

University of London International Programmes
Computing and Information Systems/Creative Computing
CO3323 Electronic commerce
Coursework assignment 1 2017-18

Scenario: E-commerce business innovation

You are an e-commerce consultant for a business innovation company that provides consultancy services to clients who wish to invest in new digital businesses and ventures. Generally, your company will develop a detailed proposal for a new digital venture, and if it is accepted by investors, they will then develop an implementation strategy and create a team to develop the product or service. You have been asked to create an innovative proposal for a new e-commerce mobile application that will be used by the general public.

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 your new mobile app.
- How to design a revenue model and outline budget for a prototype system.

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_CO3323cw1.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 penalised (see: [How to avoid plagiarism](#)).

Coursework 1

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 10 elements in your proposal:

1. Description of the idea and the value proposition.
2. Business goals, vision and mission statements.
3. Identification of the target audience and market segmentation.
4. Description of the marketplace.
5. Strategic analysis or SWOT analysis.
6. Functional description of the proposed system.
7. Description of the content to be included in the system.
8. Revenue model the system will use and why.
9. Development timeline for a prototype system.
10. Outline budget for a prototype system.

Up to 10 marks will be allocated for each section of your business report. Your report should not exceed 3000 words, excluding appendices.

Useful background reading for this assignment:

- Dave Chaffey *Digital Business and E-Commerce Management* (Pearson, 2014) 6th edition [ISBN 9780273786542 (pbk)]
- Kenneth C. Laudon and Carol Guercio Traver *E-Commerce 2017* (Pearson, 2017) 13th edition [ISBN 978-0134601564 (pbk)]
- Kenneth C. Laudon and Carol Guercio Traver *E-Commerce Essentials* (Pearson, 2013) 1st edition [ISBN 9780133544985 (pbk)]

[Total 100 marks]

[END OF COURSEWORK ASSIGNMENT 1]