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| http://www.cooperstc.com/index_htm_files/25897.png | **Coopers**  Cambridge TEC (Certificate/Diploma) in IT  **Unit 06 - E-commerce** | Student Name:­­­­ **Grade Awarded by:**  **Date Awarded: \_\_\_\_\_\_\_\_\_\_** Grade: PASS/MERIT/DISTINCTION |

##### Unit 06 - Assignment Checklist - DD-MM-2014

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| **TASKS & LEVEL** | **ACTIVITIES** | | | | | | | | | | | | | | | | | | | | | | | | | | | | **STUDENT** | | **STAFF** |
| **LO1 - Know the technologies required for an e-commerce system** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Task 1 – P1.1** | Describe the functions and use of different Servers in benefitting a small web-presence business needs. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| Web Server | | File Server | | | | | | | | | Mail Server | | | | | | Print Server | | | | | | | | | | Proxy Server |
| **Task 2 – P1.2** | Describe the different kinds of hardware necessary to create a website and their purpose in displaying a web result. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| Network Card | | | | Hard Drive | | | | | | | | | | Modem | | | | | | | | | | Monitor | | | |
| Motherboard | | | | | | | Memory | | | | | | | | | | | | | Keyboard and Mouse | | | | | | | |
| **Task 3 - P1.3** | Describe, with evidence, the different levels of Design Creation software available and the advantages and disadvantages of online vs. offline creation. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| **Task 4 - P1.4** | Describe what a web browser does and how they work and outline the range of different choices are available for a company. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| **Task 5 – P1.5** | Describe File Sharing Services, Security Services, Directory Services and Network support software and the importance of these services on a School Network for Staff and Students. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| File Sharing | | | | Security | | | | | | | | | | Network Services | | | | | | | | | | Network Support | | | |
| **Task 6** – **P1.6** | Describe and give examples of Standard and Integrated database functions and describe their uses within an e-commerce site. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| **Task 7 – P1.7** | Describe what Ports are and give examples of their functions and describe the need to clarify these functions within an e-commerce site. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| **Task 8 – P1.8** | Describe what Protocols are and give examples of their functions and describe the need to clarify these functions within an e-commerce site. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| TCP/IP | | Appletalk | | | | | | | | | UDP | | | | | | 802 standards | | | | | | | | | | FDDI |
| **Task 9 – P1.9** | Describe what TCP/IP is and give examples, explaining the importance of TCP/IP in setting up an e-commerce presence. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| **Task 10 – P1.10** | Describe, with evidence, the purpose and function of making the right choice of ISP’s for an e-commerce presence. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| **Task 11 - P1.11** | Describe, with evidence, the purpose and functions of Web Hosting for an e-commerce presence. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| **Task 12 - P1.12** | Describe, with evidence, what DNS and URL are and what it does in terms of securing business, naming and address management. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| **Task 13 - P1.13** | Describe, with evidence, what web programming is and the need for additional coding to make web pages more productive. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| PHP | | | | MySql | | | | | | | | | | Javascript | | | | | | | | | | HTML | | | |
| **Task 14 - P1.14** | Describe, with evidence, how connection speed can have an impact on the business trade of an e-commerce site. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| **Task 15 - P1.15** | Describe, with evidence, how web Accessibility and W3C compliance needs to be taken into consideration when developing an e-commerce presence. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  |  | |
| People with Disabilities (Visual and Physical) | | | | | | | | | | | | | | Social Factors | | | | | | | | | | | | | |
| Legal and Policy Factors | | | | | | | | | | | | | | Technical Factors | | | | | | | | | | | | | |
| **LO2 - Understand the impact of e-commerce on organisations** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Task 1 – P2.1** | Describe with examples the benefits to a business of Customer storage and Competitor analysis in regards to an e-commerce strategy. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Customer information storage | | | | | | | | | | | | | | Competitor Analysis | | | | | | | | | | | | | |
| **Task 2 – P2.2** | Describe with examples the benefits to a business in terms of Capacity of Growth in regards to an e-commerce strategy. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Global business opportunities | | | | | | | | | | | | | | Expand a Retail Business | | | | | | | | | | | | | |
| **Task 3 – P2.3** | Describe with examples the benefits to a business in terms of Trading hours, costs and Location in regards to an e-commerce strategy. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| 24/7 opening | | | | | | | Office Location | | | | | | | | | | | | | Start-up and running costs | | | | | | | |
| **Task 4 – P2.4** | Describe with examples the benefits to a business in terms of Ease of Use and Ease of Management in regards to an e-commerce strategy. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Searched easily | | | | Ease of access | | | | | | | | | | Easily managed | | | | | | | | | | Searched easily | | | |
| **Task 5 – P2.5** | Describe with examples the benefits to a business in terms of supporting Business Functions in regards to an e-commerce strategy. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Procurement | | Online sales presence | | | | | | | | | | | Customer Service | | | | | | Research | | | | | | | | Promotions |
| Public Relations | | Providing Information | | | | | | | | | | | Communications | | | | | | Intranet | | | | | | | | Extranet |
| **Task 6 – P2.6** | Describe with examples the negative Implications to a business in terms of maintenance and hidden extras in regards to an e-commerce strategy and discuss solutions to these issues. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Product description maintenance | | | | | | | | | | | | | | Delivery costs and other issues | | | | | | | | | | | | | |
| **Task 7 – P2.7** | Describe with examples the negative Implications to a business in terms of disconnection with the customer in regards to an e-commerce strategy and discuss solutions to these issues. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Distance viewing | | | | Business Trust | | | | | | | | | | Lack of Personal Attention | | | | | | | | | | Sales disappointment | | | |
| **Task 8 – P2.8** | Describe with examples the negative Implications to a business in terms of Global Laws and Security in regards to an e-commerce strategy and discuss solutions to these issues. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Security | | | | | | | | | | | | | | Global Laws | | | | | | | | | | | | | |
| **Task 9 – M1.1** | Describe with examples the how businesses can use e-Tools in regards to an e-commerce strategy and discuss benefits of doing so. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| SEO | | | | SEM | | | | | | | | | | Banner Ads | | | | | | | | | | Sales disappointment | | | |
| Flash Ads | | | | Viral marketing | | | | | | | | | | Email and Spam marketing | | | | | | | | | | Market Research | | | |
| **Task 10 – M1.2** | Describe with examples the how businesses can use online communities in regards to an e-commerce strategy and discuss benefits of doing so. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Forums | | | | | | | Blogs and Vlogs | | | | | | | | | | | | | Newsgroups | | | | | | | |
| **Task 11 – M1.3** | Describe accessibility problems and with examples describe the how businesses can use technology and website accessible tools in regards to an e-commerce strategy and discuss benefits of doing so. | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| People with Disabilities (Visual and Physical) | | | | | | | | | | | | | | Social Factors | | | | | | | | | | | | | |
| Legal and Policy Factors | | | | | | | | | | | | | | Technical Factors | | | | | | | | | | | | | |
| **LO3 - Understand the effects of e-commerce on society** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Task 1 – P3.1** | | Define and explain the potential risk to an organisation’s e-commerce system from hacking attacks and viruses. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 2 – P3.2** | | Define and explain the potential risk to an organisation’s e-commerce system from Fraud and Phishing scams and ID Theft. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 3 – P3.3** | | Define and explain the potential risk to an organisation’s e-commerce system from DDos attacks and Piggybacking. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 4 – P3.4** | | Define and explain the potential risk to an organisation’s e-commerce system from Spyware attack. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 5 – P3.5** | | Define and explain the potential risk to an organisation’s e-commerce system from losing or inadequate use of Passwords. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 6 – P3.6** | | Define and explain the potential risk to an organisation’s e-commerce system from Payments and Return issues. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 7** - **P3.7** | | List all the various types of threats to the an e-commerce system and their data and describe in detail the nature of the threat. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 8 – M2.1** | | Define and explain how Firewalls and SSL security can protect information on an organisation’s e-commerce system. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 9 – M2.2** | | Define and explain how Antivirus software, Encryption and Digital Certificates can protect information on an organisation’s e-commerce system. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Antivirus | | | | | | | Digital Certificate | | | | | | | | | | | | | | Encryption | | | | | |
| **Task 10 - M2.3** | | Research the impact that 3 different cases of website security breaches have had on society. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **LO4 - Be able to plan e-commerce strategies** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Task 1 – P4.1** | | Produce a **report** describing the risks and the measures employees/employers need to consider when dealing within data held | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 2 – P4.2** | | Produce a **report** describing how employees/employers are obliged to provide information to interested parties | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 3 – P4.3** | | Produce a **report** describing the risks and the measures employees/employers need to take to prevent illegal use of resources. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 4 – P4.4** | | Produce a **report** describing the Computer Misuse Act, and what protections for e-commerce companies it provides. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 5 – P4.5** | | Produce a **report** describing the Consumer Credit Act, and what protections for e-commerce companies it provides. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 6 – P4.6** | | Produce a **report** describing the Consumer Protection Regulations, and what protections for e-commerce customers it provides. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 7 – P4.7** | | Produce a **report** describing the Trading Standards needs and what protections for e-commerce customers it provides. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 8 – P4.8** | | Produce a **report** describing the Trading Standards needs and what protections for e-commerce customers it provides. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 9 – P5.1** | | Describe the Social Benefits for Companies in terms of Marketing in having an On-Line presence. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| 24 Hour global presence | | | | Flexibility of location | | | | | | | | | | Personalisation of promotion | | | | | | | | | | Feedback from customers | | |
| Data collection for marketing | | | | Opportunities for competitor analysis | | | | | | | | | | Opportunities to communicate with customers. | | | | | | | | | | | | |
| **Task 10 – P5.2** | | Describe the Social Benefits for Companies in terms of Business Functions in having an On-Line presence. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Reduced requirement for premises | | | | | | | | | Flexibility of location | | | | | | | | | | | Reduced staffing costs | | | | | | |
| Cash flow advantages | | | | | | | | | Advantages of disintermediation of supply chain | | | | | | | | | | | | | | | | | |
| **Task 11 – P5.3** | | Describe the Social Benefits for Companies in terms of Customer Benefits in having an On-Line presence. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| 24 hour availability | | | | | Easier cost/product comparisons | | | | | | | | | | Personalised offers | | | | | | | Lower prices | | | | |
| **Task 12 – P5.4** | | Describe the Social Negatives for Companies in terms of Changing Business Methods in having an On-Line presence. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Customer and user expectations of web access. | | | | | | | | Increased competition | | | | | | | | | | | | New providers for old services | | | | | | |
| **Task 13 – P5.5** | | Describe the Social Negatives for Companies in terms of Changing Business Methods in having an On-Line presence. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Competitive pressures | | Closures | | | | | | | | | Mergers | | | | | | Take overs | | | | | | | | Re-focusing of business | |
| **Task 14 – P5.6** | | Describe the Social Negatives for Companies in terms of Socialisation in having an On-Line presence. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Keeping up with technology | | | | | | | | Increase in flexible working models | | | | | | | | | | | | Isolation and lack of Social Interaction | | | | | | |
| Closure of High Street Sites | | | | | | | | | | | | | | | Employability and ICT skill requirements | | | | | | | | | | | |
| **Task 15 – P5.7** | | Describe the Social Negatives for Companies in terms of Employment changes in having an On-Line presence. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Changes in employment | | | | | | | | De-skilling | | | | | | | | | | | | Re-skilling | | | | | | |
| **Task 16 – P5.8** | | Describe the Social Negatives for Companies in terms of Fraud in having an On-Line presence. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Credit Cards Stolen | | | | | | | | Products not as described | | | | | | | | | | | | Delivery Issue | | | | | | |
| **Task 17 – D1.1** | | Define the Purpose and Audience of a Business with a website presence. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 18 – D1.2** | | Define the business structure of a corporate website and explain how this structure meets the needs of the target audience. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 19 – D1.2** | | Define and illustrate the navigation structure, the site map, W3C considerations and style template of a corporate website. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| Navigation Structure | | | | | Site map | | | | | | | | | | Housestyle | | | | | | | W3C Considerations | | | | |
| **Task 20 – D1.3** | | Produce a report on how a company promotes its goods and services via internet means. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 21 - D1.4** | | Compare the benefits and drawbacks of e-commerce to an Organisation. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **LO5 - Be able to design and review e-commerce strategies** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Task 1 – P6.1** | | * Using the [Document Provided](LO5%20-%20E-Commerce%20Proposal.docx), produce an e-commerce strategy that takes into consideration all the proposal and costing needs of you client using the following sections: | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 2 – P6.2** | | * Using the [Document Provided](LO5%20-%20E-Commerce%20Proposal.docx), produce an e-commerce strategy that takes into consideration the structure of your e-commerce proposal using the following sections: | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 3 – M3.1** | | * Using the [Document Provided](LO5%20-%20E-Commerce%20Proposal.docx), produce an e-commerce strategy that takes into consideration website hosting needs of you client using the following sections: | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 4 – P6.4** | | * Using the [Document Provided](LO5%20-%20E-Commerce%20Proposal.docx), produce an e-commerce strategy that takes into consideration the advertising needs of you client using the following sections: | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 5 – P6.5** | | * Using the [Document Provided](LO5%20-%20E-Commerce%20Proposal.docx), produce an e-commerce strategy that takes into consideration the setup, maintenance and costing needs of you client using the following sections: | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 6 – P6.6** | | * Using the [Document Provided](LO5%20-%20E-Commerce%20Proposal.docx), produce an e-commerce strategy that takes into consideration the content and formatting needs of you client using the following sections: | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |
| **Task 7 – D2.1** | | Review and evaluate your e-commerce proposal based on the strategic needs of your client. | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |  |