|  |  |  |
| --- | --- | --- |
|  |  | |
| 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: | | 2 |
| First teaching from September 2017 | | |
| **Issue** | **1** | |



**Edexcel, BTEC and LCCI qualifications**

Edexcel, BTEC and LCCI qualifications are awarded by Pearson, the UK’s largest awarding body offering academic and vocational qualifications that are globally recognised and benchmarked. For further information, please visit our qualification websites at www.edexcel.com, www.btec.co.uk or www.lcci.org.uk. Alternatively, you can get in touch with us using the details on our contact us page at qualifications.pearson.com/contactus

**About Pearson**

Pearson is the world’s leading learning company, with 40,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning. We put the student at the centre of everything we do, because wherever learning flourishes, so do people. Find out more about how we can help you and your students at qualifications.pearson.com

Higher National Certificate/Diploma in

Computing

Example Assessment Brief

|  |  |
| --- | --- |
| 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 |  |

|  |
| --- |
| **Submission Format** |
| Submission to include:  Part 1: The submission is in the form of an individual written report. This should be written in a concise, formal business style using single spacing and font size 12. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 1,500–2,000 words, although you will not be penalised for exceeding the total word limit.  Part 2: The submission is in the form of a ten-minute Microsoft® PowerPoint® style presentation to be presented to your colleagues. The presentation can include links to performance data with additional speaker notes and a bibliography using the Harvard referencing system. The presentation slides for the findings should be submitted with speaker notes as one copy. You are required to make effective use of headings, bullet points and subsections, as appropriate. Your research should be referenced using the Harvard referencing system. The recommended word limit is 500 words, including speaker notes, although you will not be penalised for exceeding the total word limit.  Part 3: The submission is in the form of an individual written report. This should be written in a concise, formal business style using single spacing and font size 12. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 1,500–2,000 words, although you will not be penalised for exceeding the total word limit. |
| **Unit Learning Outcomes** |
| LO2. Analyse the hardware, software, web-based and database technologies involved in setting up a secure E-Commerce site.  LO3. Design an E-Commerce strategy based on a given end user requirement or specification.  LO4. Implement an E-Commerce strategy based on a given end user requirement or specification. |
| **Assignment Brief and Guidance** |
| **Scenario**  eCommerce websites are online portals that facilitate online transactions of goods and services through means of the transfer of information and funds over the Internet. In the early days, e-Commerce was done partially through emails and phone calls. Now, with a single website, anything and everything that a transaction needs can be executed online.  There are different e-Commerce websites for every field. The most common type is retail selling, but there are many others too, like auction websites, business-to-business services, music portals, consultancy websites, finance management websites, and the like.  The Royal Furnishers (Pvt) Ltd is one of the leading manufacturers of “Quality Furniture” in Sri Lanka. From their beginning, they have focused on producing the finest products thus fulfilling their mission of delivering the highest quality contemporary and ornate furniture to their clientele across Sri Lanka, every time.  Whilst being ranked with the top five players in the country, Royal Furnishers own and operate a well-equipped factory that meets international standards. With a work force of highly skilled personnel, which include designers, carpenters, spray painters, quality controllers plus a dedicated sales service team. With 100% of the production process controlled by them, commencing from bark stage, to timber being seasoned in their very own kiln drying plant, reducing the moisture content to below 15% where by minimizing natural cracking. As they maintain extremely high quality standards throughout the entire production process, they assure their customers that they will only deliver products that surpass their stringent quality control.  Their product portfolio includes furniture manufactured with A grade Teak and Mahogany timber. From the Verandah, Living room, Dining room, Bedroom to the Pantry.  They also specialize in manufacturing solid wood doors in Teak & Mahogany for commercial projects and residences.  Presently Royal Furnishers operate in 3 plush, centrally located fully air-conditioned showrooms, in Colombo 4, Wattala and Katunayake.  Their requirement is to develop a secure Ecommerce site to gain the above mentioned advantages for them among other competitors.  Assume that you are a consultant of E-commerce solutions and the above company has asked to design a comprehensive e-commerce site from you. Therefore you need to fulfil the following tasks:  **Task 1**  Create a report and,  1.1 Discuss the technologies involved in setting up a secure Ecommerce site.  1.2 Justify the importance of communications technology in E-Commerce design.  1.3 Evaluate the role that database technology plays in the development and sustainability of Ecommerce.  **Task 2**  Create a presentation to discuss the types of strategies that could be used to drive an Ecommerce solution. For the presentation you should;   * Design an E-Commerce solution based on the requirements of the above mentioned organization. * Analyse the factors and resources that should be considered when designing an E-Commerce strategy. * Differentiate between the types of payment systems that are integral to E-Commerce success and * Appraise the design and functionality of the Ecommerce solution.   **Task 3**  Implement an Ecommerce solution based on a specified requirement of the above organization. For that you should produce a detailed SWOT analysis to support the implemented E-Commerce design and Evaluate the success of the Ecommerce implementation and identify how it fulfills a specified requirement or strategy. |

|  |  |  |
| --- | --- | --- |
| Learning Outcomes and Assessment Criteria | | |
| Pass | Merit | Distinction |
| **LO2** Analyse the hardware, software, web-based and  database technologies involved in setting up a secure ECommerce  site | | **D2** Evaluate the role  that database  technology plays in the  development and  sustainability of ECommerce. |
| **P2** Discuss the  technologies involved in  setting up a secure ECommerce  site. | **M2** Justify the importance  of communications  technology in E-Commerce  design. |
| **LO3** Design an E-Commerce strategy based on a given  end user requirement or specification | | **D3** Appraise the  design and  functionality of the ECommerce  solution. |
| **P3** Discuss the types of  strategies that could be  used to drive an ECommerce  solution.  **P4** Design an E-Commerce  solution based on a  specified requirement or  strategy. | **M3** Analyse the factors and  resources that should be  considered when designing  an E-Commerce strategy.  **M4** Differentiate between  the types of payment  systems that are integral to  E-Commerce success. |
| **LO4** Implement an E-Commerce strategy based on a  given end user requirement or specification | | **D4** Evaluate the  success of the ECommerce  implementation and  identify how it fulfils a  specified requirement  or strategy. |
| **P5** Implement an ECommerce  solution based  on a specified requirement  or strategy. | **M5** Produce a detailed  SWOT analysis to support  the implemented  E-Commerce design. |