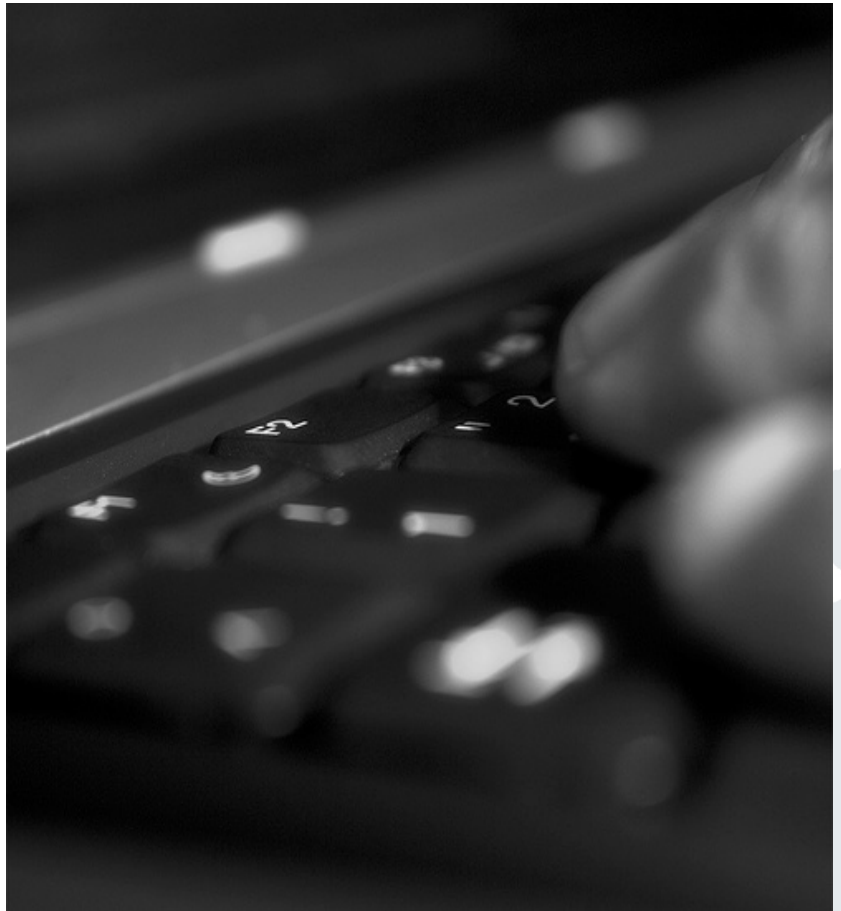
Mentorium

Business Informatics 2 (PWIN)

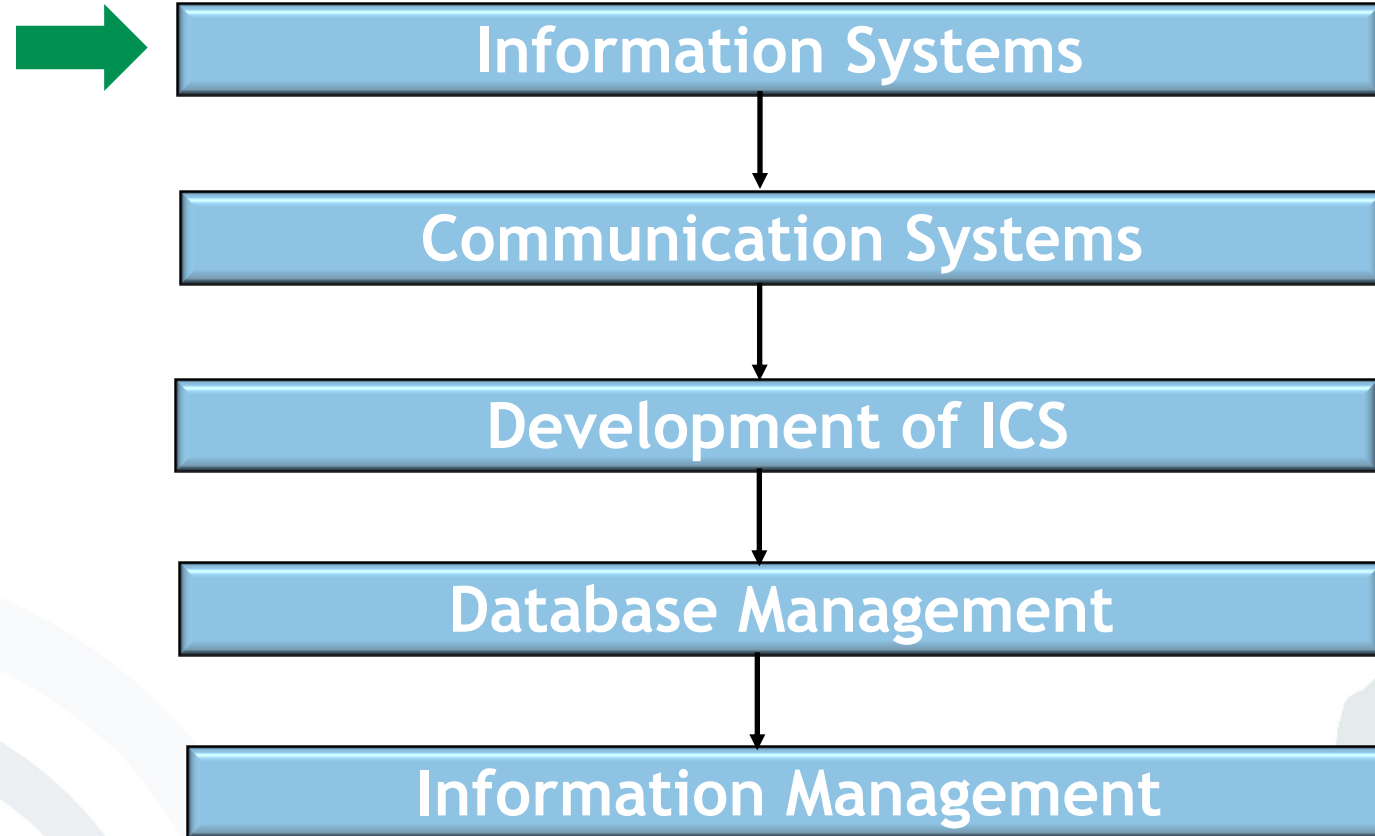
Information Systems II, III  
SS 2025

Dr. Ahad Niknia

[www.m-chair.de](http://www.m-chair.de)



Jenser (Flickr.com)



# Components of the Course

## Information Systems

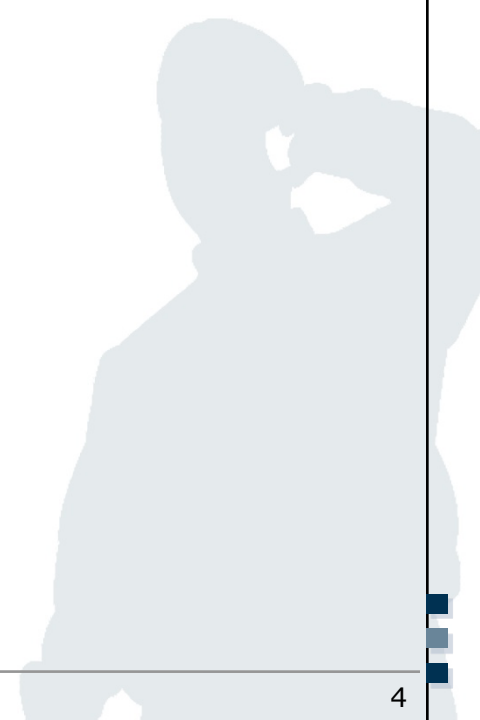
Purpose of and Research on Information Systems ✓

Enterprise Modelling ✓

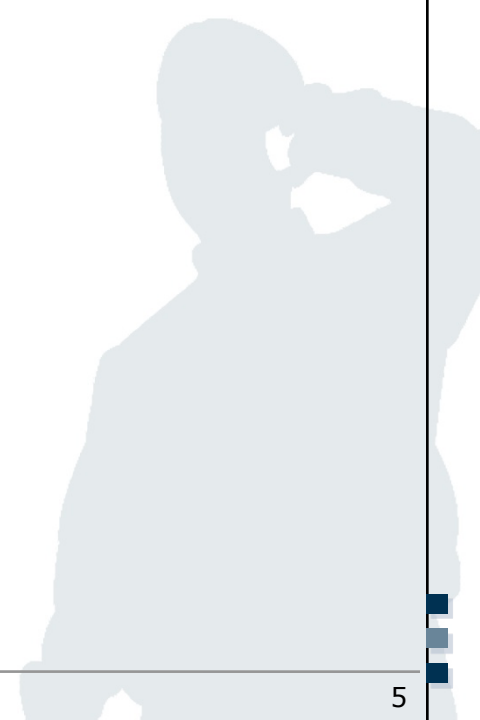
Architectures of Information Systems

Mobile Information Systems

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

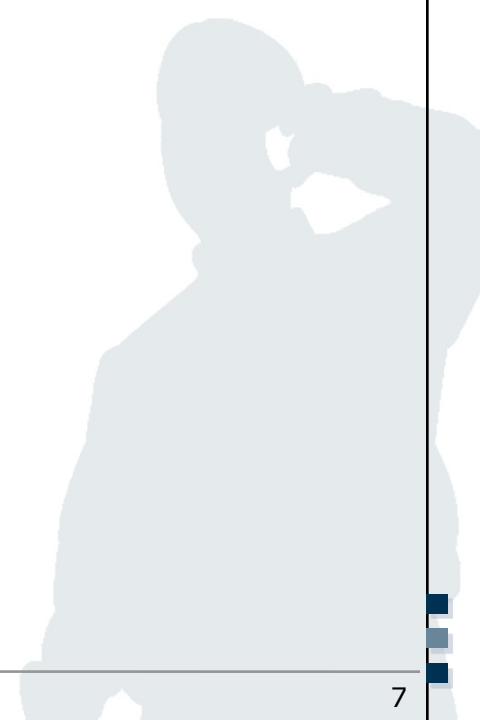


- Please name three main characteristics of cloud computing.



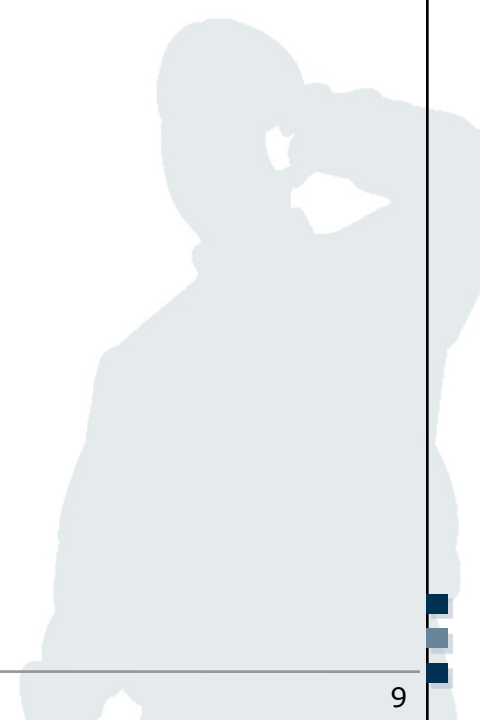
- Name and describe three different types of cloud deployment models.
- What are issues to consider when working with cloud computing?

- IS Architecture Concepts
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- What is an Operating System? Please name its two objectives.
- Is there a difference between mobile operating systems and “traditional” computer OS?

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



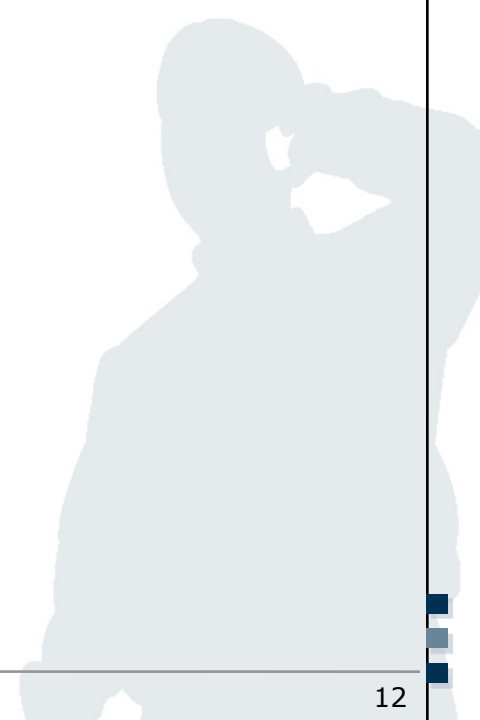
## Native apps vs. web apps

- What are the differences between native mobile apps and web mobile apps in terms of updates, platform specificity, revenue model, distribution and offline support?
- Do you recommend myPlace to implement a native app or a web app? Why?

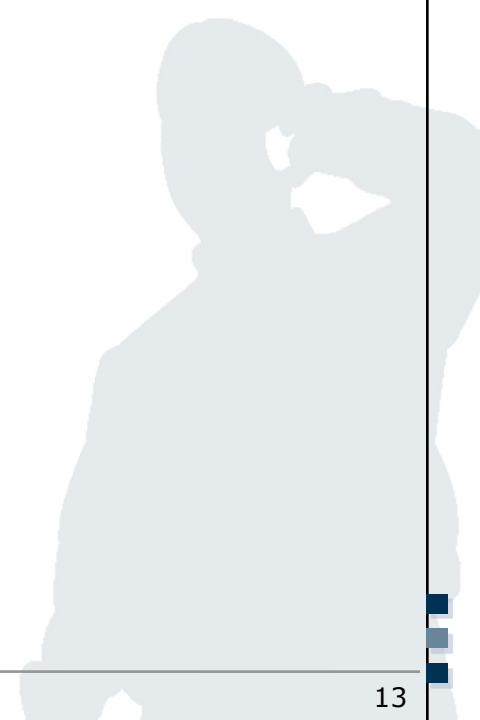
- How are the presentation, logic and data tier distributed among the user and provider in
  - Mobile web apps
  - Mobile native apps?

# Native apps vs. web apps

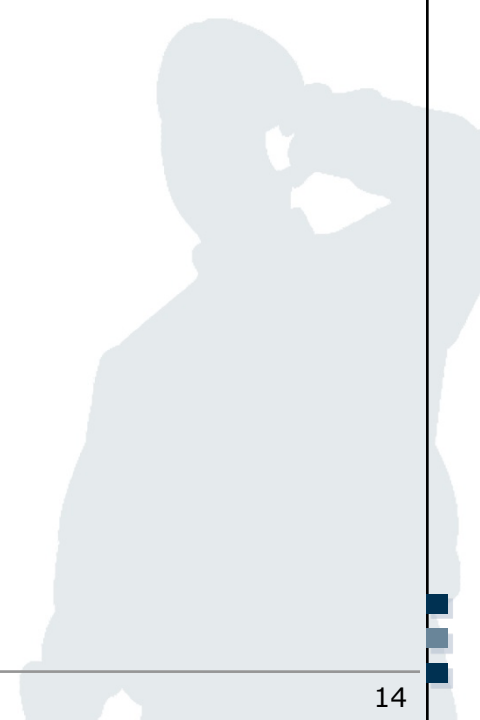
- What are typical relationships between classic websites and apps? How is it for myPlace?



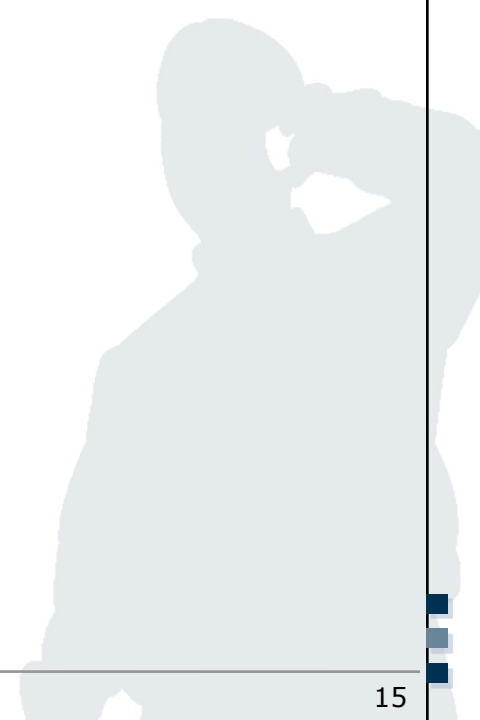
- IS Architecture Concepts
- Mobile Infrastructure and Ecosystem
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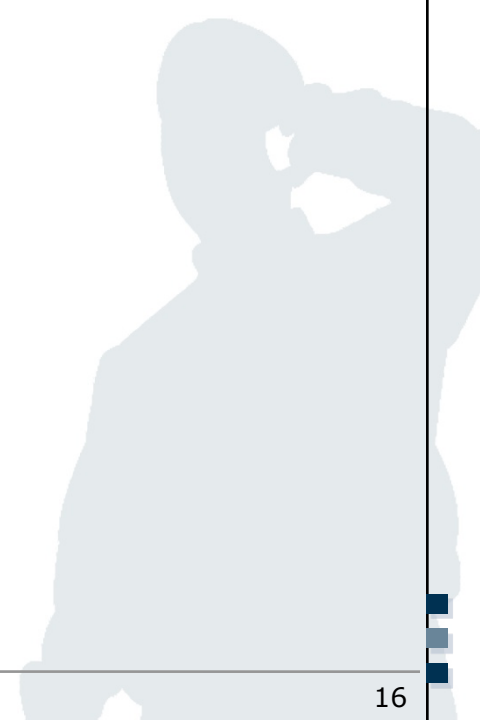
- Please explain the following characteristics of Mobile Tech and why they do or do not matter for myPlace:
  - Time and Location Independence
  - Location Awareness
  - Personal Nature
  - Always On
  - Limited I/O Capabilites



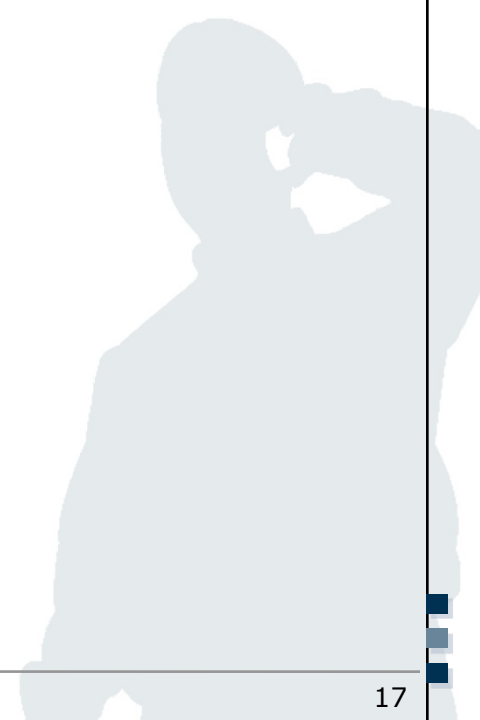
- Use the example of app marketplaces to explain platform markets and the underlying principle they build on.



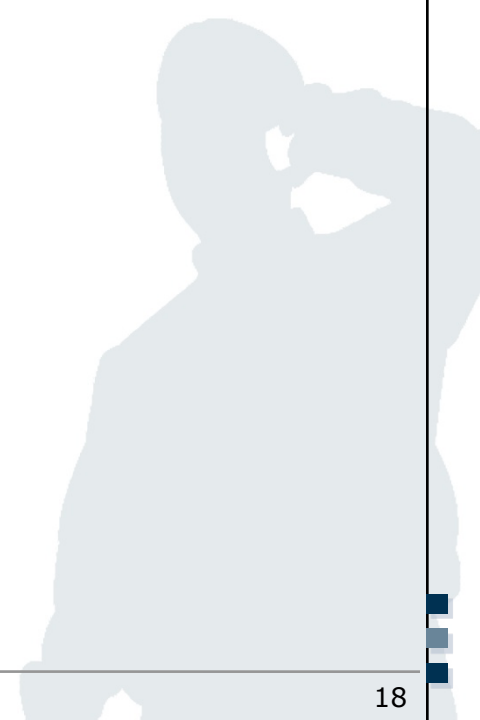
- Please describe the difficulty in building platform markets and possible solutions.



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



- Please discuss the advantages and disadvantages of contextual targeting.



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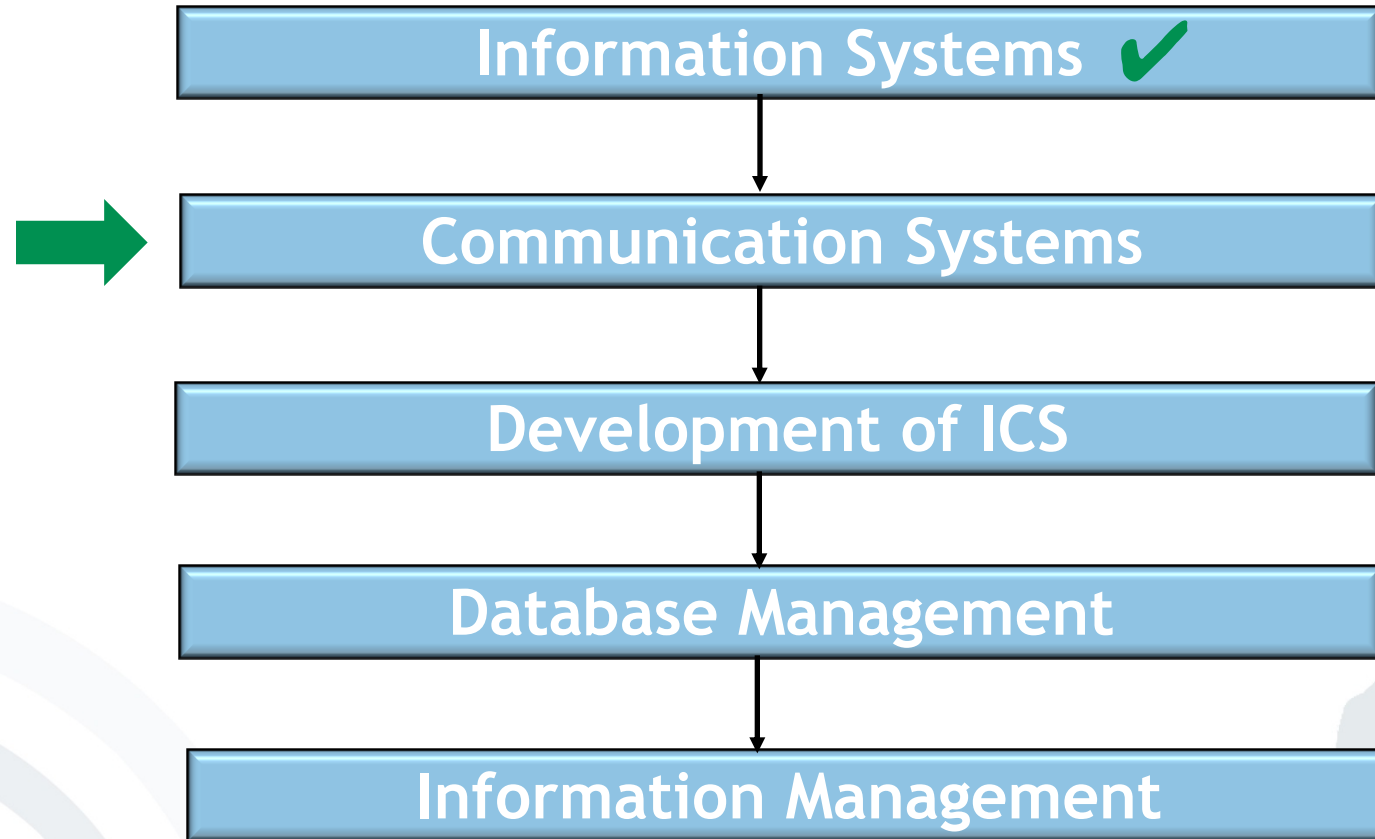
## Information Systems

Purpose of and Research on Information Systems ✓

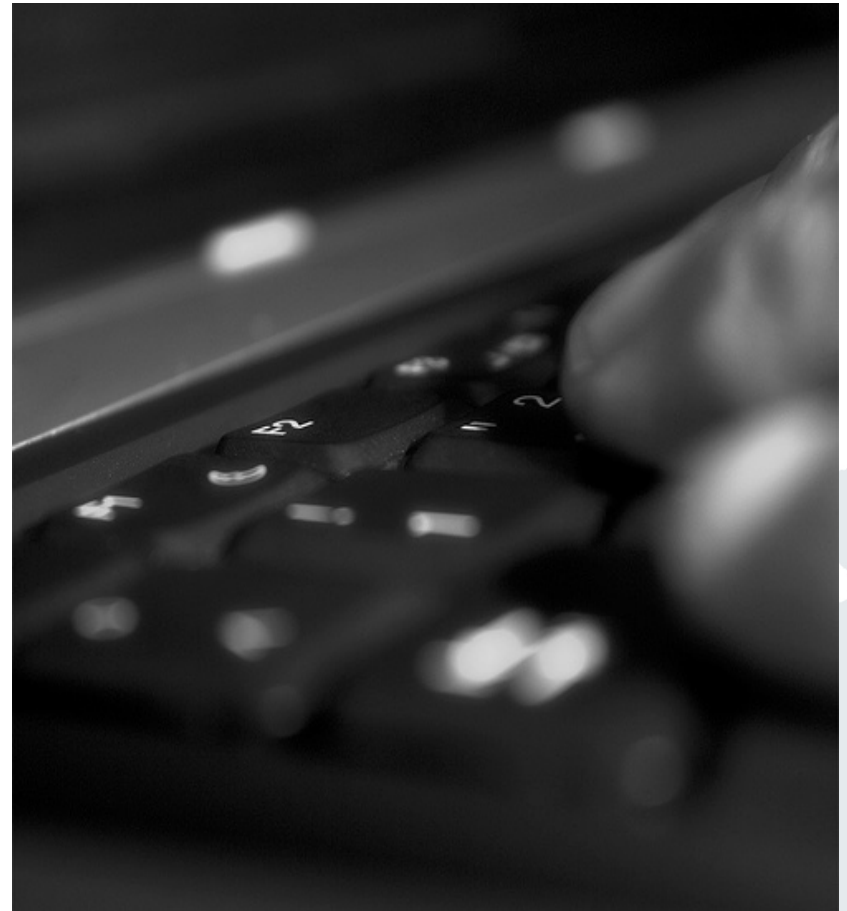
Enterprise Modelling ✓

Architectures of Information Systems ✓

Mobile Information Systems ✓



Thank you!



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