ONLINE APPLICATION TO PROMOTE SECOND HAND TEXTBOOK AMONG STUDENTS

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UNIVERSITI UTARA MALAYSIA
2008
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ABSTRACT

The desire to get hold of books via the Internet has affected the professional lives of librarians and book dealers, and has radically changed the face of both personal and institutions collectively. Day-to-day increasing tuitions and the decreasing availability of financial aid, the high cost of textbooks has become a serious concern for most of the students. Price for new college textbooks has risen day in day out. In this research, the issue to be solved is basically how to dispose used textbooks for students who no longer needed them, and where to obtain used textbooks for those who needed them at affordable price and with ease. Thus, the study will be focuses on the design of an application system of promotion used book in the context of UUM.
ACKNOWLEDGEMENT

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<td>University Utara Malaysia</td>
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<tr>
<td>EWAM</td>
<td>Extended Web Assessment Method</td>
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<td>B2C</td>
<td>Business-to-Consumer</td>
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<td>HTML</td>
<td>HyperText Markup Language</td>
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<td>ASP</td>
<td>Active Server Page</td>
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<td>FSW</td>
<td>Female Sex Worker</td>
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<td>PIN</td>
<td>Personal Identification Number</td>
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<td>UCHC</td>
<td>University of Connecticut Health Center</td>
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<td>AA</td>
<td>Assignment Authorization</td>
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<td>CD</td>
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<td>Digital Video Display</td>
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<td>CGI</td>
<td>Common gateway interface</td>
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<td>WWW</td>
<td>World Wide Web</td>
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<td>SDLC</td>
<td>System Development Life Cycle</td>
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<td>IS</td>
<td>Information System</td>
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<td>OOSAD</td>
<td>Object-oriented System Analysis and Design</td>
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<td>ERD</td>
<td>Entity Relationship Diagram</td>
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<td>DBMS</td>
<td>Database Management System</td>
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<td>DB</td>
<td>Database</td>
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<td>UML</td>
<td>Unified Modeling Language</td>
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<td>ICT</td>
<td>Information and Communication Technology</td>
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<td>IIS</td>
<td>Internet Information Service</td>
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<td>HTTP</td>
<td>HyperText Terminal Protocol</td>
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CHAPTER 1

INTRODUCTION

This chapter presents a brief clarification of the research background that mainly entails the selling and buying of second hand books in UUM. The advantages deriving from such transaction are brought to light. Moreover, the problem statement, the objectives, the scope and the significance of the study were established.

1.1 Background

The desire to get hold of books via the Internet has, after all, profoundly affected the professional lives of librarians and book dealers, and has radically changed the face of both personal and institutions collectively. From the students' standpoint, they are doing more shopping online thus encouraging capital growth and ongoing popularity of online bookseller and book auction sites. Leimstol et al. (2005) have adopted the Extended Web Assessment Method (EWAM) as an estimation tool specifically created for the assessment of electronic commerce applications. As this said, their study focuses on consumer perspectives and the specific features of the Internet as a medium. Moreover, the EWAM tool is used for comparative analysis amongst
The contents of the thesis is for internal user only
6.4 Future work

In a short, the proposed prototype system is a viable solution to be implemented promotion used book system for developing web-based application. The research has not yet been explored other web-based gadget with HTTP browser, which can be able to make it a comprehensive proposal. Experimentation and evaluation of the prototype using real connection cannot be done due to limited financial budget.

Promotion used book web-based application has the following features that will benefit the users:

1. Provides direct, simple access to the focused valuable content via few keystrokes or text entry only.
2. Information regarding this web-based is trimmed page to page navigation down to a minimum and hyperlink buttons are used to navigate back.
3. Reduces the amount of vertical scrolling by simplifying the text to display.

Finally, web-based promotion used book as a meaningful application that, can turn the conventional information retrieval into simplest web-based approach. User can utilize this application via client/server network or internet. The development of promotion used book system prototype indicates the change of application development. This will lead to extensive improvement of promotion used book application that positively impacts the future technology.
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