

CIS2154 E-commerce for business

Digital Assessment Guide

Learning outcomes assessed...

1. Distinguish and compare the key concepts of e-business
2. Distinguish and compare internet based business models
3. Identify and appraise appropriate business situations where e-business can be applied
4. Assess and evaluate the benefits of e-business in common business situations

Important Dates...

- Part 1 (30%): Friday 2nd February, 2018
 - Poster Paired assessment
- Part 2 (70%): Tuesday 24th April, 2018
 - Tasks 2-5
 - Individual assessment

Total Weighting: **100%**

Portfolio Task 1 (LO1)

Portfolio Task 1

- Paired assessment
- Development of a poster
- Explains the key concepts of e-commerce and e-business to someone who is new to the topic
- Minimum size of A2, preferably A1
- Include:
 - Text
 - Images
- Either portrait or landscape

Carefully read the assessment document for more information

Portfolio Task 2- 5 (LO's 2-4)

Portfolio Task 2-5

- Scenario
- Five questions
- Demonstrate a sound theoretical knowledge of e-commerce for business
 - Research
 - Clearly evidenced
 - Wide range of references
 - Books, journals, websites etc
- Harvard style of referencing
- Word count



Question 1

- Approximately 1000 words
- What successful e-business models are there and which one would be relevant for Fashionistas to adopt



Question 2

- Approximately 1000 words
- Identify and compare Customer Relationship Management (CRM) systems in an E-business and suggest which type/s of CRM Fashionistas would benefit from.



Question 3

- Approximately 500 words
- How should Fashionistas apply e-business strategies to each main business function, including sales, marketing, HR, finance, supply chain, procurement. Will these functions change, if so how?

Question 4

- Approximately 1000 words
- Identify and explain the benefits and barriers Fashionistas and their customers will encounter once they move to e-commerce. Describe further how any barriers can be overcome.

Question 5

- Approximately 500 words
- What Social, legal and ethical issues will need to be considered, by Fashionistas, when selling online?

Report structure

Cover Sheet

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Section 1.00

Introduction

Section 2.00

Answer to question 1

Section 2.00

Answer to question 2

Section 3.00

Answer to question 3

Section 4.00

Answer to question 4

Section 5.00

Answer to question 5

Section 6.00

Conclusion

Reference List

Proof Read

Thanks for listening

If you have any further questions that are not answered in this digital assessment guide then please do email me at:
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