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| **Btec National Extended Diploma Level 3 in** **IT** | | |
| **Assignment no: 8.1**  **Assessment Title: Why E Commerce** | | |
| Assessor: | Student: | Group: Level 3 Yr 2 |
| Unit Number: 8 | Unit Title: E Commerce | |
| Hand out date: 22/10/2019  Resubmission authorised by:  (BTEC only) | Hand in date: 13/11/2019  Resubmission hand in date: | Date handed in:  Date handed in: |

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| **Scenario**  You work for a firm of e-commerce consultants. You have been asked to give a presentation to a new Business who are considering trading through e-commerce. The Business feels that e-commerce is a good idea, but is also aware of the large start up costs involved in such a large project. They are also aware of some negative publicity and problems that are concerned with using the world wide web, and feel that their money may well be better invested in more traditional methods of commerce and promotion. They would like to see evidence of the benefits to e-commerce and to their organisation.  **Tasks**  **Task 1 (P2, P3) The impact of introducing an e-commerce to an organisation, explaining the potential risks to an organisation of committing to an e-commerce system**  a) Describe what is meant by e-commerce and identify the impact of introducing this system to an organisation. You will need to include the benefits and drawbacks, including the advantages of trading online.  b) Explain in further detail the potential risks associated with operating online and document the types of initiatives and incentives that can be used by organisations to gain consumer confidence, and overcome the barriers faced when trading through e-commerce.  c) Using a chosen organisation evaluate and document your findings on the incentives and initiatives used within the organisation. Use and annotate print screens to help you demonstrate how these methods can help to reduce the risks to e business.  **You will need to present all of your research into a PowerPoint presentation including notes to present to the new business.**  **Task 2 (M2) Discuss how security issues in e-commerce can be overcome**  There are different types of computer crime a business trading through e-commerce has to be aware of. What are they?  a) In your own words document the potential security risks that a business can face when trading through the internet, and what you think can be done to prevent these risks. Use print screens to annotate your work where appropriate.  b) An e-commerce business/website is vulnerable to external logical and to some extent external physical threats. Discuss how a system can be protected against these, you could include   * Viruses * Hackers * Trojans * Identify Theft * Firewall * SSL   **Write an article discussing these points, demonstrating the security issues faced by those trading through e-commerce including benefits & drawbacks of the solutions.**  **Task 3 (M1, D1) Recommend methods to promote an e-commerce system evaluating the use of e-commerce in a brick and click organisation.**  One website is pretty much like any other and the one to one nature of the internet means that people have to make a positive choice to visit your site. A shop on a busy high street is a different matter, there is plenty of passing trade that you can “grab, and become part of”. Think about how businesses get their web presence ‘in the face’ of the potential customer, such as having memorable web addresses, search engine promotion, banners and pop ups.  Remember how businesses maintain their customer base, such as easy to use interface, regular email contact, special web offers/prices, keeping personal information about customers etc.  **a) Produce an extended piece of work (minimum of 500 words) that recommends methods to promote an e-commerce system and gives the advantages and disadvantages as to why an established bricks company should enter the clicks market. Use case studies to back up your recommendations.** |

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| **What to hand in:**  1. A PowerPoint presentation  2. An article  3. A word processed extended piece of work |

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| **How to hand in your assessment**  This assessment must be handed into / uploaded to the VLE assignment page by the hand in date on the front of the assignment brief. If you have a valid reason why you will not be able to hand in the work on time you will need to fill out and hand in an AE form to your assessor or the Head of School. |

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| **Student declaration:**  I have read the Assignment Submission Procedure. I agree that this is my own work or my own work and that of other members of my group. It has not been copied (plagiarised) from any other source e.g. the internet, a book, another student or group of students. I know that I may FAIL this assignment if the Head of School proves that this is not my own work. | | | |
| Student signature |  | Date: |  |

For staff use only.

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| **Internal Verification** | This assessment has been verified and form IV8 completed: | IV name:  L Powles | IV signature:  L Powles | Date:  17/09/19 |

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| **SMOG index:** | 17.1 |

Test for readability on scenario and tasks only OR workbooks tasks. Appropriate scores are: L3 = 16; L2 = 13/14; L1 = 11/12; entry level = 9/10

Link here: <http://www.readabilityformulas.com/free-readability-formula-tests.php>

**Assessor marking grid**

**Student name:**

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| Grading criteria | Grading criteria | Achieved  Not submitted  Fail  Resubmission | Comments/Feedback | Target date  for resubmission  (BTEC FE only - within 15 working days of receipt of results of assessment) |
| P2 | Explain the impact of  introducing an e-commerce system to an organisation |  |  |  |
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| P3 | Explain the potential risks to an organisation of committing to an e-commerce system |  |  |  |
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| M1 | Recommend methods to promote an e-commerce system |  |  |  |
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| M2 | Discuss how security issues in e-commerce can be overcome |  |  |  |
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| D1 | Evaluate the use of  e-commerce in a ‘brick and click’ organisation |  |  |  |
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| **General comments**  **Feedback on English and maths** |

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| ***Actual Grade*** | ***Grading criteria*** |  | *P2* | *P3* | *M1* | *M2* | *D1* |  |  |  |  |  |  |  |  |  |  |  |  |
| ***Achieved?*** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Please note that the grade that you have been awarded is subject to confirmation following internal verification and external sampling by the Awarding Body.

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| I certify that the evidence submitted for this assignment - either via the VLE or other method - is the learner’s own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice. |

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| Assessor signature: | Date marked: |