<div align="center">**MIS 207 Course Project Outline**</div>
<div align="center">Project Title: E-Business in Organization</div>

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. <u>Please make sure, before selecting the e-business organization you consult with your instructor.</u> 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
Total Marks			**15**

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