



**Tutorial Letter 104/0/2022**

**Business Informatics IIIB**

**ICT3642**

**Year module**

**Department of Computer Science**

**IMPORTANT INFORMATION**

**This tutorial letter contains general feedback regarding Assignment 4 and information pertaining to the Portfolio that you will submit during the final examination.**

BARCODE



Dear students, a thank you to everyone that submitted Assignment 4. The assignments were split between myself and an external marker. It took us a bit longer to assess than initially anticipated, however, it also gave me some time to compile a report on general feedback that I will share with you in this tutorial letter.

In general, there are some very intuitive and excellent eBusiness ideas! For those of you that thought out-of-the-box, well done.

## **1 General feedback**

You need to keep in mind, that this is a third-year level project. Your input in this Portfolio should reflect that. In this regard, refer back to the Outcomes and Assessment criteria for this module as shared with you in Tutorial letter 101.

When including a concept in your Portfolio, elaborate on it. It is not sufficient to just give a list of bullets or items. Explain it to the Examiner. Remember, that we are using external examiners and moderators, and they may not be familiar with the eBusiness that you are describing. Do not leave it to the examiner to guess what you are saying. You are not restricted on the number of pages. Now, don't go on and write just for the sake of writing, make it explicit and remember this is a FORMAL document that you are going to submit.

## **1.1 The eBusiness concept is not coming through strongly enough**

Remember, this portfolio is about your eBusiness, not about an app or website. That will come later, at this stage, this is just about getting a business plan together for your eBusiness that you can give to somebody (the bank, family, etc) that will help you to get sufficient funds to start the eBusiness. Thereafter the rest will fall in place. But you have to plan for it - it should be part of your eBusiness plan.

In some instances, we could see that the portfolio is based on an existing business. That is good, but you are not going to elaborate on it in the portfolio. In the portfolio, you need to give evidence of the eBusiness only. For instance, if you have a small coffee shop and you want to add an eBusiness to it, in one or two sentences mention the coffee shop, but then continue to elaborate on the eBusiness. What are you going to do in this eBusiness - how is it going to add value to your business? What are you going to sell through this eBusiness? How are you going to make money (which is what this is all about)? Maybe your customers will be able to order products (cakes, muffins, etc) through this eBusiness idea. Then explain how that will work. Think about how the customers will (1) get to know about the eBusiness, (2) how will they pay, (3) how are you going to make certain that the customers are only within your community - if you are in Cape Town, it is not going to be possible to deliver 'freshly baked muffins within 60 min' to somebody in Limpopo, (4) what are you going to do if 20 customers at a given moment each order 20 cakes - will you be able to deliver?

This is just to give you an example. You need to look at your eBusiness and see how you have described it. Rework, rewrite. Talk to your friends and family. Let them help you in writing this Portfolio.

## 1.2 More than one concept addressed in the eBusiness

Think carefully about your eBusiness. Be careful not to include two or more eBusiness ideas into this business plan. If you do, then you need to describe all of the ideas and give sufficient evidence in your eBusiness plan that you are considering all the ideas and have taken it into account in your eBusiness plan (PESTEL analysis, Financial plan, SWOT analysis, etc.).

Example:

Original text:	This eBusiness is about selling hardware to the local community through an online platform and providing online IT classes.
Question from the marker:	So what is the eBusiness? (1) Selling hardware or (2) providing online IT classes?
Suggestion:	Decide which of these two ideas will be best to present in this portfolio. Each of these is great and can be explored in more depth, but each idea has different aspects to look at and reflected on in the rest of the portfolio. Choose one.

## 1.3 Making a claim without substantial grounds and backing

When you make a claim, you need to give sufficient grounds on why you are making that claim, and you need to back it up with evidence.

Example:

Original text:	This eBusiness is about selling of shoes through an online platform. .... Depending on their location, the delivery cost will be between R120 and R150.
Question from the marker:	Where is the evidence of delivery cost? It seems that the student has just thought of a number - no evidence.
Suggestion:	Do some research first. Look at 3 or 4 door-to-door delivery services. Door to door OR Company to company Then (1) either include the references after the text, (2) or add them in the reference list.

## 1.4 Legal aspects

Most of the eBusinesses that we've reviewed, do not include sufficient consideration on legal aspects. There is a specific section in the final portfolio, where you will have an opportunity to give more evidence on the legal aspects. For example, if your eBusiness is targeting a specific community, then you need to ensure that you have the buy-in not only from the community but that you have thought of the legal aspects as well.

A number of the eBusinesses are addressing the water shortage in South Africa. And it is valid and it is excellent that there are ideas out there to solve the problem. However, there are legal and health aspects that need to be taken into consideration. Do some research and include the references to the research in your eBusiness plan. Think about and report on it in your PESTEL analysis and SWOT analysis. What do you need to do from your side to make sure that your eBusiness is adhering to the requirements of the government, the municipality and where required, the local community?

## 1.5 References

I am aware that we have not given sufficient training on how you should apply and show the references used in your eBusiness plan. Therefore, here are some guidelines:

Make sure that you have a valid reference. If you are referring to a website, make sure that the link is correct. Should the examiner test it, it should work.

Use a number for each of the references, then in your text, where you have to give evidence, use that number. For example:

*This eBusiness is about the selling of bottled water to customers in the Thabazimbi area. The water situation in the Limpopo area is reaching critical status and has been identified as an area where every resident can start to use water sparingly [1]. In South Africa, selling water is regulated by legislation [2].*

Then, in Section 2 of the portfolio, where you need to give a list of the references, add the URLs:

[1] <https://www.kwevoel.co.za/2015/04/01/water-situation-communique-from-thabazimbi-local-municipality>

[2] <https://www.averda.com/rsa/news/bottled-water-producers-adhere-legislation>

Now, don't just list these references, go and actually read what it says and apply it to your eBusiness! There will be a lot of information that you can add to the PESTEL and SWOT analysis. The examiner will not have a lot of time to do research on your behalf, be thorough and give sufficient information that will help the examiner to understand your eBusiness. Whatever you do: DO NOT COPY AND PASTE FROM THE INTERNET. Make the ideas your own. Go and read UNISAs view on student values and plagiarism:

<https://www.unisa.ac.za/sites/myunisa/default/Study-@-Unisa/Student-values-and-rules>

## **2 Towards the final portfolio**

It is important that you follow the Rubric to the letter. Use the section numbers as given in the Rubric. Study Tutorial letter 102 and Tutorial letter 103.

Tutorial letter 102 contains the Rubric and Tutorial letter 103 is the Examination paper layout discussed. Remember that the examination consists of two sections. More on that in Tutorial letter 103.

### **2.1 PESTEL and SWOT analysis**

There seems to have been some confusion about the layout requirements for the PESTEL, PORTER and SWOT analysis. You have to use the prescribed models. That being said, you don't have to put it into a spreadsheet or table with columns or images. Use your initiative. As long as you have the SAME headings. You can put them below each other - I don't see any problem with that. Rather do it in a way that you can give sufficient explanation for each item in the different models.

### **2.2 Examination dates**

We do not have the examination dates yet. UNISA will communicate it with you in due course.

## **3 Online webinars**

Thank you to our excellent eTutor and all here inputs this year. Ms Khumbu indicated that she will have one final webinar on the requirements of the

eBusiness plan on Friday, 26 August, 10:00 - 11:00. We are willing to continue with the webinars, until the examination, should there be a need. On that note, if you were not able to attend the webinars, please go to the MS Teams site and listen to the webinars. You can find it in the general channel, under the Files heading in the Recordings folder.

There was also a suggestion today that you use the General channel to post your questions.

All the best with the final examinations. We are looking forward to your eBusiness proposals.

Kind regards.

Your lecturing team.