MAKERERE UNIVERSITY BUSINESS SCHOOL
MASTER OF BUSINESS ADMINISTRATION

COURSEWORK ASSIGNMENT

Course Name : e-Commerce

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GENERAL INSTRUCTIONS

This group assignment is aimed at helping you understand a topic on e-commerce that you are undertaking this semester. You are required to write while citing sources using the APA format. DO NOT COPY AND PASTE. Your work will be subjected to anti-plagiarism test and if found guilty, the university rules will apply.

The final product of this assignment is a publishable research paper. You will also present your paper during the lecture and be assessed.

This assignment carries 40 marks

Submit your full paper and presentation by 5:00PM Wednesday 3rd, July 2024 via submission link: https://mubsep.mubs.ac.ug/mod/assign/view.php?id=46001. Late submission will be penalized.

PAPER ON GOOGLE ANALYTICS FOR E-COMMERCE

Introduction
Write three pages of literature review on the history of analytics while highlighting the following
- When did data analytics start and why?
- How are businesses using analytics for competitive advantage?
- How is Google analytics being applied by e-Commerce platforms to understand customer behaviors and promotes products?
- What challenges have Ugandan businesses faced in using Google analytics?

Methodology
Write two pages on systematic literature review and show how you used it to prepare this paper

Write a one-page literature review on case study research methodology

Findings
Present your findings on how e-commerce companies are using Google and other analytics to foster their business

The case of Alibaba
Which analytics tools is Alibaba using to analyze customer behaviors and promote products?
How is Alibaba using Google analytics and other tools?
How effect is the application of analytics by Alibaba?

The case of Jumia Uganda
Which analytics tools is Jumia using to analyze customer behaviors and promote products?
How is Jumia using Google analytics and other tools?
How effect is the application of analytics by Jumia?

A comparative study of Alibaba Vs. Jumia

Use a matrix analysis method to show the differences between Alibaba and Jumia Uganda in terms of the analytics tools used, application strategies, technologies, effectiveness, and any other metrics necessary.

Conclusion and recommendations

Prepare a two pages conclusion and recommendations for effective application of analytics tools by e-Commerce companies.

References
All cited sources should be listed here using APA format

Presentation

Prepare a two hours PowerPoint presentation from your paper above