

MAKERERE UNIVERSITY BUSINESS SCHOOL

BENT III Academic year 2025/2026

E-COMMERCE Group project 2025(20 marks)

GROUP MEMBERSHIP LIMIT AND INSTRUCTIONS

- A. Groups are advised to have 10 members with one group leader. Group leader creates a server and sends invitations to members. **DISCORD INTERACTIONS, ONLINE PRESENTATIONS WILL BE FOR EACH GROUP**
- B. Download the Discord app and register using your email address so that you have a Discord account. (Discord, <https://www.discord.com>) Be sure to use your full name as you join the Discord app.
- C. Use this video to familiarize yourself with how to register and create an account on Discord (<https://www.youtube.com/watch?v=ASysdMyxFUQ>).

HOW TO INSTALL THE DISCORD APP

1. Open the Play Store/App Store

If you're an Android user, open the Play store on your device. If you're using an iOS device, open the app store.

2. Search for Discord

Using the search bar, find the Discord app.

3. Install Discord

If you're an Android user, click the "install" button from the Discord Play store page. If you're using an iOS device, click the "download" button from Discord's app store page. Once the app finishes downloading to your device, you can create an account (using your personal email address) and use Discord.

Step #1: Create a Server

Here's how to create a Discord server:

1. Open the **Discord** app on your mobile device.
2. Tap the **hamburger menu icon** in the top left corner.
3. Tap the **“+”** button at the bottom-left of the server list.
4. Select **“Create My Own.”**
5. Select either **“For me and my friends”** or **“For a club or community.”**
6. Type your **server's name**.

7. Tap on the **“Create Server”** button.
8. Tap **“Skip”** if you don’t want to share the server link immediately.

Step #2: Create the Channel

Follow these steps to make a welcome channel on Discord.

1. Open the **Discord** app on your mobile device.
2. Tap on the **hamburger menu icon** in the top left corner.
3. Select your **server** from the left navigation.
4. Tap on the **three dots** in the top right corner.
5. Select **“Create Channel”** from the menu.
6. Input the **channel name**. It’s best to name it “welcome-channel.”
7. Select the **“Text”** as “Channel Type.”

Tap **“Create”** in the top right corner.

Group project brief and assessment criteria.

This project covers all the key topics from the outline while making it practical and relevant to the Ugandan context. The project is divided into phases that align with the course content, each with clear deliverables. The use of Discord and Zoom are integrated seamlessly into the workflow.

The project encourages teamwork, critical thinking, and real-world application, ensuring learners meet all the learning outcomes. The Ugandan context is important; therefore, local market considerations, payment systems, and legal/ethical issues specific to the region are emphasized.

1.0 Project Overview

In this group project, you will act as a team of digital entrepreneurs tasked with developing a comprehensive and viable e-commerce plan for a new Ugandan venture. Your task is not to build the actual website, but to create a detailed strategic blueprint for its launch and operation. You will synthesize the concepts learned throughout the course, applying them to a real-world Ugandan context.

Your team (of 10 members) will choose a product or service that has strong potential in the Ugandan digital market. You will develop a full plan covering the business model, digital marketing, payment systems, legal/ethical considerations, security, and technical infrastructure.

2.0 Project Objectives

This project is designed to directly assess the course's learning outcomes. Upon successful completion, your group will demonstrate the ability to:

- Analyze and select an appropriate e-commerce business model for the Ugandan market (LO i, ii).
- Design a data-informed digital marketing and social media strategy (LO iii, iv).
- Propose a secure, context-appropriate electronic payment system (LO v, vii).
- Evaluate the legal, ethical, and environmental challenges and propose mitigation strategies (LO vi).
- Recommend a security plan for establishing the security of the online store (LO viii).

3.0 Collaboration Tools (Mandatory)

Discord: Your primary channel for group communication, file sharing, and asynchronous discussion. You are required to create a private Discord server for your group. A designated text channel must be used for weekly progress updates and major decision logs. This will be part of your assessment for collaboration and project management.

Zoom: The final project presentation will be delivered live via a scheduled Zoom session. All group members must be present and are expected to participate in the presentation and Q&A.

4.0 Project Phases & Deliverables

Your project will be developed in four phases, culminating in a final written report and a presentation.

Phase 1: Venture Conceptualisation & Business Model (Aligns with Topics 1 & 2)

Task: Choose a unique product or service to sell online in Uganda. Justify your choice based on market gaps, trends, and the target audience.

Deliverable (Within your Discord Log): A clear statement of your venture's name, its value proposition, and the specific e-commerce business model (e.g., B2C, B2B, C2C) and revenue model(s) (e.g., subscription, transaction fee, advertising) you will use. Explain why this model is viable in Uganda.

Phase 2: Marketing & Operations Strategy (Aligns with Topics 3 & 4)

Task: Develop a digital marketing and operational plan.

Deliverable (Sections of Final Report):

1. **Digital Marketing Plan:** Define your target audience. Outline a strategy using Paid (e.g., Facebook Ads, Google SEM), Owned (your website/blog), and Earned (influencer collaborations) media. Specify how you will use SEO to improve organic visibility for Ugandan search terms.
2. **Social Media & Fulfillment Strategy:** Select two primary social media platforms (e.g., WhatsApp Business, Instagram, Facebook) and detail your strategy for building a community,

processing orders, and handling customer service. Describe your plan for shipping, delivery, and returns within Uganda.

Phase 3: Technical, Legal, and Security Framework (Aligns with Topics 5, 6, 7 & 8)

Task: Design the technical and security backbone of your venture and address potential risks.

Deliverable (Sections of Final Report):

1. **Payment System:** Compare at least three payment options suitable for Uganda (e.g., Mobile Money (MTN, Airtel), credit/debit cards, bank transfers, a fintech solution like Chipper Cash). Justify your chosen primary and secondary payment methods. Detail the security requirements you will implement to protect customer transactions.
2. **E-commerce environment Report:** Identify key legal (intellectual property, data privacy under Ugandan law), ethical (customer data usage, selling practices), and environmental (packaging waste, carbon footprint from delivery) challenges. Propose actionable strategies to mitigate each challenge.
3. **Web Infrastructure Plan:** Decide whether you will start on an online marketplace (e.g., Jumia) or build your own e-commerce website. Justify your choice. If building a website, recommend a platform (e.g., Shopify, WooCommerce), propose a domain name, and outline the role of a hosting service.

Phase 4: Final Submission and Presentation(30% of final mark)

Deliverable 1: Final Written Report (10%)

Format: PDF Document, 2500-3000 words.

Structure: Must include an executive summary and cover all phases and deliverables above in a coherent, professional report.

Presentation modalities

Student presentations form an important part of student learning in this course. Each group will create a **twelve-slide PowerPoint presentation of their e-commerce venture plan**.

Deliverable 2: Group Zoom Presentation (10%)

Duration: 15-minute presentation + 5-minute Q&A with facilitators.

Content: A concise summary of your venture, highlighting the most critical aspects of your plan (business model, marketing strategy, unique payment solution, and key challenge mitigation). **All members must speak.**

(Group Discussions; to be presented by students during online class) According to the course outline.

Assessment of online interaction on Discord-(Discord Log): -(10%)

1. You will be assessed based **on individual participation and the relevance of what is posted regarding the group questions assigned** (Being active and posting good sense)
2. Restrict all your group interactions on the platform by using the available Discord tools (use text channels)
3. 70% of your interaction will be online while 30% will be offline which will entail joint preparation of the slides, presentation.

Organisation of online presentations

- ***The presentation will be online and should be no more than 15 minutes, with 11 minutes for the presentation and 4 mins for Q &A. Other groups have to question the group presenting.***
 - The readings provided can only be a starting point (Slide 1-3), new material researched on the topic must be included in the rest of the slides. **At least 3 additional sources MUST be included and referenced in the presentation.**
 - **Point Deduction: 1 point will be deducted if sources are not listed**
- Presenters will answer questions about their presentation from the course coordinators other students. This will be during the time of online presentations.

Assessment of online presentations

The mark for each presentation will be a group mark. The criteria used to assess the presentation will be:

Content - Did the presentation?

- Demonstrate good grasp of subject matter
- Add to what has already been covered
- Provide relevant examples
- Explain concepts in a clear way
- Use fonts, diagrams and images effectively
- Pose useful questions for discussion
- Include appropriate sections of appropriate length and be of recommended duration

Presentation - Did the presenter?

- Have clear and effective narration

- Respond to questions reasonably (via online classes)

Non-participation in Group

Students are responsible for actively engaging with and contributing to the work of the group.

Reasonably sufficient engagement and contribution is required in order for a student to be assessed and receive the group mark for the group project. A failure to meet this obligation involving a student that disengages from their group for a significant period of time (defined as being at least a week, and possibly longer in certain circumstances) by either (as appropriate) not contributing anything and/or not responding to messages sent by the other group members, unless they have a good reason, may result in removal from the group and hence will not be assessed.

Presentation Dates

We shall have presentations on 21st and 23rd OCT 2025