

623:445 Global Issues in Ecommerce Technology Team Case Presentation Instructions

Goal: To prepare and present a team Microsoft PowerPoint presentation that outlines, analyzes, and discusses a company case study chosen from our textbook.

Be sure to tell the story of the company and the case presented as well as the facts of the case. Make sure to include interesting details that spark the listener's interest and ensure that your audience is able to synthesize key chapter concepts and use them to understand practical problems posed in the case.

Who: Everyone in class is responsible to participate in a team presentation. Teams will be assigned early in the semester. You will be selecting a case study from our textbook (and your presentation date) early in the semester.

What: A Microsoft PowerPoint Presentation consisting of 14-16 PowerPoint slides about the business case study your team selected.

Where: In our classroom using the computer projection system.

When: During your scheduled class time, each student team will have 25 minutes to present, including a question and answer session.

Why: To provide our class with a real-world example of a company that is facing actual ecommerce situations that will help students learn and apply ecommerce concepts being learned in the course.

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 headings provided (like "The Industry and Type of Business," "Case Study Facts," and "Case Study Question 1") if you want to receive the maximum credit for the project. Also pay attention to proper balance of all of the topics below.

Start with a descriptive title slide

Case Study Title and number in your textbook

Your team members' names

The company's logo

1. The Industry and Type of Business

- a. What is the nature of the business?
- d. Is the business a B2B, B2C or other?
- e. Is the organization a profit or nonprofit organization?

2. Case Study Facts

- a. What is the **specific ecommerce situation** you are examining? (For example, *Orbitz and its Mobile Strategy*).
- b. Who are the stakeholders or major players concerning this issue?
- c. What are the details about the history, timeline, and background of your company's ecommerce situation?

3. Case Study Question 1

Include the first case study question on your slide and read it aloud. Give the other class members a chance to reflect on it and form an opinion.

4. Case Study Answer 1

On the slide following the question, answer the question using the concepts and vocabulary from the chapter.

Repeat the question and answer slides for all of the remaining questions.

5. Conclusion

- a. Review the name and industry of your case study company and reiterate what the ecommerce situation is that they are now facing.
- b. State what the two most important takeaways were from this organizational case study.
- c. Ask for questions from the audience and respond.

In order to get full credit for the assignment, please have only one team member (the person listed as the Team Captain for your team on the sign up sheet) 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.