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| Assessment Weight: Total 50% (breakdown below)   * Deliverable A (5%) Due Week 6 * Deliverable B (5%), Due Week 8 * Deliverable C (40%), Due week 12 |  |

**1. Requirements**

Students are awarded for working in an effective team. They are asked to use agile practices, discouraging them from working separately. Students are advised to form into groups of 2 to 3 persons to write an EC business proposal (at least 3000 words) demonstrating their overall understanding of e-commerce from both business and technical perspective. Each student had to identify what they had done specifically in presentations and written proposal. The objective is to provide the opportunity for students to undertake independent research in an area directly related to the course subject matter, apply their understanding of e-commerce concepts, and generate a high quality written report summarizing the results of the paper.

Topic\* of the paper is about establishing one e-commerce business proposal project covering at least the following areas:

* Why do you select this e-commerce to launch or start-up your business?
* A comparative review or research into current successful e-commerce industry (e.g. e-shopping, e-job market) in Hong Kong/China/Taiwan
* What is your e-commerce strategy?
* What are the business benefits and profits?
* What other competitors in the market and risks and technical constraints impacting your business start-up?
* How to implement your e-commerce business?

(\* This topic of which e-portal business is to be decided by students in Tutorial 1.)

\*\* The assessment of the topics required will be shared with/provided to students during lectures. )

1.1 Deliverable Set A – [5%] Due: Week 6

Selection of topic or e-business start-up (NO more than 8 powerpoint slides); e-portal company mission statement expressing central idea or theme; outline of idea and why you select this business model; a high level research/review of current Hong Kong/China/Taiwan e-commerce model (e.g. e-shopping like [www.tmall.com](http://www.tmall.com) or [www.taobao.com.cn](http://www.taobao.com.cn) or other e-portals).

1.2 Deliverable Set B – [5%] Due: Week 8

A high level copy of presentation materials, built on the Deliverable Set A above (and NO more than 15 powerpoint slides) is submitted, followed by a group presentation to explain your topic or business summarizing key themes/points of your final paper, as if you are seeking investors (e.g. Venture Capitalists) to invest money in your project.

Presentation Assessment Criteria for Deliverable A and B:

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| **Areas** | **Description** | Poor | Average | Good | Excellent |
| Structure and Contents [max 60%] | Appropriateness in treatment of the topic and research question; properly presented objectives; comprehensive review of work done on the topic with appropriate critical evaluation; logical and complete set of tasks and schedule. | 0-10 | 11-25 | 26-40 | 41-50 |
| Clarity and Fluency [max 20%] | Organized around main points of the project, good tonal quality of speech, proper speed in delivery, good control of rhythm, expression, and style. | 0-5 | 6-10 | 11-15 | 16-20 |
| Visual Aids and Their Use [max 10%] | Effective and elaborate use of use of visual aids. (e.g. powerpoint, hand out notes, suitable chart and diagram etc.) | 0-2 | 3-5 | 6-8 | 9-10 |
| Answers to Questions (e.g. Q&A session) [max 10%] | Pertinent reply. Confident and correct answer with evidently analytical approach | 0-5 | 6-10 | 11-15 | 16-20 |

1.3 Deliverable Set C - [40%] Due: Week 13

In addition to a softcopy, a hard-copy of this assignment (in word document) is to be submitted to the Front Office of SCOPE in the Academic Exchange Bldg.

Abstract of paper (1 page maximum); Final paper; Appendix: all figures, diagrams, tables, etc., unless embedded in text; Appendix: Cited works, and/or Other Works consulted (Final List).

As a guide, your paper is likely to be between 12 - 15 pages in length (excluding any appendices which you may think appropriate) if you use Times New Roman 12pt, 1.5 line spacing, 1" top and bottom margins, and 1.5" left and right margins.

It is expected that you provide some details: your business strategy, SWOT analysis, Key Financial Data Analysis (e.g. Return of Investments (ROI)), business risks and technical constraints, a detailed comparative review or research of current successful e-commerce models and future trends in Hong Kong/China/Taiwan, an overview of system or technical design outlining what software used.

**2. Overall Grading Criteria**

Grading criteria of the final paper (i.e. Deliverable Set C) will focus on:

Overall approach and depth; Thought and argument; Data/information collection and analysis; Expression and Style; Creativity; Overall structure and presentation;

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| Areas | Descriptor for “A” | Descriptor for “B” | Descriptor for “C” | Descriptor for “D” |
| Contents [60%] | Evidence is provided that all major contents as indicated in the assignment question are included. The treatment of the content is highly appropriate with no logical fallacies. High ability is shown to discuss each main idea with no important points being left out. | Some evidence is provided that a large part of the contents as indicated in the assignment question is included.  The treatment of the contents is quite appropriate with few logical fallacies. Some ability is shown to discuss main ideas retaining most of the important points. | Evidence is provided that only a limited part of the contents as indicated in assignment question is included. The treatment of contents is sometime not appropriate with some logical fallacies. Limited ability is shown to discuss main ideas with no important points being left out. | Little or no evidence is provided that the content as indicated in the assignment question is included. The treatment of the content is not appropriate with many logical fallacies. Most of the main points are left out. |
| Organization  [20%] | Evidence of clear beginning, middle, and end, with separate introductory, body, and concluding paragraphs; A logical flow of ideas. | Some evidence of  a clear beginning, middle, and end, with separate introductory, body, and concluding paragraphs; Flow of ideas is mainly logical. | Limited evidence of a clear beginning, middle, and end. The introductory, body, and concluding paragraphs are not clearly identified; Flow of ideas is sometimes logical. | Little or no evidence of a clear beginning, middle, and end. Little or no indication of introductory, body, and concluding paragraphs. Little or no evidence that flow of ideas is logical. |
| Accuracy  [20%] | Evidence of accuracy in diction and use of right expressions; Correct spelling, capitalization and punctuation; Proper sentence and grammatical structure. | Some evidence of accuracy in diction and use of right expressions; Spelling, capitalization and punctuation are largely correct; Only few errors in sentence and grammatical structure. | Limited evidence of accuracy in diction and use of right expressions; Obvious mistakes in spelling, capitalization and punctuation; Sentence and grammatical structure which impede comprehension. | Little or no evidence of accuracy in diction or use of right expressions. Constant problems with spelling, capitalization, sentence and grammatical structure which highly impede comprehension |

**\*\* Marks will be rewarded to student individually from his/her part contributed to both presentations and written report.**