
Coursework commentary 2018–2019

CO3323 Electronic commerce

Coursework assignment 1

General remarks

The overall standard of performance on the coursework assignments for CO3323 was satisfactory. However, there are a number of important criteria that students are failing to pay sufficient attention to when addressing this coursework.

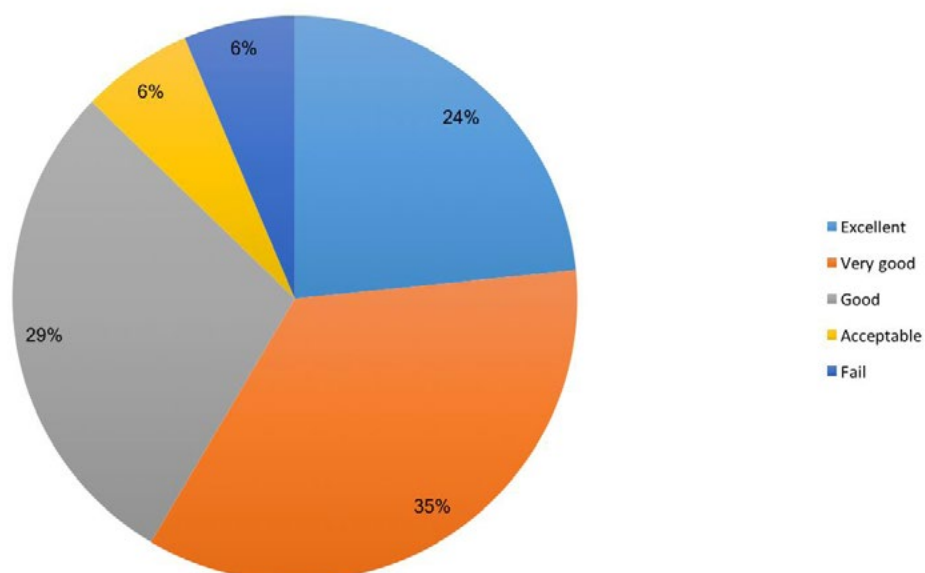
You are reminded to put the number of words at the beginning of the coursework assignment.

You are also reminded that it is important to show citations within the main text of your report. If an idea is not your own, you need to credit the work from which it is taken (you can find [advice on academic writing](#) on the VLE).

Presentation of your work should also receive attention. You are encouraged to make your work look like something that you are proud of. The examiners encourage you to produce a well laid out, grammatically correct and spell-checked coursework assignment.

See 2018–2019 cohort mark distribution for CO3323 CW1 below:

CO3323 CW1 Cohort mark distribution 2018-19



Comments on specific questions

This coursework assignment consisted of a case study with two parts.

Part A

This part of the coursework assignment consisted of two sub-questions. The first of these questions was straightforward, requiring students to detail 10 unique features that the company would benefit from by investing in e-commerce technology to create their website.

There was no single correct answer to this part of the coursework assignment, and marks were awarded according to the appropriateness of the suggestions to the case study provided. There were many good answers. Some students identified concepts such as the opportunities for 'richness' and 'reach' provided by the implementation of e-commerce technologies. A wide and varied range of opportunities were identified and were acceptable. Where students lost marks on this question was where they failed to identify all 10 unique features as requested in the coursework brief, and hence were not eligible to gain full marks. It is important that students read the task carefully and ensure they meet the requirements specified.

The second part of Part A was more difficult, and many students did not score as well on this section. Students who did score well had carried out their own personal research. Some excellent answers divided this part of the question into three separate parts. The first part was to consider how it could improve business – many students discussed issues such as lowering costs. The second part was to consider how it could encourage customers, e.g. through creating 'stickiness'. The third part was to identify real-world examples associated with each of the unique features mentioned in Part A. This required independent research. It is important that students use the correct referencing methods in carrying out research and reporting it, ensuring that they include citations of sources within their text.

Part B

This part of the coursework assignment was well-answered. There are various types of online auctions to choose from such as Yankee, Dutch or English auctions. Most students had no difficulty in identifying four types of on-line auctions and describing them in detail. Where students fell down on this part of the question was in recommending an approach for Jude's Jewellery. The question specifically stated that the purpose of the on-line auction was to sell unsold stock. It was important that students should keep this in mind when considering which type of auction would be suitable and provide support for their choice in answering the question.

The second part of part B of this question once again required that students undertake independent research in order to identify appropriate real world examples. As in part A it was important that they correctly identify and reference the sources of where their examples were drawn from.