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E-commerce 101 Assignment

This assignment will worth <mark>20</mark> marks:
(Project 15 Marks / Discussion Board 5 Marks)

Assignment Purposes:

1. Evaluate the characteristics of e-commerce.
2. Demonstrate effective use of technology for communication.
3. Evaluate the effectiveness of an e-commerce Web site.
4. Explain the security and threats in the e-commerce environment.
5. Analyze basic concepts of consumer behavior and purchasing decisions.
6. To apply critical thinking by the students.

Assignment Workload:

- This assignment is an individual assignment.
- The word count for this assignment must be between 2000 to 2500 words.

Assignment Objectives & Requirements (15 Marks):

1. To create a new E-commerce business, which is located in the Kingdom of Saudi Arabia, which include the followings:
    a. Introduction about your business.
    b. Product and type of services.
    c. Business statement.
    d. Business vision.
    e. Business objective.
2. To explain your business E-commerce processes.
3. To apply a SWOT analysis to your business.
4. Building the E-commerce website.
    a. How it will look likes in terms of design and format (draft).
5. Student is required to explain its E-commerce system functionality, such as:
    a. The product menu will show all the product we have in stoke.
    b. The contact button will have all the company contact details, social media links Facebook, Instagram, etc.
6. System design (Picture attachment).
7. Determine the suitable software and hardware needed with an explanation on why it's needed.
    a. What type of functionality needed in your website, such as CRM?
    b. What type of hardware needed? Do you need a server or it will be in the cloud?
8. Identifying security issues as well as how to avoid it.
    a. What type of security? To whom or to what?
    b. Potential threats to your website?

c. Recommendation.
9. Categorize marketing and advertising strategy and method.
   a. Demographic.
   b. Marketing method.
   c. Social media.
   d. Local marketing.
   e. Multichannel marketing.
10. Describe what are the ethics and laws within your E-commerce Website.
11. Conclude your report.

Discussion Board (5 Marks):

There are eight different important factors in e-commerce website design, which are:

- Functionality
- Informational
- Ease of Use
- Redundant Navigation
- Ease of Purchase
- Multi-Browser functionality
- Simple graphics
- Legible text.

Topic: **Go to an e-commerce website of your choosing and evaluate its effectiveness according to the basic criteria mentioned above.**

Assignment Submission:

- There **will be three submissions** for this assignment as the following:

Submission Week	Due Date	Point covered	Marks
First Submission	**Week 9**	**1,2,3,4 & 5**	**5**
Final Submission	**Week 13**	**All**	**10**
Discussion Board	**Week 14**	**Answering the Topic**	**5**

- The submission method will be through blackboard

Assignment regulation:

- All students are encouraged to use their own word.
- Student must apply any recognized Academic Referencing Style within their reports.
- Student is allowed to cite 10% from the word limit (2500 -word limit means 250 words can be cited).
- A mark of zero will be given for any submission that includes copying from other resource without referencing it.

Assignment Criterion sheet:

Criterion	7: 85%-100%	6: 75%-84%	5: 65%-74%	4: 50%-64%
Understanding of the task The ability to: Select an e-commerce business field. Describe information environment	Selects an interesting and approachable E-commerce business field. Confidently contextualises the operating environment Authoritatively discusses the e-commerce business field in the context of E-commerce principles.	Selects an interesting E-commerce business field but might not have much externally available information to analyze Provides sufficient contextualisation of operating environment Discusses the E-commerce business field in the context of E-commerce principles.	Selects an e-commerce business Contextualises the operating environment Only briefly discusses the e-commerce business field in the context of E-commerce principles.	Selects an e-commerce bu Very descriptive overview information environment v any insightful commentar
Use of literature / evidence of reading The ability to: research the topic draw on an appropriate range of authoritative sources Analyse / critique information environment through application of literature	Evidence of wide reading, drawing on an impressive range of sources. Demonstrates critical appraisal of literature through consistently relevant, current and authoritative materials Information is synthesised and applied in a seamless manner to provide insightful analysis and critical commentary on information environment	Evidence of independent research. Appraisal of the literature gained from a variety of authoritative and relevant sources. Information synthesised and provides some analysis and critical commentary about information environment	Draws primarily on recommended readings, with limited independent research. Limited analysis and critical discussion	No independent research, recommended readings. Literature is presented unc a purely descriptive way.