

**MGT 3225 Project Outline**  
**Project Title: E-Business in Organization**

**PROJECT DESCRIPTION & REQUIREMENTS:**

In this course project you are expected to form a group of 5 members. Your group's first task will be identifying any practical example of e-business in any organization you are familiar with. Please make sure, before selecting the e-business organization you consult with your instructor. Your instructor will help you to select such e-business case which can be used to fulfill all the five requirements below.

You need to write a formal report which includes following requirements within **2000 words** (be aware that plagiarism will be checked and if found the group will be heavily penalized!):

**Requirement 1: E-business in organization**

- Describe the context and e-business mission/vision.
- Range of service (selling products/service), characteristics of product/service, key business focus.
- Define and describe e-business model.
- Drivers of e-business adoption in organization

**Requirement 2: E-business revenue model**

- Describe the value proposition of the e-business model.
- Describe the revenue model of the organization.
- Online marketplace structure (multichannel, click, bricks-&-mortar, etc.)
  - Market segment
  - Revenue generating strategy (pricing strategy, product strategy, etc.)
  - Marketplace structure (intermediary-based, auction, location of trade, etc.)

**Requirement 3: E-business platform/infrastructure**

- E-business application service (ERP, CRM, SCM, data mining, etc.)
- IT use for e-business application (intranet, extranet, Internet, EDI, etc.) and its specific function.
- Describe the web technology and software applications (web 2.0, blog, feed, widget, etc.)
- Web content management strategy for updating data and content, speed and responsiveness and site optimization.

**Requirement 4: Digital strategy for e-business**

- Do they have separate e-business strategy? If yes, describe how it supports its corporate strategy.
- Analyze e-business strategy (e.g., SWOT, competitor analysis, situation analysis, strategic agility, market positioning).
- Identify firm's competitive threats (at least two) and describe how the firm can respond to those competitive threats.

**Requirement 5: E-business Security**

- Mention and briefly describe five IT security risks which can negatively impact the e-business.
- From those identified risks, select two which most likely to cause severe damage.
- For those two, suggest security management (both technical and managerial) which can prevent or manage those risks.

### **FORMAT OF THE REPORT**

The suggested format of the report is as follows—

- Paper Size: A4
- All Margin 1cm
- Font size 12, style Times new Roman
- Footer: Page number in each page
- Line spacing 1.5 lines
- Correct Citation and referencing (if applicable)
- Correct grammar and spelling
- Use formal cover page
- Include executive summary (no more than 200 words); table of contents and if applicable then reference (This will not contribute towards your word count)
- Separately provide one copy of the “Contribution Table” (print the last page of this Course Project Outline and fill the table and take sign from the group members)

### **REPORT OUTLINE**

Cover Page

Table of Contents

Executive Summary (within 200 words)

1.0 Introduction (Within 100 words, briefly introduce the information systems and the organization)

2.0 Requirement 1

3.0 Requirement 2

4.0 Requirement 3

5.0 Requirement 4

6.0 Requirement 5

7.0 Concluding Remarks (Within 100 words)

Reference (if applicable)

### MARKING GRID

Requirement	Associated Program Student Learning Objective (SLO)	Marking Criteria	Marks Distribution
E-business in organization	MIS 1: Understand e-business model, and identify its importance in business.	Does Not Meet Expectation = 0 Meets Expectation = 1 Exceeds Expectation = 2	2
E-business revenue model	MIS 2: Reveal the e-business revenue model and explore the online marketplace structure.	Does Not Meet Expectation = 0 Meets Expectation = 1 Exceeds Expectation = 2	2
E-business platform/infrastructure	MIS 3: Exhibit the knowledge on e-business infrastructure and apply the knowledge of using different software applications in business.	Does Not Meet Expectation = 0 Meets Expectation = 1 Exceeds Expectation = 2	2
Digital strategy for e-business	MIS 4: Develop and analyze digital strategy for e-business.	Does Not Meet Expectation = 0 Meets Expectation = 1 Exceeds Expectation = 2	2
E-business Security	MIS 5: Identify the potential security risks in e-business environment and develop management strategy to tackle the risks.	Does Not Meet Expectation = 0 Meets Expectation = 1 Exceeds Expectation = 2	2
Report defense/ formal presentation	-N/A-	Assigned by Instructor	5
<b>Total Marks</b>			<b>15</b>

### CONTRIBUTION TABLE

Group Number:

By signing on Table 1 each member acknowledges his or her agreement with the stated contribution to the overall report made by each individual.

First Name	Student ID	Contribution/Activities	Signature

**Table 1: Membership and Individual Contribution**