



eBusiness

Assignment

Autumn 2021



Words:	1600
Weighting:	40%
Learning Outcomes assessed:	1 and 3
Submission date:	22nd October 2021 (11:59pm UK time)
Module Leader:	Maxine Shaverin

Important notes

- Please refer to the Assignment Presentation Requirements for advice on how to set out your assignment.
- You must familiarise yourself with the Academic Dishonesty and Plagiarism Policy relating to this programme and ensure that you acknowledge all the sources which you use in your work. The policy is available to access through your programme handbook.
- You must complete the Statement and Confirmation of Own Work found at the back of this assignment.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a digital copy of this assignment through the *CN* virtual learning environment. Media containing viruses, corrupted media, or media which cannot be run directly, will result in a fail grade being awarded for this module.
- All electronic media will be checked for plagiarism.

Assignment Guidance

The learning outcomes assessed in this assignment are as follows:

Module Learning Outcome	Description
LO 1	Identify and justify clear objectives, formulate company and marketing strategies and evaluate the advantages and disadvantages of e-business for such strategies.
LO 3	Demonstrate a practical understanding of the costs, revenues and profitability of e-business

- It is the student's responsibility to familiarise themselves with the Academic Dishonesty and Plagiarism policy contained in the Programme Handbook.
- Any assignment submitted after the submission deadline, without prior approval, will be given 0% and the student will be referred.
- The late assignment submission may be marked as a referral attempt, but only a maximum mark of 40% can be awarded for that particular assessment.
- If a student requests an extension to the official submission date this must be done in writing to the Course Director at least **five full UK working days** before the official submission date. This request must be accompanied by supporting evidence.
- This assignment is worth 40% of the overall final mark for the module.
- Students should write no more than 1600 words (+/- 10%) for this assignment.
- Students are encouraged to read widely in preparing for the assignment, making reference to articles in academic journals and other relevant sources.
- All references should be cited in text and included in a reference section at the end of the report using the Harvard Referencing Scheme.
- The Statement and Confirmation of Own Work must be completed and submitted with the assignment.
- This assignment must be submitted by the due date and time as given on the front of this assignment.
- Please refer to the Assessment Criteria contained in the Programme Handbook which shows how the level of marking relates to your standard of work.

Submission Requirements

You must read and understand NCC Education's policy on 'Academic Dishonesty and Plagiarism'.
You must complete the attached form 'Statement and Confirmation of Own Work'.
You must attach the completed form to your assignment.

Scenario/Topic

2020 saw many organisations looking to move more of their operations online be that to assist employees working from home or to provide products and services direct to the customer in their homes rather than at the organisation's physical premises as many countries decided that non-essential businesses should stop physically trading and employees should work from home where they could. The assignment tasks which follow, relate to the context of an organisation of your own choice and how ebusiness has assisted or could further assist these changes to their operations. Your chosen organisation should have needed to have changed or adjusted their business model and how they have changed their operations since the start of the pandemic.

Assignment tasks

There are FOUR (4) tasks set out below. Please complete **all** FOUR (4) tasks for your chosen organisation (see scenario/topic guidance above).

Task 1

(25 marks)

Briefly introduce your chosen organisation and its value proposition including identification of its original business model and compare and contrast that with its current business model. If there have been no changes in some aspects of their operations then you need to advise this and consider whether there is scope to make changes. In your response you should consider:

- How their products and services were marketed and how that changed
- How customers were previously acquired and how they are acquired now.
- What the value proposition was **and** how it was achieved along with how that may have changed.
- How revenues were earned and how this may have changed.
- How customer service was provided eg how faults, complaints or problems were addressed and how this may have changed since the start of the pandemic

The questions continue on the next page

Task 2

(25 marks)

Considering your chosen organisation and its value proposition, how effectively was this achieved and to what extent were customers' needs in this regard met when operations needed to change during the pandemic?

Considering how your chosen organisation now undertakes their activities, identify e-business technologies which your chosen organisation could have benefited or did benefit from adopting and explain how they can / did add value to their business and assist achievement of their value proposition whilst operating in a different way to previously. (Maximum 2 technologies)

Examples are needed to illustrate and support your ideas. Show how value is created and evaluate how sustainable that value added is.

Task 3

(25 marks)

For one of the e-business technologies identified in task 2, use an academic framework, undertake a cost benefit analysis to evaluate the adoption of your recommended technology compared to the current / prior way of doing business. In this, distinguish between fixed and variable costs and evaluate how you would manage benefit delivery.

Task 4

(25 marks)

For your chosen organisation, critically evaluate the advantages **and** disadvantages of an eMarketing strategy.

Select TWO (2) eMarketing technologies and explain why each would or would not be beneficial for the chosen organisation and how it is now operating and explain why.

Technologies you can choose from include:

- Email marketing
- Digital advertising
- Website
- Social media
- SEO
- Use of videos to promote products / services



Statement and Confirmation of Own Work

Programme/Qualification name:

All NCC Education assessed assignments submitted by students must have this statement as the cover page or it will not be accepted for marking. Please ensure that this statement is either firmly attached to the cover of the assignment or electronically inserted into the front of the assignment.

Student declaration

I have read and understood NCC Education's Policy on Academic Dishonesty and Plagiarism.

I can confirm the following details:

Student ID/Registration number:

Name:

Centre Name:

Module Name:

Module Leader:

Number of words:

I confirm that this is my own work and that I have not plagiarised any part of it. I have also noted the assessment criteria and pass mark for assignments.

Due Date:

Student Signature:

Submitted Date: