

Unit 9: E-business (LEVEL 2)

Learning outcomes

By completing this unit candidates will develop knowledge and understanding of E-business, from the point of view of a business planning the development of its own website.

Candidates will produce evidence to meet the unit assessment objectives in order to show that they understand:

- the different purposes and content of websites
- how to propose and explain a website design
- how to research and analyse front end user opinion
- how to evaluate proposals and suggest improvements

Assessment objectives	Knowledge, understanding and skills
1 Describe, using examples, the purpose and content of three different types of website used by businesses	<p>Types of website:</p> <ul style="list-style-type: none"> • information only (promotional) • search sites • business websites (with and without transaction functions) <p>Purpose of website:</p> <ul style="list-style-type: none"> • communication • information • promotion • sales • customer support • research
2 Make proposals for the design and function of a website for a chosen business	<p>Purpose of the website</p> <p>Ability to:</p> <ul style="list-style-type: none"> • select items to purchase • enter personal details like name and address • enter credit card details • enter delivery details • use message boards • use chat rooms • use site search (facilities, regions, price ranges, etc) <p>Site design:</p> <ul style="list-style-type: none"> • use of colour • use of graphics/clipart/moving images/photos • use of sounds/music • use of text (size, colour, font, word art)
3 Explain the reasons for the content, design and function included in proposed website	<ul style="list-style-type: none"> • inform • educate • attract attention • provide advice/information <p style="text-align: right;">(continued overleaf)</p>

Assessment objectives	Knowledge, understanding and skills
3 Cont. Explain the reasons for the content, design and function included in proposed website	<ul style="list-style-type: none"> • enable communication between parties (eg buyers and sellers) • security (viruses, confidentiality, etc) • attract sales
4 Investigate the opinions of possible front end users of the proposed website	<p>Methods of investigation:</p> <ul style="list-style-type: none"> • oral (eg interview) • written (eg questionnaire) <p>Investigate opinions on:</p> <ul style="list-style-type: none"> • website content • website function • website design • suitability for the size and needs of the business
5 Analyse the opinions of front end users	<p>Analyse in:</p> <ul style="list-style-type: none"> • written form • graphical form
6 Evaluate the proposed E-business website, suggesting possible improvements to be made	<p>Evaluation criteria:</p> <ul style="list-style-type: none"> • the needs of front end users • the needs of the business

Assessment

This unit is centre-assessed and externally moderated.

In order to achieve this unit candidates must produce a portfolio of evidence showing that they have met all of the assessment objectives.

Candidates should be encouraged to present their work in a format that would be acceptable in business.

Portfolios of work must be produced independently. They will need to be made available, together with witness statements and any other supporting documentation, to the OCR Visiting Moderator when required.

Centres must confirm to OCR that the evidence produced by candidates is authentic. An OCR Centre Authentication Form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the QCA Common Criteria for all Qualifications that proof of authentication is received.

Guidance on assessment and evidence requirements

Assessment Objectives 2 to 6 relate to a chosen business. Candidates are advised to select a small business that does not currently have a website. They could develop a website for their business venture created in Unit two. Assessment Objectives 2, 3, 4 and 5 could be linked and evidenced via a presentation with the candidates presenting what function the website will serve, how it will operate, and the reasons for their chosen content.

A clear introduction to the company will be needed as an introduction to the presentation or written work. If evidenced via a presentation, video, audio tape or written witness statements will be needed together with the candidates' images and notes etc. After the presentation members of the group could complete questionnaires on the content and suitability of the website based on the knowledge, understanding and skills. This will enable the candidate to complete Assessment Objective 4. Questions could also be used as evidence but the questions and candidate's responses must be recorded. This evidence should then be analysed and presented in written and graphical format in order to achieve Assessment Objective 5.

For Assessment Objective 1 candidates must choose three different types of website used by businesses as outlined in the knowledge, understanding and skills. It is recommended they use and become familiar with these websites to enable them to describe their purposes, using examples.

For Assessment Objective 2 candidates must produce proposals for the design and function of a website for their selected business. They must make reference to the appropriate knowledge, understanding and skills in Assessment Objectives 2 and 3.

For Assessment Objective 3 candidates must fully explain the reasons for the content, design and function of their proposed website, they must make reference to the appropriate knowledge, understanding and skills.

For Assessment Objective 4 candidates must conduct some primary investigations as per the knowledge understanding and skills to ascertain the opinions on:

- website content
- website function
- website design
- suitability for the size and needs of the business.

However, the analysis of these results is assessed in Assessment Objective 5.

For Assessment Objective 5 candidates must use their investigation findings from Assessment Objective 4 to analyse the opinions of front end users. Their evidence must be presented in written and graphical formats.

For Assessment Objective 6, based on evidence produced in Assessment Objectives 4 and 5 candidates must evaluate the proposed website suggesting possible improvements.

Signposting to Key Skills

- ✓ The unit contains opportunities for developing the Key Skill, and possibly for generating portfolio evidence, if teaching and learning is focused on that aim.

Key Skill reference		Key Skill reference		Key Skill reference	
C2.1a	✓	ICT2.1	✓	N2.1	
C2.1b	✓	ICT2.2	✓	N2.2	
C2.2	✓	ICT2.3	✓	N2.3	
C2.3	✓				

Mapping to National Occupational Standards

There are no standards considered appropriate for mapping to this unit.

Resources

This section provides suggestions of suitable resources. The list is neither prescriptive or exhaustive, and candidates should be encouraged to gather information from a variety of sources. Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

Books

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|--------------------------|---|
| Ballard, Brenda D (2001) | <i>Macromedia Dreamweaver 4 Fast and Easy Web Development</i>
Prima Tech |
| Coley, Lon (2001) | <i>How to Use Dreamweaver 4 and Fireworks 4</i>
SAMS |

Websites

CE-Net – <http://www.ce-net.org/>
Concurrent Enterprising Network of Excellence.

Grading

Assessment Objective	Pass	Merit	Distinction
Assessment Objectives 2 to 6 relate to a chosen business. Candidates are advised to select a small business that does not currently have a website. They could develop a website for their business venture created in unit two.			
AO1 Describe, using examples, the purpose and content of three different types of website used by businesses	Candidates will describe in simple terms the three different websites and their purposes, using a limited range of examples	Candidates will clearly describe the three different websites and their purposes, using a range of examples	Candidates will describe in detail the three different websites and their purposes, using a wide range of examples
AO2 Make proposals for the design and function of a website for a chosen business	Candidates will produce basic proposals for the design and function of a website for a selected business	Candidates will produce clear proposals for the design and function of a website, using some research undertaken in Assessment Objective 1 and of their selected business	Candidates will produce realistic and relevant proposals for the design and function of a website, using research undertaken in Assessment Objective 1, and of their selected business
AO3 Explain the reasons for the content, design and function included in proposed website	Candidates will explain in basic terms the reasons for the content, design and function included in the proposed website	Candidates will explain in detail the reasons for the content, design and function included in the proposed website	Candidates will explain in detail justifying the reasons for the content, design and function included in the proposed website
AO4 Investigate the opinions of possible front end users of the proposed website	Candidates' methods of investigation will be basic and extract limited, useful and relevant information for analysis in Assessment Objective 5	Candidates' methods of investigation will be sound enabling them to extract useful and relevant information for analysis in Assessment Objective 5	Candidates' methods of investigation will be comprehensive and well structured enabling them to extract a full range of opinions which will be useful and relevant information for analysis in Assessment Objective 5

Assessment Objective	Pass	Merit	Distinction
A05 Analyse the opinions of front end users	Candidates will produce a basic analysis based on their investigations undertaken in Assessment Objective 4. They must include written and graphical formats	Candidates will produce a sound analysis based on their investigations undertaken in Assessment Objective 4. They must include written and graphical formats	Candidates will produce a comprehensive analysis based on their investigations undertaken in Assessment Objective 4. Within their analysis they will link their written and graphical evidence
A06 Evaluate the proposed E-business website, suggesting possible improvements to be made	Candidates will produce a basic evaluation of the proposed website with limited reference to their findings in Assessment Objective 4 and Assessment Objective 5. Suggestions for improvements will lack justification	Candidates will produce a sound evaluation of the proposed website with reference to their findings in Assessment Objective 4 and Assessment Objective 5. Suggestions for improvements will be justified	Candidates will produce a thorough evaluation, clearly referenced to their findings in Assessment Objective 4 and Assessment Objective 5. Their suggestions will be fully justified