

# 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 3<sup>rd</sup>, July 2024 via submission link: <https://mubsep.mubs.ac.ug/mod/assign/view.php?id=46001>. Late submission will be penalized.

#### GROUP X

Paper on Mobile Commerce as (Sample topic: From Mobile to Business: Mobile Commerce: a strategy for the Business of the future)

##### a. Introduction

- Write three pages of literature review on the history and future of Mobile commerce as a driver for the business of the future while highlighting the following;
  - o The start Mobile commerce and its evolution into Mobile commerce
  - o The business perception of the need for Mobile commerce and why?
  - o What are the supporting structures imploring the adoption of e-commerce.

- Provide the case of this perception by Ugandan businesses and the value attained.
- Are there technical and legal requirements for mobile commerce? What are the models of provision? What is its contribution to business growth?
- What are the existent challenges for Ugandan businesses to fully exploit Mobile Commerce?

**b. Methodology**

- Write two pages on systematic literature review for technology research and show how you used it to prepare this paper (Be emphatic on citation of authentic paper sources)
- Write a one-page literature review on case study research methodology for e-commerce and Mobile Commerce.

**c. Findings**

- Present your findings on how Ugandan companies are using Mobile Commerce as an e-commerce strategy for business growth.
- Comparative Performance of 2 cases
  - Identify at least 2 companies and present their cases and experiences for successful application of Mobile Commerce for business growth. The data must be factual. Please avoid assumptive writing.
  - Use a matrix analysis method to show the application and performance of the two companies above in terms of Mobile Commerce. Use several metrics such as tools used, application strategies, payment medium customer focus, etc.

**d. Discussion**

- Discuss the findings in relation to the literature. Limit this to a maximum of 2 pages

**e. Conclusion and recommendations**

- Prepare a two pages conclusion and recommendations for effective application and use of Mobile Commerce for business.

**f. References**

- All cited sources should be listed here using APA format

**Presentation**

- Prepare a 1 hour presentation in PowerPoint from your paper above.