Assignment front sheet

Qualification		Unit number and title	
Pearson BTEC Higher Nationals in Computing and Systems Development		Unit 1 Business Skills for e-Commerce	
Student name		**Assessor name**	
		Dr Laura Marulanda-Carter	
Date issued	**Completion date**	**Submitted on**	
24th January 2017	3rd March 2017		

Assignment title	01-2: e-Commerce Solutions

Unit & LO	Learning outcome (LO)	AC	In this assessment you will have the opportunity to present evidence that shows **you are able to:**	Task no.	Evidence (Page No)
U01 LO 3	Be able to design e-Commerce solutions	3.1	investigate market potential for an e-Commerce opportunity	1	
		3.3	discuss the financial implications of an e-Commerce solution	1	
		3.4	design an e-Commerce solution	2	
		3.5	evaluate the suitability of an e-Commerce solution	3	

In addition to the above PASS criteria, this assignment gives you the opportunity to submit evidence in order to achieve the following MERIT and DISTINCTION grades

Grade Descriptor	Indicative characteristic/s	Contextualisation
M1 Identify and apply strategies to find appropriate solutions	Effective judgements have been made	*Complete your report on schedule and provide a detailed budget for your project management system*
M2 Select/design and apply appropriate methods/techniques	Relevant theories and techniques have been applied	*Provide at least 15 references to support decisions of your investigation and design solutions*
M3 Present and communicate appropriate findings	Coherent, logical development of principles/concepts for the intended audience	*As an Appendix within your report, provide at least three different promotional materials to publicise your solution*
D1 Use critical reflection to evaluate own work and justify valid conclusions	Self-criticism of approach has taken place	*Provide a final reflection that discusses your design solution, including areas for improvement*
D2 Take responsibility for managing and organising activities	Effective planning, organising and managing of individual tasks	*Within your report, use a planning tool to show a detailed project plan and record additional notes on the project's progress*
D3 Demonstrate convergent/lateral/ creative thinking	Innovation and creative thought has been applied	*Gather your own research on competitors and provide evidence using a Perceptual/Positioning map with your own comments*

Assignment brief

Unit number and title	Unit 1 Business Skills for e-Commerce
Qualification	Pearson BTEC Higher Nationals in Computing and Systems Development
Start date	24th January 2017
Deadline/hand-in	3rd March 2017
Assessor	Dr Laura Marulanda-Carter

Assignment title	01-2: e-Commerce Solutions

Purpose of this assignment

The purpose of this assignment is to provide students with an opportunity to investigate and evaluate the impact of e-Commerce systems on organisations and their stakeholders. Once these areas have been studied the learner will be in a position to examine the process of the development of an e-Commerce presence followed by the opportunity to design an e-Commerce system.

Scenario

Valerian Software is a small software development firm newly established that is looking to develop novel dynamic interactive websites that make use of modern web development best practices.

You have been recently appointed as a trainee web developer and you are required as part of your job to complete an on-going CPD program which will last two years.

Valerian Software (http://valeriansoftware.com/) designed and developed an online project management system which it released onto the market in 2010. You are asked to join a small team that will re-evaluate the market potential for this application, and design a new version which can compete against the market leaders that include Basecamp (https://basecamp.com/). Customers of Basecamp include Adidas, twitter, Nike, National Geographic and DHL.

There however many other online commercial applications of a similar nature (see for example teamwork.com), and many of those are based on a more modern agile approach to project planning as well as offering cloud based services such as blogs, wikis, calendars and Gantt Charts. The increase use of mobile devices including mobile phones and tablets has also impacted in this market.

Task 1 (AC-3.1, AC-3.3)

As a team plan an investigation into the market potential and the financial implications for a new online project management system, in particular identify a unique selling proposition by completing in depth research into online and offline competition. The investigation should include:-

- Market analysis in particular size, emerging trends and market share
- Business-to-business opportunities and business to consumer markets
- Key processes: technology requirements eg hardware, software, maintenance.
- Payment systems such as electronic cheque, PayPal, and credit cards. Start-up capital, working capital and funding sources
- Security issues authentication methods, secure HTTP, secure Sockets Layer (SSL), digital signatures, strong passwords and alternative authentication.
- Legislation e.g. Data Protection act 1998, Copyright, Freedom of Information Act, Computer Misuse Act 1990

As a team summarise the information and then each member should use that information to submit an individual report on the market potential for the proposed solution and should discuss the financial implications.

Task 2: **(AC-3.4 and AC-3.5)**

As an individual submit a report that suggests a design for a new solution which includes a list of suggested features. The suitability of this solution should then be evaluated and a recommendation made as to whether a new Project Management e-commerce solution could be successful.

Evidence checklist	Summary of evidence required by student	Evidence presented
Task 1	Team Web pages containing factual information on the market potential and financial implication of the e-commerce solution. Individual report that uses that information to summarise the overall market potential and financial implications.	
Task 2	Individual report suggesting a design for an e-commerce solution and an evaluation of its suitability	

Achievement Summary

Qualification	Pearson BTEC Higher Nationals in Computing and Systems Development	Assessor name	Dr Laura Marulanda-Carter
Unit Number and title	Unit 1 Business Skills for e-commerce	**Student name**	

Criteria Reference	To achieve the criteria the evidence must show that the student is able to:	Achieved? (tick)
UO1 3.1	Investigate market potential for an e-Commerce opportunity	
UO1 3.3	discuss the financial implications of an e-Commerce solution	
UO1 3.4	design an e-Commerce solution	
UO1 3.5	evaluate the suitability of an e-Commerce solution	

Higher Grade achievements (where applicable)			
Grade descriptor	Achieved (tick)	Grade descriptor	Achieved (tick)
M1: Identify and apply strategies to find appropriate solutions		D1: Use critical reflection to evaluate own work and justify valid conclusions	
M2: Select / design and apply appropriate methods / techniques		D2: Take responsibility for managing and organising activities	
M3: Present and communicate appropriate findings		D3: Demonstrate convergent /lateral / creative thinking	

Assignment Feedback

Formative Feedback: Assessor to Student

Action Plan

Summative feedback

Feedback: Student to Assessor

Assessor Signature		**Date**	
Student Signature		**Date**	