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 Monday 14th, July 2024 via MBUSEP. Late submission will be penalized.

GROUP XII

PAPER ON E-COMMERCE STRATEGY

Introduction
Write a 5 paged literature review on e-Commerce strategy while highlighting the following

- The Application of McKinsey 7S Model as basis for internal strategy formulation both in the traditional bricks-and-mortar world and, within the online and clicks-and-mortar environments.
- Technology leapfrogging
- How technology leapfrogging helps to promote ecommerce in developing countries.
- Managing strategic challenges associated with digital competitiveness of business

Methodology
Write two pages of a systematic literature review on e-commerce strategy highlighting the eligibility criteria, search strategy, and reporting guidelines.

Findings

Present your findings on how e-commerce strategy can be used to grow an enterprise.

Conclusion and recommendations
- Prepare a two-page conclusion and recommendations on e-commerce strategy

References
All cited sources should be listed here using APA format

Presentation

Prepare a two hours PowerPoint presentation from your paper above