



ITCS335: Introduction to eBusiness systems
Faculty of Information and Communication Technology (ICT)

Business Case Analysis Assignment of Semester 2/2021

Score: 10 points

Due of Submission: The Day of Your Presentation **before 8.00 PM** Thailand Time via
MyCourses

Description:

To encourage students to be aware of a variety of current businesses, this assignment provides an opportunity for the students to study interesting business models. The students need to study the given topics and present such topics and their opinions in the classes.

Team members: The same group as the project

List of Topics: (Each group will be given one topic to present.)

- 1) Freshket
- 2) Bitkub
- 3) Axie Infinity
- 4) Algaeba
- 5) Meticuly

Expected Topics to Analyze and Present:

You should present at least the following topics: -

- 1) Description of the business: Explain what this business is, background, founders, how it works, and the value(s) that this business offers
- 2) Target Customers: Identify who are the key target customers/consumers to purchase/use the products/services of the business
- 3) Highlight Features and/or Processes of Products/Services: The highlight features and/or processes that make the business successful – not all features

- 4) Competitors: Give the information of selected competitors and compare the business given and its competitors from various perspectives. You may use the comparison map as your tool. You must select at least 3 competitors.
- 5) SWOT Analysis
- 6) Channels/Methods to interact between the business and its target customers such as to sell, promote, and communicate with their customers/consumers.
- 7) Revenue Model: Explain the revenue sources that is how the business makes money or what sources that it obtains the money to run its business

Please note that when you conduct the presentation in the class, you do not need to present based on this order. You can come up with your own storyline.

How to present:

- 1) Creativity in the presentation is preferable.
- 2) The length of the presentation **cannot exceed 15 minutes**.
- 3) After the presentation of all presenters, there will be **12 minutes Q&A session**.
- 4) Upload your slide to the Microsoft Teams chat before the presentation starts.
- 5) For the diagram, you can have a separate file and upload it to the chat as well.
- 6) You also need to present other necessary parts to make your presentation understandable and complete.
- 7) During the Q&A session, the audience must compete to ask questions to receive the participation scores – please follow the Microsoft Team protocol.
- 8) All members must be present for the presentation day and each member must present.
- 9) Each group must come on time, if your group cannot present for your presentation slot, the score will be deducted by 20% of the whole assignment.

What you **MUST** submit:

- 1) **Powerpoint File (strictly to only ppt and pptx)**: you need to name your file as “secX_topic_GroupName_present” e.g. sec1_Freshket_groupA_present
- 2) Presentation in the PDF format: This is the PDF version of your Powerpoint file. Please make it 1 ppt page for 1 pdf page.
- 3) If your group has a video file, please create a text file (txt) named “secX_topic_GroupName_clip” and put the URL that this clip can be downloaded. Only two formats of the video clip are accepted which are *avi* and *mp4*. Please note that DO NOT

delete this file from your shared location until you receive the grade of this subject. Moreover, please make sure that the permission is allowed for us to download the clip.

- 4) If you think there are other files you need to submit, you can do so.
- 5) Put all your files into one single folder then name your folder as “secX_topic_GroupName”. After that, you need to compress this folder in the *zip*, *rar*, or *7zip* formats and submit it via MyCourse. Due to the limitation of MyCourses, after your compression, **the file size must not exceed 50MB.**
- 6) You are required to submit all your files by midnight **ON THE DAY of your presentation.** For example, if your presentation is 5th February 2022, you must submit the files within 23:59 of 5th February 2022. **If you have any problems, you must contact us before the deadline, otherwise, we will not consider your case.** Please note that your submission must reach us completely by that time which means if you submit via MyCourses, you should receive the message of submission before midnight. **We will not deal with any issues/errors regarding the submission. There will be no investigation regarding issues/errors. ZERO will be given if we do not receive any complete submission by the deadline.**
- 7) The submission is checked for plagiarism using TurnItIn. **If your similarity index is more than 25%, your score will be deducted by 80% of what you have received.** You can validate your similarity index before the submission using the university system. If there are any problems regarding it, you can contact Mahidol University Library and Knowledge Center. Here is the information that you need for checking.

Website: <https://www.li.mahidol.ac.th/account-turnitin/>

Class ID: 32941237

Enrollment Key: ICTEBiz2021

Please use the following setting for your TurnItIn check:

- Exclude bibliographic materials from Similarity Index for all papers in this assignment - Yes
- Exclude quoted materials from Similarity Index for all papers in this assignment - No
- Exclude small sources - No

Revisions

- You will receive general feedbacks in a class of the week after your presentation. You can then improve your presentation slides (e.g. add more information and analysis) and resubmit within 7 days after the class that you receive our feedback.
- **Resubmission links will be available on Mycourses.**

Marking Scheme:

- 1) The scores will be split into 3 parts
 - a. 7 points for the presentation
 - b. 3 points for answering the questions from the audiences (Q&A)
 - c. Bonus for an excellent analysis and presentation
- 2) Penalty Score
 - a. **Late Submission of your work: ZERO score (Group)**
 - b. **Not present at all: ZERO score (Group)**
 - c. Plagiarism 80%
 - d. Wrong Format of Submission 5%
 - e. Cannot finish the presentation in time 10%
 - f. Late for your own presentation 20% (Group & Individual Deduction)
 - g. Not show up for your presentation at all 30% (Individual Deduction)

Any issues/problems that happen outside the rules stated above will be considered by all lecturers. The decision and the penalty from all lecturers are final.
