

# ITC2203 IT IN BUSINESS

## GROUP PRESENTATIONS

- Rules:**
1. Prepare and Submit 1 binded hardcopy and softcopy of the presentation with the Reg. no and name of each member
  2. Each member must contribute to the presentation in a meaningful way
  3. Each group presentation should not exceed 30 minutes
  4. Those to present in the group and those to answer questions will be different to ensure fairness
  5. Presentation will be evaluated based on Quality of Content, Mode of Delivery, Organisation and Demonstrated Teamwork

Goodluck!

### GROUP 1

**Presentation Date: 13/09/2023**

**QUESTION:** Explore the concept of blockchain technology in e-commerce. How can blockchain enhance transparency, security, and traceability in online transactions?

### MEMBERS

1 CMM/20/INF/00651	Hauwau Abdulkadir Dangambo
2 CMM/20/INF/00660	Ibrahim Wosilat Ozohu
3 CMM/20/INF/00671	Samuel Oluebebe Samuel
4 CMM/20/INF/00680	Ahmad TJ Salima
5 CMM/21/INF/00804	Habiba Momoh Salam
6 CMM/21/INF/00817	Shuaibu Abdulrazaq Jibril
7 CMM/21/INF/00826	Mohammed Aisha
8 CMM/21/INF/00837	Zainab Sada Bello
9 CMM/21/INF/00849	Umar Hussein Abdulkareem
10 CST/20/IFT/00458	Idakwoji Abdulrazzaq Usman
11 CST/21/IFT/00603	Aminu Jamila
12 CST/21/IFT/00622	Saleem Ahmad
13 CST/22/IFT/00848	Suleiman Ometere Mulikat
14 CST/21/IFT/00621	Nasir Nasir Karofi

### GROUP 2

**Presentation Date: 13/09/2023**

**QUESTION:** Discuss the concept of digital wallets and their role in facilitating quick and secure payments in e-commerce transactions.

### MEMBERS

1 CMM/20/INF/00652	Abdullahi Khalid Isa
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2 CMM/20/INF/00661	Idris Yaseer Hamza
3 CMM/20/INF/00672	Amina Sani Dauda
4 CMM/20/INF/00683	Ahmad Abdussamad Muhammad
5 CMM/21/INF/00805	Saleem Ikhmarisse
6 CMM/21/INF/00818	Nafisat Murtala Muhammad
7 CMM/21/INF/00828	Hauwa Said Safiyan
8 CMM/21/INF/00838	Mariya Abubakar Ammani
9 CMM/21/INF/00850	Shamsiya Muhammad
10 CST/20/IFT/00459	Ishaq Danzaki Usman
11 CST/21/IFT/00607	Yusuf Salihu Chamo
12 CST/21/IFT/00625	Abdurahman Aisha
13 CST/22/IFT/00849	Yahaya Gaddafi
14 CMM/20/INF/000664	Muhammad Sabo Muhammad

### **GROUP 3**

**Presentation Date: 23/08/2023**

**QUESTION:** Explore the concept of affiliate marketing in e-commerce. How do affiliate programs work, and how can businesses benefit from partnering with affiliates?

### **MEMBERS**

1 CMM/20/INF/00653	
2 CMM/20/INF/00662	Ummukkhair Kabiru Hassan
3 CMM/20/INF/00673	Khadija Salisu Shehu
4 CMM/20/INF/00684	Hauwa Azeezah Bello
5 CMM/21/INF/00806	Barakat Ozohu Abdulrahman
6 CMM/21/INF/00819	Fiddausi Abubakar
7 CMM/21/INF/00829	Abdullahi Rukayya Muaz
8 CMM/21/INF/00841	Aisha Dayyab
9 CMM/21/INF/00843	Rabiatu Muhammad Bello
10 CST/20/IFT/00461	Rabiu Khadija Muhammad
11 CST/21/IFT/00609	Abubakar Musa
12 CST/21/IFT/00845	Ali Muhammad Yakubu
13 CST/22/IFT/00850	Sauda Aminu Mukhtar
14 CST/21/IFT/0615	Abubakar Aminu Muhammad

### **GROUP 4**

**Presentation Date: 23/08/2023**

**QUESTION:** Discuss the role of chatbots and artificial intelligence-powered customer support in enhancing the shopping experience for online customers.

### **MEMBERS**

1 CMM/20/INF/00654	Habiba Abubakar Tor
2 CMM/20/INF/00665	Zahra Bako Muhammad
3 CMM/20/INF/00674	Hafsah Shuaib Adam
4 CMM/21/INF/00667	Miracle Okonkwo

5 CMM/21/INF/00807	Rabiat Uthman
6 CMM/21/INF/00820	Ali Salisu Hamisu
7 CMM/21/INF/00830	Saeed Aisha Ali
8 CMM/21/INF/00842	Amina Suleiman Saad
9 CST/18/IFT/00149	Sadiq Ahmad Arabi
10 CST/20/IFT/00462	Salisu Abdulrahman Labaran
11 CST/21/IFT/00610	Mbah Moses Chukwuebuka
12 CST/22/IFT/00842	Ahmad Ibrahim
13 CST/21/IFT/00611	Gambo Munhaminna Mukhtar

#### **GROUP 5**

**QUESTION:** Explain the concept of multi-channel vs. omni-channel vs. cross-channel e-commerce strategies. How do these approaches differ, and what are their benefits?

#### **MEMBERS**

**Presentation Date: 06/09/2023**

1 CMM/20/INF/00655	Abubakar Yon Halimah
2 CMM/20/INF/00666	Khadija Muhammad
3 CMM/20/INF/00675	Shuaibu Ibrahim Saadatu
4 CMM/21/INF/00681	Ajayi Kemi Blessing
5 CMM/21/INF/00808	Amina Bashir Ado
6 CMM/21/INF/00821	Ali Ajara
7 CMM/21/INF/00833	Amina Muhammad Umar
8 CMM/21/INF/00844	Hudu Fatima Sani
9 CST/20/IFT/00451	Abdulazeez Suleiman
10 CST/20/IFT/00463	Yakub Umar Faruk
11 CST/21/IFT/00612	Abubakar Hadi Yahaya
12 CST/22/IFT/00843	Ibrahim Ishaq
13 CST/21/IFT/00604	Ibrahim Habibah Olajimoke

#### **GROUP 6**

**Presentation Date: 06/09/2023**

**QUESTION:** Explore the concept of virtual marketplaces and online auctions in e-commerce. What are the advantages and disadvantages of these platforms for sellers and buyers?

#### **MEMBERS**

1 CMM/20/INF/00656	Fatima Adamu Bala
2 CMM/20/INF/00668	Olaniyan Abdulakeem Olalekan
3 CMM/20/INF/00676	Tahir Yusuf Mukhtar
4 CMM/20/INF/00682	Abubakar Mustapha
5 CMM/21/INF/00810	Sumayya Ismail Wudil
6 CMM/21/INF/00822	Maryam Suleiman Labbo
7 CMM/21/INF/00834	Aisha Ali Saad
8 CMM/21/INF/00846	Victoria Enemina Joseph
9 CST/20/IFT/00452	Abdurahman Abdulsalam Muftau
10 CST/20/IFT/00464	Habiba I. Abubakar

11 CST/21/IFT/00613	Olajide Daniel Akande
12 CST/22/IFT/00844	Ahmad JaFAR
13 CMM/20/INF/000678	Yusuf Abdullahi

### **GROUP 7**

**QUESTION:** Define and differentiate between customer acquisition and customer retention strategies in eCommerce. Provide examples of tactics used for each approach.

#### **MEMBERS**

**Presentation Date: 30/08/2023**

1 CMM/20/INF/00657	Aisha Ahmed Manzo
2 CMM/20/INF/00669	Omogu Patience Onyioza
3 CMM/20/INF/00677	Usman Asmau Oladayo
4 CMM/21/INF/00802	Safiya Yusuf
5 CMM/21/INF/00813	Suwaid Malami Amina
6 CMM/21/INF/00823	Aisha Aminu Shuaibu
7 CMM/21/INF/00835	Abubakar Sadiya Gajere
8 CMM/21/INF/00847	Fatima Abdullahi
9 CST/20/IFT/00454	Abubakar Sadiq Abubakar
10 CST/20/IFT/00614	Abdulbasit Abba Labaran
11 CST/21/IFT/00616	Sadiq Ridwan Abubakar
12 CST/22/IFT/00846	Musa Muhammad Efigoga
13 CST/19/IFT/00276	Abdurrahman Idris Alhassan

### **GROUP 8**

**QUESTION:** Analyze the impact of customer loyalty programs in e-commerce. How can businesses design and implement effective loyalty programs to retain and reward customers?

#### **MEMBERS**

**Presentation Date: 30/08/2023**

1 CMM/20/INF/00659	Bilqees Opeyemi Zakariyau
2 CMM/20/INF/00670	Salau Ibrahim Olarewaju
3 CMM/20/INF/00679	Abdulahakeem Yetu Zakari
4 CMM/21/INF/00803	Muhammad Isa Musa
5 CMM/21/INF/00814	Adamu Nabilatu
6 CMM/21/INF/00824	Abdulrahman Aminu Shehi
7 CMM/21/INF/00836	Hafsat Abdullahi Tani
8 CMM/21/INF/00848	Moshood Damilola
9 CST/20/IFT/00457	Dauda Abdullahi Asuku
10 CST/21/IFT/00601	Nafisa Sarki Labaran
11 CST/21/IFT/00617	Ibrahim Zakiyya Yahaya
12 CST/22/IFT/00847	Ahmad Shuaibu
13 CMM/20/INF/00663	Muhammad Abdurrahman Umar