

**MAKERERE UNIVERSITY BUSINESS SCHOOL**  
**MASTER OF BUSINESS ADMINISTRATION**

**COURSEWORK ASSIGNMENT**

**Course Name** : e-Commerce  
**Facilitator** : Prof. Kituyi Mayoka / Dr. Kasse J. P. /  
Dr. Mpangwire Viola / Cosmas Ongen / Robinson  
Kamusiime / Kefa Bwiino  
**E-mail** : [gkituyi@mubs.ac.ug](mailto:gkituyi@mubs.ac.ug) / [kasse@mubs.ac.ug](mailto:kasse@mubs.ac.ug) /  
[vmfangwire@mubs.ac.ug](mailto:vmfangwire@mubs.ac.ug) / [cogen@mubs.ac.ug](mailto:cogen@mubs.ac.ug) /  
[rkamusii@mubs.ac.ug](mailto:rkamusii@mubs.ac.ug) / [kbwiino@mubs.ac.ug](mailto:kbwiino@mubs.ac.ug)  
**Tel** : 0703594805 / 0703609540

**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.

**MBARARA GROUP B**

Paper on exponential growth in e-commerce (Sample topic: Tracing the success of e-commerce industry in Uganda: A successful case study)

a. **Introduction**

- Write three pages of literature review on the history of e-commerce while highlighting the following;
  - o The shift from traditional business models to online (e-commerce)
  - o The emerging trends in ecommerce and supporting applications
  - o How have the business organizations reoriented their strategies to accommodate e-commerce and why?

- Provide the case of this perception by Ugandan businesses and the value attained. What sectors have been much impacted?
- Are there companies supporting in this kind of service provision? What are the models of provision? How are they contributing to business growth?
- What are the existent challenges for Ugandan businesses to fully exploit e-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 adoption in Uganda.

**c. Findings**

- Present your findings on how Ugandan and/ or other companies are using an e-commerce strategy for business.
- Comparative assessment
  - Identify the forms of applications of e-commerce strategy by companies in Uganda and present the cases of successful application. The data must be factual. Please avoid assumptive writing.
  - Use a matrix analysis method to make a comparison between success factors in Uganda against a developed country of choice (back this up with literature). Use several metrics should be used such as success factors, conversion rate, average order value, and the number of orders per month 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 as an e-Commerce strategy 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.