

**University of London**  
**Computing and Information Systems/Creative Computing**  
**CO3323 Electronic commerce**  
**Coursework assignment 1 2018-19**

**Scenario:** Jude's Jewellery: New Website and Auction

Jude's Jewellery is an international retailer of exclusive unique pieces of jewellery and watches. Established in 1890, they sell to the world's richest clients. All of their jewellery is available from one store in London, UK.

Throughout its history, Jude's Jewellery has prided itself on its highly trained staff and their expertise in all aspects of jewellery retailing.

However, sales have been steadily declining as ever fewer customers are willing to travel to the London store to buy their jewellery. Furthermore, the store is starting to amass quite a large stock of unsold items. At a recent board meeting, the idea was raised for the company to open its first E-commerce website and auction site. Although many members of the board thought it a bad idea that would to a loss of exclusivity, several did think it was worth investigating.

**Learning outcomes**

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

- How to recall the key material covered to date within the course.
- How to propose a design for a new website for a business.
- How to evaluate approaches to website auctions and make recommendations for businesses.

**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 on 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](#)).

Useful background reading for this assignment:

- Laudon, K.C. and C.G. Traver *E-Commerce 2018* (Pearson, 2018) 14<sup>th</sup> edition [ISBN 9781292251707]
- Laudon, K.C. and C.G. Traver *E-Commerce 2017* (Pearson, 2017) 13<sup>th</sup> edition [ISBN 9780134601564]
- Laudon, K.C. and C.G. Traver *E-Commerce Essentials* (Pearson, 2013) 1<sup>st</sup> edition [ISBN 9780133544985]

## Coursework assignment 1

### Part A

You have been hired by Jude's Jewellery to write a report detailing **TEN** unique features that the company will benefit from by investing in E-commerce technology to create their website.

For each feature, explain how it could improve business and encourage new customers. Each of your **TEN** unique features should be supported by a real-world example.

**[50 marks]**

### Part B

To support the new website, it is proposed to create an online auction that will be used to sell unsold stock. Describe **FOUR** different types of auctions, and then recommend **ONE** approach that Jude's Jewellery should take to implementing its auction website.

For each type of auction you describe, provide a real-world example of a website that uses this type of auction. When making your final recommendation for Jude's Jewellery, provide an example of a successful website that has used this approach.

**[50 marks]**

**[Total 100 marks]**

**[END OF COURSEWORK ASSIGNMENT 1]**