University of London International Programmes
Computing and Information Systems/Creative Computing

CO3323 Electronic commerce

Coursework assignment 2 2017–18

Scenario: E-commerce business innovation

In coursework assignment 1 you were asked to provide a proposal for an e-commerce mobile app to be used by the general public. Your proposal has been accepted by both the business innovation company that you work for and a team of investors who wish to invest in new digital businesses and ventures.

You have now been asked to prepare a further report for the start-up business, detailing: the major issues surrounding the decision to build and/or host their own e-commerce app; how it could be developed and along what timeline; and how it could be marketed via Facebook.

Learning outcomes

The completion of this coursework assignment will allow you to gain an understanding of the following:

- How to recall the key facts covered to date within the course.
- How to author and present a coherent business report on the technical, development and marketing issues that must be considered when developing an e-commerce mobile app.

Submission

Your coursework should be submitted as a single PDF file, using the following file-naming conventions:

YourName_SRN_COxxxxcw#.pdf (*e.g.* MarkZuckerberg_920000000_CO3323cw2.pdf)

- **YourName** is your full name as it appears in your student record (check your student portal)
- **SRN** is your Student Reference Number, for example 920000000;
- **COXXXX** is the course number, for example CO3323; and
- **cw#** is either cw1 (coursework 1) or cw2 (coursework 2).

Important reminder:

It is important that your submitted coursework assignment is your own individual work and, for the most part, written in your own words. You must provide appropriate in-text citation for any paraphrase and/or quotation, with a detailed reference section at the end of your assignment Copying, plagiarism and unaccredited and wholesale reproduction of material from books, online sources, etc. is unacceptable, and will be penalized (see: How to avoid plagiarism).

Coursework assignment 2

For this coursework assignment, you will need to prepare a detailed proposal in a business report format. You will need to include a section for each of the following elements in your proposal:

1. **Technical issues**

    For a start-up business that will develop the mobile app you proposed in coursework assignment 1, describe the major issues surrounding the decisions to build and/or host their own e-commerce app or to outsource some aspects of development. Include the advantages and disadvantages of each decision. Also describe the benefits of co-location for services and resources.

    [10 marks]

2. **Development issues**

    A one-year e-commerce mobile app development timeline might include the following phases, each with specified activities and milestones:

    - Phase 1   Planning
    - Phase 2   App development
    - Phase 3   App implementation
    - Phase 4   Social media plan.

    Again, for the start-up business, describe in detail each phase – including activities – and milestones for developing the mobile app you proposed in coursework assignment 1.

    [40 marks]

3. **Marketing issues**

    Facebook offers businesses the following five marketing tools for online promotions:

    1.   Right-hand Sidebar Ads
    2.   News Feed Page Post Ads
    3.   Brand Pages and Like Buttons
    4.   Mobile Video Ads
    5.   Facebook Exchange (FBX)

    Describe each of the five marketing tools available with Facebook – in detail; and explain how they could be used to promote your e-commerce mobile app.

    [50 marks]

    [Total 100 marks]

[END OF COURSEWORK ASSIGNMENT 2]