



Asian Institute of Technology
School of Engineering and Technology
ICT Department

AT71.03
Course: E-Business Development and Technology
August 2025 Semester

Course Project: Development of Online Business

The aim of the course project is to setup an online business and implement a website/mobile app of your online business. In the current scenario, going ahead with a promising online business to start, will be a win-win situation for you.

The business can be B2C, B2B, C2C, e-Intermediaries, e-services, e-Community etc. Try to be *innovative* with your proposed online business (or community).

You can work in group of 2 or 3 students (at least 2 nationalities in one group). However, if you prefer, it can be an individual project.

Proposal: Due 11 September 2025

For a proposal of online business you plan to set up, you should provide a background, purpose and description of the e-Business/e-Community, products/services, etc. List the project team members and their email addresses. Indicate one member who will be the primary contact for the group.

Project Progress Presentation: 16 October 2025

You need to present the progress of your project and indicate any changes needed.

Final Project: Due 20 November 2025

Deliverables:

- 1) A well-designed website/mobile app of your online business, using a software of your choice.
- 2) Final project report

The final project report should address, but not limited to the following:

- Background
- Purpose
- Products and/or services
- E-Business strategy
- E-Business model and revenue model

- Target customers/users
- Existing/potential competitors
- Investment required
- Projected revenues and expenses
- Technical infrastructure
- Human resource needed
- Payment methods and delivery
- Detailed description of the website implementation
- Etc.