

Business Case Topics

As part of MIS 107, each student group will select a topic from the list below and prepare a short presentation using PowerPoint and Canva. Each presentation should be 5 to 7 minutes long and cover the following points:

- Key concept of the selected business case
- Technological features of the chosen technology
- Business impact – How the technology benefits the selected business
- Conclusion – Summary of key insights

Topics:

1. Cloud Computing in Business
2. Viral Marketing in E-commerce
3. Affiliated Marketing for E-commerce
4. Business of Intelligence (BI) for Business
5. Blockchain in Business
6. AI & Machine Learning for Business
7. Social Media for Business
8. IoT use in Business
9. Augmented Reality (AR)/Virtual Reality (VR) for Business
10. Smart Cities or Electronic Government