

Electronic Enterprise Systems Project Guidelines 2015-16

Report Submission Date: 23/02/2016

Presentation Dates: Weeks 24

Further information at <http://people.brunel.ac.uk/~emstaam/>

The combined value of the Group Project and Individual Laboratory Assignment for the overall assessment of this module is 40%.

Group Project (30%)

Actions and Activities:

1. Forming your groups and submit the names and email addresses of each members through the class representative (week 1-3). The number of members in each group depends on the number in class. For example, last year was 6 and the year before 4.
2. In your group agree to set up your own Mobile and Electronic Business System (i.e. any type of business model). You will be responsible for design and presentation of the final artefact which is normally in the form of a web application.
3. You would be writing a report of about 6000 words which needs to be submitted by 23/02/2016 (week 23) and prepare for presenting your work in the form of a classroom presentation on week 24. Each presentation should last 25 minutes with an extra 5 minutes for Q&A. The first set of presentations will start in week 24 and pending on number of groups will continue the following weeks. **NOTE that all groups should be ready to present their work by week 24. All members should take part in the presentation.**
4. The combination of report and presentation would constitute 30% of your total mark. **It is necessary that both the report and presentation are made otherwise failing to do either would result into failing the total 30%.** The individual assignment constitutes 10% of the assessment, and the remaining 60% would be your written exams.
5. There is no start date for the project hence you can start at anytime and with the progress in lectures you would be able to make progress with your report. So there is a direct correlation between your research work and the material covered in the module.
6. Once you have chosen your Mobile and Electronic Business System in your report and later presentations you are expected to:
 - Provide a background and the reasons for your choice. It would be helpful to look into the history of similar businesses if they exist and if not why nobody has thought about it yet
 - Propose and offer analysis of the suggested business model from all aspects. Use the classical electronic business models explained in lecture material to strengthen your argument.
 - Each group will suggest and design a Mobile and electronic Business System based on the principles that will be discussed in the lectures. It should have a clear Business Model conforming to the rules of electronic business models, it should have a clear electronic business process (eProcess), follow online application design principles, covers all the commercial processes, have an integrated value chain (if applies), utilises security technologies, based on

which network systems (the internal and the external), and integration customer satisfaction evaluation mechanisms (customisation). Be compared to similar existing businesses by highlighting its advantages or weaknesses compared to those businesses. Therefore your suggestion may not be new i.e. an electronic auction system but it should have advantages to for example eBay that makes your system stand out. The suggested online business can either be profit making or non-profit.

- Include the values chain in your business model analysis
 - Describe and explain the e-Process of each company
 - Conduct a technical analysis of the design and programming structure of the web-based activities of the company. In this analysis include the technology, software and security aspects of the business,
 - Detail strengths and weaknesses of the design and the business model you have proposed – try to compare it with a similar existing businesses
 - Conclusions, describe what you have learned in this project how the system you have described and analysed could benefit from your proposals for improvement.
7. The format of the report should contain the detail responsibility of each member of the group, each member would be responsible to write the sections of the report which they were responsible for. The introduction and conclusions should be done by both members. There should be one submission for each group.

Individual Laboratory Assignment (10%)

Weeks 8-11 we will have laboratory activities in ML 159. In this laboratory you will be introduced to a software package called Statistica. Statistica is a tool for customer satisfaction evaluation and quality control.

You will learn how to breakdown a service and product into its key attributes and measure levels of customer satisfaction against them. The techniques will allow you to create customer oriented services and products.

In week 10 you will design your questionnaires. You will set up the questionnaire, make sure it works (debugging and troubleshooting) and publish the questionnaire on the www by providing the respondents with a username and password. You will then distribute your questionnaire between your classmates and ask them to respond to the questionnaire in the lab on the same day.

You are then given 1 week to prepare a short presentation, to be delivered in week 11 by each of you. The presentation will be a 5 minute interpretation of the results of the surveys.

You will be marked based on the accuracy of the design of the survey and in your ability to interpret the results as well as identifying the sources of dissatisfaction. Finally, you will propose a set of actions to address those shortcomings leading to improvements in the quality of service/product.