

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 MUBSEP. Late submission will be penalized.

GROUP B-I

Paper on Social Commerce as e-commerce Strategy (Sample topic: From Social to Business: The emergence of Social Commerce for business competitiveness)

a. Introduction

- Write three pages of literature review on the history of social media while highlighting the following
 - o The start social media marketing and its evolution into social commerce
 - o How have the business organizations perceived the need for social commerce and why?

- Provide the case of this perception by Ugandan businesses and the value attained.
- Are there companies or well-established individuals supporting in this kind of service provision? What are the models of provision? How are they contributing to business growth through product and services promotion and sales.
- What are the existent challenges for Ugandan businesses to fully exploit Social 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 Social Commerce.

c. Findings

- Present your findings on how Ugandan companies are using Social Commerce as an e-commerce strategy to promote business sales.]
- Comparative Performance of 2 cases
 - Identify at least 2 companies and present their cases and experiences as successful application of Social 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 Social Commerce. Use several metrics such as tools used, application strategies, customer focus, and any other.

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 Social Commerce as e-Commerce strategy.

f. References

- All cited sources should be listed here using APA format

Presentation

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