

**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.

JINJA GROUP A

PAPER ON E-COMMERCE STRATEGY

Introduction

Write a 5 page 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