

Electronic Commerce

Continuous Assessment 2 [25%]

October 2016

Submission Date:

General Business, A&F, International Business – Week 12

Sports Management & Coaching – Week 13

Requirements:

Electronic Commerce CA2 must be completed in groups of **three or four**. Projects ***will not be accepted*** from individual students. This CA is in two parts.

- Part One : you are required to write an eCommerce plan
- Part Two : you are required to build a web site using HTML5

In order to complete this assignment **you need to agree with your lecturer by week 8:**

- a) The idea for your eCommerce web site
- b) Group members. Please note it is required that everyone in the group contributes equally to both Part I and Part II of CA2. Please email your group members to your lab lecturer before the end of week 8

Part One: eCommerce Plan

You are required to submit a 3 – 5 page document which should include information on the following:

- a) The Idea and Business Model
 - A full description of your proposed online business idea and business model
- b) Potential Revenue Streams
 - A full description of all revenue streams
- c) The Web Site
 - A full description of structure and content including the folder structure
- d) Target Market
 - Identification of the target audience for the web site
- e) Competitive Analysis
 - Analysis of direct / indirect competition for your proposed company

Part Two: Web Site

You are required to build a web site using HTML5 for your online business.

The site should:

- i. Have a structure as defined in your eCommerce plan
- ii. Contain working links as follows:
 - At least 2 absolute links linking to external websites as appropriate
 - At least 4 links (using relative paths) linking your home page to the other pages in your site. Return links back to your home page should also be included
 - At least 2 examples of the use of named anchors to navigate internally within a web page
 - At least 2 examples of the use of images in the links above
- iii. Contain appropriate images / photographs properly sized, positioned and aligned
- iv. Contain a significant form that includes the use of HTML elements fieldset and legend
- v. Use a styled navigation bar created with styling elements located in an external CSS file
- vi. Be functional and realistic with all pages containing meaningful content appropriately organised and formatted and that is relevant to your chosen eCommerce business
- vii. Include at least one additional feature over and above those covered during the lab sessions. Additional features should be your own work or given due credit if taken from any other source

Marking Scheme:

Part I will account for 40% of the total mark for CA2. Part II will account for 60% of the total mark for CA2.

Timescale:

Part I & Part II of CA2 should be submitted during your lab session as follows:

Week 12 for BSST H2020 (General Business, A&F) and INTB H2023 (International Business),

Week 13 for SMCO H2016 (Sports Management).

Part I should be submitted to the Lecturer in hard copy. Part II files should be uploaded as instructed by your lab lecturer. Please note that it is the policy of the Institute that marks allocated for assignments submitted up to one week late will be reduced by 50%. Assignments received more than one week late will not be marked.

REMINDER: Projects *will not be accepted* from anyone who hasn't formed their group and agreed their eCommerce idea with their lecturer by week 8.