

## ASSESSMENT FRONT SHEET

## GUILDHALL COLLEGE

Programme: BTEC Higher National Diploma (HND) in Computing  
 Unit Number and Title: e-Business Strategy (Unit 24)  
 Unit Level: H2  
 Assignment Ref. Number: 24.1.1- Developing an e-business strategy  
 Module Tutor: Elvy  
 Email: elvy.sun@gmail.com  
 Date Set: 07/08/2009

Learner's name and statement of authenticity

Learner's Name : \_\_\_\_\_ Learner's ID: \_\_\_\_\_ Date Handed-in: / /

I certify that the work submitted for this assignment is my own. Where the work of others has been used to support my work then credit has been acknowledged.

Signature: \_\_\_\_\_ Date: / /

### Learning Outcome

The aim of this assignment are to measure the outcome of students' learning in terms of knowledge acquired, understanding developed and skills or abilities gained in relation to achieve the learning outcomes (LO) and criteria (i.e. P,M,D):

- LO1(24.1) : Analyse the **impact on the business**
- LO2(24.2) : Plan **implementation strategy**
- LO3(24.3) : Explain measures for **protection of the business**
- LO4(24.4) : Examine **future developments** in e-business.
  
- P1(24.1.01) : Analyse the expectations of internet customers
- P2(24.1.02) : Assess the integrity of data in existing business system database
- P3(24.1.03) : Analyse service and quality of existing logistics processes
- P4(24.1.04) : Plan resources for on-going website maintenance and support
- P5(24.2.01) : Plan for website design, site hosting, ASP or use of in-house services
- P6(24.2.02) : Develop an e-marketing and promotion strategy
- P7(24.2.03) : Develop an e-supply chain management strategy
- P8(24.2.04) : Assess priorities for implementation and integration with existing systems
- P9(24.3.01) : Explain protecting the domain name, company name, trade marks and intellectual property
- P10(24.3.02): Review the risks of linking your business systems to the internet
- P11(24.3.03): Propose security measures to minimise risks
- P12(24.4.01): Monitor developments in mobile technology
- P13(24.4.02): Explain the impact of XHTML on e-business
- P14(24.4.03): Examine the implications of supply chain integration using the internet
- P15(24.4.04): Assess the impact of e-business on international competitiveness
  
- M1(24.1) : Identify and apply strategies to find appropriate solutions
- M2(24.2) : Select/design and apply appropriate methods/techniques
- M3(24.3) : Present and communicate appropriate findings

- D1(02.1) : Use critical reflection to evaluate own work and justify valid conclusions  
D2(02.1) : Take responsibility for managing and organising activities  
D3(02.1) : Demonstrate convergent/lateral/creative thinking

**GUILDHALL COLLEGE****LEARNER'S BRIEF**

Programme : BTEC Higher National Diploma (HND) in Computing  
Unit Number and Title: e-Business Strategy (Unit 24)  
Unit Level: H2  
Assignment Ref. Number: 24.1.1- Developing an e-business strategy  
Module Tutor : Elvy  
Email : elvy.sun@gmail.com

**Key Dates**

Distribution Date : 09/11/2009  
Submission Date : 18/02/2010

**Introduction**

The aim of the assignment are to measure the outcome of students' learning in terms of knowledge acquired, understanding developed and skills or abilities gained in relation to achieve the learning outcomes.

This assignment is to assess an existing business information system and to develop an e-business strategy. For the purpose of the assignment the students are required to select a company which already have a business information system and a website, but are both in-  
dependent of each other.

The students will try to understand the expectations of the user for e-business and make the preparations necessary to meet the standards of support the e-customer expects. Marketing, promotion and supply chain management must be considered, alongside the website, when developing the implementation strategy. Protecting the intellectual property of the business and maintaining the integrity of its website require considerations of risk and appropriate security precautions. Finally future developments in e-business are examined to help maintain a competitive edge.

You are required to write a report studying the existing system of the company, what changes can be achieved by the e-business systems and what could be the future. Your report should show significant data collection and research. In writing this report, the work that you present must be your own. However, you will clearly have to work and present the work of others. Ensure that you clearly indicate the relevant source(s) of material that you present to support your work.

**Specification of Assessment 1 - Report**

This assignment consists of four parts.

1. Impact on Business
2. Implementation strategy
3. Protection of business
4. Future developments.

The students should select a company which has an existing business information system and a web page, but both are independent of each other. The website could have been used only for the marketing or for the company to just have a web presence. It needn't be accomplishing any specific business purpose. The company need to have an existing business information system that it used to manage its operations.

**1. Impact on Business**

- 1.1 For the users of the company, analyse the expectation of internet customers.[P1]
- 1.2 Assess the integrity of data in existing business system database (business information system)[P2]
- 1.3 Demonstrate that the evaluation of the integrity of the data in the existing system has been validated against defined criteria.[D1]
- 1.4 Analyse service and quality of existing logistics processes (value chain evaluation of the existing system)[P3]
- 1.5 Plan resources for on-going website maintenance and support, for the existing system[P4]

Once the students has understood the existing system and identified the advantaged of having an e-business system, in the next component the students will plan an implementation strategy for the e-business system.

**2. Implementation strategy**

- 2.1 Plan for website design, site hosting, ASP or use of in-house services for the new e-business system [P5]
- 2.2 Develop an e-marketing and promotion strategy for the new e-business system [P6]
- 2.3 Show that a range of methods and techniques have been applied in the development of the e-marketing and promotion strategy[M2].
- 2.4 Develop an e-supply chain management strategy[P7]
- 2.5 Assess priorities for implementation and integration with existing systems[P8]

Internet is has its advantages and threats. When deciding to go for the e-business the students would have understood the advantages of the internet. It is equally important to identify the threats and have measures in place for the protection of the business.

**3. Protection of the business**

- 3.1 Explain protecting the domain name, company name, trademarks and intellectual property[P9]
- 3.2 Review the risks of linking your business systems to the internet[P10]
- 3.3 Demonstrate that an effective approach to study and research has been applied in reviewing the risk and evaluating it.[M1]

3.4 Propose security measures to minimise risks[P11]

3.5 Explain how any unforeseen the risks can be managed[D2]

The developments in technology will not end at having just the e-business, it important that we explore the new technologies and its applications. A successful business is one that can move along with the technology and use it to the maximum.

#### **4. Future Developments**

4.1 Monitor developments in mobile technology, explain how the new technology could be applied to the business.[P12]

4.2 Explain the impact of XHTML on e-business[P13]

4.3 Examine the implications of supply chain integration using the internet[P14]

4.4 Assess the impact of e-business on international competitiveness[P15]

4.5 Demonstrate a convergent and lateral thinking has been applied in analysing the impact of e-business on international competitiveness.[D3]

The students would have the explore the past, present and the future of the e-business. In the next section write a short conclusion on your journey from the past to the future of the e-business

#### **5. Conclusion**

5.1 An appropriate structure an approach has been used in presenting and communicating appropriate finding.[M3]

<b>Learning Outcomes, Assessment and Grading Criteria</b>
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Outcomes	Assessment criteria for pass
	<b>To achieve each outcome a learner must demonstrate the ability to:</b>
1 Analyse the <b>impact on the business</b>	<ul style="list-style-type: none"> <li>• analyse the expectations of internet customers</li> <li>• assess the integrity of data in existing business system database</li> <li>• analyse service and quality of existing logistics processes</li> <li>• plan resources for on-going website maintenance and support</li> </ul>
2 Plan <b>implementation strategy</b>	<ul style="list-style-type: none"> <li>• plan for website design, site hosting, ASP or use of in-house services</li> <li>• develop an e-marketing and promotion strategy</li> <li>• develop an e-supply chain management strategy</li> <li>• assess priorities for implementation and integration with existing systems</li> </ul>
3 Explain measures for <b>protection of the business</b>	<ul style="list-style-type: none"> <li>• explain protecting the domain name, company name, trade marks and intellectual property</li> <li>• review the risks of linking your business systems to the internet</li> <li>• propose security measures to minimise risks</li> </ul>
4 Examine <b>future developments</b> in e-business	<ul style="list-style-type: none"> <li>• monitor developments in mobile technology</li> <li>• explain the impact of XHTML on e-business</li> <li>• examine the implications of supply chain integration using the internet</li> <li>• assess the impact of e-business on international competitiveness</li> </ul>

Merit Descriptors	Distinction Descriptors
M1: Identify and apply strategies to find appropriate solutions	D1: Use critical reflection to evaluate own work and justify valid conclusions
M2: Select/design and apply appropriate methods/techniques	D2: Take responsibility for managing and organising activities
M3: Present and communicate appropriate findings	D3: Demonstrate convergent/lateral/creative thinking

**Achievement of a pass grade**

A pass grade is achieved by meeting all the requirements defined in the assessment criteria for pass for each unit.

**Achievement of a merit or Distinction grade**

All the assessment criteria and merit grade descriptors need to be completed within a unit to achieve a merit grade.

All the assessment criteria, merit and distinction grade descriptors must be completed within a unit to achieve a distinction grade.

Assessment Criteria	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15
Requirements	1.1	1.2	1.4	1.5	2.1	2.2	2.4	2.5	3.1	3.2	3.4	4.1	4.2	4.3	4.4

Grading Criteria	M1	M2	M3	D1	D2	D3
Requirements	3.3	2.3	5.1	1.3	3.5	4.5

**Plagiarism and Collusion**

Any act of plagiarism and collusion will be seriously dealt with according to the regulations. In this context the definition and scope of plagiarism are presented below:

‘Plagiarism occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution. Examples of forms of plagiarism include<sup>1</sup>:

- the verbatim (word for word) copying of another’s work without appropriate and correctly presented acknowledgement;
- the close paraphrasing of another’s work by simply changing a few words or altering the order of presentation, without appropriate and correctly presented acknowledgement;
- unacknowledged quotation of phrases from another’s work;
- The deliberate and detailed presentation of another’s concept as one’s own.’

All types of work submitted by students are covered by this definition, including, written work, diagrams, designs, engineering drawings and pictures.

‘Collusion occurs when, unless with official approval (e.g. in the case of group projects), two or more students consciously collaborate in the preparation and production of work which is ultimately submitted by each in an identical, or substantially similar, form and/or is represented by each to be the product of his or her individual efforts. Collusion also occurs where there is unauthorised co-operation between a student and another person in the preparation and production of work which is presented as the student’s own. (ibid)’

<sup>1</sup>

<sup>1</sup> Guidelines for dealing with plagiarism and collusion, Liverpool University at [http://www.liv.ac.uk/tqsd/pol\\_strat\\_cop/plag\\_pol\\_final\\_17Feb05.doc](http://www.liv.ac.uk/tqsd/pol_strat_cop/plag_pol_final_17Feb05.doc)

**Extension and Late Submission**

If an extension is necessary for a valid reason, requests can be made using a course work extension request form available from the college. Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension.

The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.

**Support Material****Textbooks**

- Chaffey, D — E-Business and E-Commerce Management — (Prentice Hall, 2002) ISBN: 0273651889
- Laudon, K C and Traver, C G — E-Commerce: Business, Technology, Society — (Addison Wesley, 2002) ISBN: 032112202X
- Morath, P — Success @ eBusiness — (McGraw Hill, 2000) ISBN: 0077096258

**Other useful texts**

- Cumming, T — Little e, Big Commerce — (Virgin Publishing, 2001) ISBN: 0753505428
- Salter, B and Langford-Wood, N — A Simple Guide to e-Commerce — (Prentice Hall, 2001) ISBN: 0130286494
- Schneider, G P — Electronic Commerce — (Course Technology, 2002) ISBN: 0619063114
- Sleight, S — Moving to E-Business — (Dorling Kindersley, 2001) ISBN: 0751312150
- Turban, E et al — Electronic Commerce — (Prentice Hall, 2002) ISBN: 0130984256

Websites can be useful in providing information and case studies (eg [www.bized.ac.uk](http://www.bized.ac.uk) which provides business case studies appropriate for educational purposes)

<b>ASSESSMENT INFORMATION</b>
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 Module Tutor : Elvy

Learner's Name : \_\_\_\_\_

Learner ID: \_\_\_\_\_

**Information /Feedback on assessment and grading criteria**

	Assessment Criteria	Achieved	Evidence	Feedback
P1	Analyse the expectations of internet customers	Yes/No	Report / LogBook	
P2	Assess the integrity of data in existing business system database	Yes/No	Report / LogBook	
P3	Analyse service and quality of existing logistics processes	Yes/No	Report / LogBook	
P4	Plan resources for on-going website maintenance and support	Yes/No	Report / LogBook	
P5	Plan for website design, site hosting, ASP or use of in-house services	Yes/No	Report / LogBook	
P6	Develop an e-marketing and promotion strategy	Yes/No	Report / LogBook	
P7	Develop an e-supply chain management strategy	Yes/No	Report / LogBook	
P8	Assess priorities for implementation and integration with existing systems	Yes/No	Report / LogBook	
P9	Explain protecting the domain name, company name, trade marks and intellectual property	Yes/No	Report / LogBook	
P10	Review the risks of linking your business systems to the internet	Yes/No	Report / LogBook	
P11	Propose security measures to minimise risks	Yes/No	Report / LogBook	
P12	Monitor developments in mobile technology	Yes/No	Report / LogBook	
P13	Explain the impact of XHTML on e-business	Yes/No	Report / LogBook	

P14	Examine the implications of supply chain integration using the internet	Yes/No	Report / LogBook	
P15	Assess the impact of e-business on international competitiveness	Yes/No	Report / LogBook	

Grading Criteria (Merit -M; Distinction -D)		Achieved	Evidence	Feedback
M1	Identify and apply strategies to find appropriate solutions	Yes/No	Report / LogBook	
M2	Select/design and apply appropriate methods/techniques	Yes/No	Report / LogBook	
M3	Present and communicate appropriate findings	Yes/No	Report / LogBook	
D1	Use critical reflection to evaluate own work and justify valid conclusions	Yes/No	Report / LogBook	
D2	Take responsibility for managing and organising activities	Yes/No	Report / LogBook	
D3	Demonstrate convergent/lateral/creative thinking	Yes/No	Report / LogBook	

**Assessor's General Comments:**

Assessor's Signature:

Date:

Print Name:

**Learner's Comments:**

Signature:

Date:

Print Name:

Feedback of this coursework will normally be given to students four week after the submission of an assignment.