

623:445 Global Issues in Ecommerce Technology Individual Slide Presentation Instructions

Goal: To prepare and present an individual Microsoft PowerPoint presentation that outlines, analyzes, and discusses the “Insight” article chosen from our textbook.

Be sure to tell the story of the ecommerce issue presented as well as the facts of the issue. Make sure to include interesting details that spark the listener’s interest and ensure that your audience learns and remembers valuable lessons from hearing your overview of the issue.

- Who: Everyone in class is responsible to make an individual presentation. You will be selecting an “insight” article from our textbook (and your presentation date) early in the semester.
- What: A Microsoft PowerPoint Presentation consisting of 6 PowerPoint slides about the ecommerce issue in your assigned “Insight” article.
- Where: In our classroom using the computer projection system.
- When: During your scheduled class time, each student will have 10 minutes to present.
- Why: To provide our class with an introduction to an important ecommerce issue that what will form the basis of your individual, original written Term Project.
- How: Each student will use Microsoft PowerPoint to create their presentation. You can sign into your email to download it in class or bring in a USB device.

Use the slides below to create your PowerPoint.

1. Title Slide

- a. Include the Title of the “Insight” article and the page number in our textbook.
- b. Your full name.
- c. Course number and name “445 Global Issues in Ecommerce Technology”.

2. The Overarching Issue

- a. What is the key issue presented in the article (for example, privacy)?
- b. What is the industry context? (music industry, education, social media etc.)

3. The most important facts for your specific issue

- a. What is the **specific issue** you are examining? (For example, privacy and Facebook/social media policies).
- b. Who are the stakeholders or major players concerning this issue?
- c. What are the details about the history, timeline, and background of your specific issue?

4. Ongoing or Unresolved Controversies

- a. What are the ongoing controversies regarding this ecommerce issue? (For example: individual privacy versus the desire to share personal information with community members).
- b. Make a list of 3-5 controversies to show where the tensions and dilemmas reside in this issue.

5. Questions for the class

- a. Pose **five open-ended** questions for the class to think about or answer. For example, a question might be “How can ecommerce companies guarantee that their customers personal data won’t be shared?”
- b. Take time to go through each question slowly. See whether anyone volunteers an answer and if they do, ask whether you can talk with them before completing your Term Project on this issue.

6. Conclusion

- a. Review what your overarching issue is.
- b. State what the most fascinating and surprising aspects of this ecommerce issue are to you so far in your research.

In order to get full credit for the assignment, please upload your Microsoft PowerPoint slides as a .pptx file to sakai one day before you make your presentation. Only PowerPoint files will be accepted. Do not use any other software.