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| Pearson  Higher Nationals in | | |
| Computing | | |
| EXAMPLE ASSESSMENT BRIEF | | |
| Unit: | 39 E-Commerce & Strategy | |
| For use with the Higher National Certificate and  Higher National Diploma in Computing | | |
| Brief Number: | | 1 |
| First teaching from September 2017 | | |
| **Issue** | **1** | |



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Higher National Certificate/Diploma in

Computing

Example Assessment Brief

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| Student Name/ID Number |  |
| **Unit Number and Title** | **39: E-Commerce & Strategy** |
| Academic Year |  |
| Unit Tutor |  |
| **Assignment Title** | **E-Commerce Strategy and Set-up** |
| **Issue Date** |  |
| Submission Date |  |
| IV Name & Date |  |

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| **Submission Format** |
| The submission is in the form of three documents.   1. Part 1 – An article. 2. Part 2 – Written analysis based on organisational case study research. 3. Part 3 – Presentation with accompanying notes.   You are required to make use of headings, paragraphs, subsections and illustrations as appropriate, and all work must be supported with research and (where appropriate) referenced using the Harvard referencing system. |

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| **Unit Learning Outcomes** |
| **LO1** Examine the strategies employed and the impact of E-Commerce on business organisations |
| **Assignment Brief and Guidance** |
| According to the highly competitive world today the E-Commerce facility involves an investment of time, finances and resources to ensure that it meets consumer expectations and the organisational needs as well.  Having an online presence can ensure that an organisation has more effective visibility and can extend delivery to different target audiences and global markets. An E-Commerce provision can also increase productivity, contribute to increased efficiency, profitability and improved services.  **Part 1:**  Organisations need to identify the focus of any E-Commerce site in terms of addressing the needs of their customers and meeting their expectations. Produce a report for your superior to identify the importance of addressing and meeting customer expectations when considering an E-Commerce strategy.  **Part 2:**  Provide a written analysis for how successful organisations are utilising E-Commerce effectively and how it has been used to improve an element of their business operations.  **Part 3:**  Create a presentation with supplementary speaker notes to critically review the advantages and disadvantages of an organisation utilising E-Commerce. |

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| Learning Outcomes and Assessment Criteria | | |
| Pass | Merit | Distinction |
| **LO1** Examine the strategies employed and the impact of E-Commerce on business organisations | | **D1** Critically review the benefits and drawbacks of an organisation utilising E-Commerce. |
| **P1** Discuss the importance of addressing and meeting customer expectations when employing an E-Commerce strategy. | **M1** Analyse organisation case studies and examine how E-Commerce has been used to improve an element of business operations. |