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# Coursework commentary

## 2017–18

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### CO3323 Electronic commerce

#### Coursework assignment 1

##### General Comments

Overall the performance on this coursework assignment was satisfactory. An important point to note was that the assignment required that it be presented as a business report. The formatting and presentation of the report were therefore of major importance. Students are reminded that they need to carefully read what is required of them. Failure to address the requirements specified in the coursework assignment rubric may result in a loss of marks. It is also important that students ensure that they include references to any information they are citing from other sources within the text of their report. Good referencing practice requires acknowledging sources within the text itself and not just a reference list or bibliography at the end of the coursework assignment.

This coursework assignment was complex with multiple components. There were ten separate issues to be addressed. The marks allocated were equal for each of the ten sections. It was therefore necessary to pay equal attention to all parts.

##### Comments on specific questions

###### Question 1

###### Description of the idea and the value proposition

Many provided an interesting idea which they put forward in order to answer this part of the question. This was an important part of the coursework assignment, as the initial idea discussed provided the basis for answering the remainder of the questions in this assignment and also needed to be built on further in coursework assignment 2. Many interesting ideas were put forward and were acceptable.

###### Question 2

###### Business goals, vision and mission statements

The Business goals were clearly described, but students did not always differentiate sufficiently between the concepts of the vision and mission statements for their idea.

###### Question 3

###### Identification of the target audience and market segmentation

The target audience were in general appropriately identified, but market segmentation was not always clear. It is advisable for students to ensure that they always understand all the concepts and terms described in the module.

## **Question 4**

### **Description of the marketspace**

In answering this part of the question the student needed to be clear on what is meant by the 'marketspace' and then provide a description of this space which was tailored to their initial idea.

## **Question 5**

### **Strategic analysis or SWOT analysis**

Good answers to this part gave a description of what is meant by a SWOT analysis and then provided some form of evidence for why they were claiming the strengths, weaknesses, *etc.* for their idea. These were frequently appropriately drawn from the literature.

## **Question 6**

### **Functional description of the proposed system**

Students provided a wide range of interpretations of the term 'functional' description. The examiners allowed a wide variety of interpretations of this term. It was important though that students stated at the outset what they assumed was meant by the term.

## **Question 7**

### **Description of the content to be included in the system**

Very good answers were given in answering this part of the question. Most students provided clear descriptions of what the content of the system would be, linking it back to their initial idea. Examiners found that students had a tendency to write too much, as it was difficult to adequately describe the content within the limited word allowance for this coursework assignment.

## **Question 8**

### **Revenue model the system will use and why**

In describing the revenue model which would be used by the system, students were not expected to provide too much detailed information. What the examiners were looking for was a high level description of the revenue models available as described in the reading for this module. It was not expected that students would provide detailed financial figures.

## **Question 9**

### **Development timeline for a prototype system**

Some good answers provided a Gantt chart to demonstrate the potential development timeline for the prototype system. This was an appropriate approach to this question.

## **Question 10**

### **Outline budget for a prototype system**

It was difficult to provide an outline budget for the prototype system, but many students did well on this section. In particular, they identified the very wide range of costs that might be incurred in developing the prototype and included them in the outline budget.