

**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 14<sup>th</sup>, July 2024 via MUBSEP. Late submission will be penalized.

## **GROUP B-VIII**

### **PAPER ON PRIVACY AND DATA PROTECTION FOR E-COMMERCE**

#### **Introduction**

Write three pages of literature review on the history of Privacy and data protection while highlighting the following

- When did business organization realize the importance of Privacy and data protection and why?
- How are businesses assuring Privacy and data protection for competitive advantage?
- Which methods and tools are being applied by e-Commerce platforms to secure customers Privacy and data protection?
- Which tools and methods are being used by Ugandan businesses to protect customers data and privacy?
- What challenges have Ugandan businesses faced in protecting customer data and privacy?
- What relevant laws exist to protect Ugandan customers and businesses online?

#### **Methodology**

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

Write a one-page literature review on case study research methodology for e-commerce and Privacy and data protection

#### **Findings**

Present your findings on how e-commerce companies are protecting customer data and privacy

#### **The case of Amazon**

Which data protection tools are being used by Amazon and why?

How is Amazon using different data protection methods and related tools?

How effective is the application of multiple data protection tools by Amazon?

#### **The case of Jijji Uganda**

Which data protection tools is Jijji using to secure customer data and ensure privacy?

How is Jijji using different data protection tools?

How effective is the application of data protection tool by Jijji Uganda?

How effective have Ugandan data protection laws been in securing online businesses?

#### **A comparative study of Amazon Vs. Jijji**

Use a matrix analysis method to show the differences between Amazon and Jijji Uganda in terms of data protection 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 data protection 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