Unit title:	e-Commerce strategy
Unit number:	21
Level:	5
Credit value:	15
Guided learning hours:	60
Unit reference number:	T/601/1994

UNIT AIM AND PURPOSE

This unit will enable learners to understand why businesses need an e-Commerce strategy to remain competitive in the global market. They will also learn how to plan and manage an e-Commerce strategy.

LEARNING OUTCOMES AND ASSESSMENT CRITERIA

A pass grade is achieved by meeting **all** the requirements in the assessment criteria.

Learning Outcome (LO) The Learner will:	Pass The assessment criteria are the pass requirements for this unit. The Learner can:
LO1 Understand the impact of e-Commerce on business	1.1 critically discuss the expectations of internet customers 1.2 critically assess the potential impact of common applications on an e-Commerce business
LO2 Be able to plan an e-Commerce strategy	2.1 plan an e-Commerce implementation strategy for an e-Commerce business
LO3 Be able to manage an e-Commerce strategy	3.1 critically assess the risks of linking business systems to the internet 3.2 explain the importance of protecting the intellectual property of an organisation 3.3 critically discuss security measures to protect an e-Commerce solution 3.4 critically evaluate current e-Commerce developments and assess their incorporation into an e-Commerce strategy

GRADING CRITERIA

A merit grade is achieved by meeting **all** the requirements in the pass criteria **and** the merit descriptors.

A distinction grade is achieved by meeting **all** the requirements in the pass criteria **and** the merit descriptors **and** the distinction descriptors.

Merit Criteria (M1, M2, M3)	Distinction Criteria (D1, D2, D3)
(M1, M2, and M3 are mandatory to achieve a merit grade. Each must be achieved at least once per unit to achieve a merit grade.)	(D1, D2, and D3 are mandatory to achieve a distinction grade. Each must be achieved at least once per unit to achieve a distinction grade.) (In order to achieve a distinction grade, all merit criteria must also have been achieved.)
MANDATORY TO ACHIEVE A MERIT GRADE	MANDATORY TO ACHIEVE A DISTINCTION GRADE
M1 Analyse concepts, theories or principles to formulate own responses to situations.	D1 Evaluate approaches to develop strategies in response to actual or anticipated situations.
M2 Analyse own knowledge, understanding and skills to define areas for development.	D2 Evaluate and apply strategies to develop own knowledge, understanding and skills.
M3 Exercise autonomy and judgement when implementing established courses of action.	D3 Determine, direct and communicate new courses of action.

TEACHING CONTENT

The Teaching Content describes what has to be taught to cover **all** Learning Outcomes.

Learners must be able to apply relevant examples to their work although these do not have to be the same as the examples specified.

LO1 Understand the impact of e-Commerce on business	
Types of internet customer	e.g. new to the internet, reluctant or nervous shopper, bargain hunter, enthusiastic shopper, window shoppers, making comparisons
Expectations of e-Commerce customer	e.g. preferred payment methods, delivery methods including speed of delivery, willingness to travel, ease of use, ease of navigation, timely response to communications, special offers, mobile technology, pricing, shipping information, credibility, reliability, visual impact, privacy
Common applications	e.g. shopping cart software, payment systems, advertising, email, newsletters, inventory.

LO2 Be able to plan an e-Commerce strategy	
Strategy areas	e.g. marketing, clicks and mortar company, stock management, electronic payment, returns, customer support, customer information, order status
Internet presence strategy	24/7 access, hosting (internal or external) design (internal, sub-contracted or off-the-shelf), maintenance of system 24/7
Planning an e-Commerce strategy	Choice of product or service, bespoke website development, commercial website development, national reach, international reach, backroom support systems, payments (online transaction processing, third party payment systems such as World Pay or Pay Pal), inventory, sales and order processing, security, customer relationship management.

LO3 Be able to manage an e-Commerce strategy	
Risks of linking business systems to the internet	e.g. poor or non-existent e-commerce strategy; weak regulatory or statutory compliance; performance measurement (real-time monitoring of hardware and software resources, control of other resources); scalability; connection handling; seasonal traffic; availability of access (service failure, hardware failure, denial of service attacks); security (customer data, payment details, hacking); viruses.

Protection of intellectual property	e.g. patents, geographical indications, trademarks, industrial designs, trade dress, utility models
Importance of branding	Customer recognition, good will, unfair competition, domain name
Web design issues	Ownership, usage, website design, website text content
Security measures	e.g. firewalls, Secure Sockets Layer (SSL), virus protection, backups, separate storage for customer data, encryption software, digital certificates, use of intranets or extranets, checking status of hosting companies, disaster recovery
Current e-Commerce developments	Marketing, supply chain management, electronic payment, interactive media, individualising goods, variable delivery methods (e.g. home, local outlet, work, drive thru), cloud-based solutions for marketing, comparison of prices.

GUIDANCE

Delivery guidance
It will be beneficial to deliver this unit in a way that uses actual events, industry forecasts or sector specific contexts which offer the learner the opportunity to explore, develop and apply the fundamental principles of the sector or subject area. Review of e-Commerce businesses including national, international and small and medium-size businesses to promote discussion on areas such as the expectations of internet customers and the common applications of e-Commerce business. Explore the successes, weaknesses, opportunities, risks and security of the different approaches. The learners could use the outcomes of the review to reconstruct possible e-Commerce strategies and the underpinning management requirements. Learners will benefit from being encouraged to exercise autonomy and judgement through research and the review of a range of e-Commerce sites, e-Commerce strategies and intellectual property rights. They'll also learn to adapt their thinking and reach considered conclusions when planning and managing c-Commerce strategies. Learners would benefit from being presented with subject/sector-relevant problems from a variety of perspectives and from being given the opportunity to explore them using a variety of approaches and schools of thought. They would also benefit from critiquing different e-Commerce strategies and conducting desk-based research into the management of e-Commerce strategies.

Assessment evidence guidance
Evidence must be produced to show how a learner has met each of the Learning Outcomes. This evidence could take the form of assignments, project portfolios, presentations or, where appropriate, reflective accounts. Where group work/activities contribute to assessment evidence, the individual contribution of each learner must be clearly identified. All evidence must be available for the visiting moderator to review. Where learners are able to use real situations or observations from work placement, care should be taken to ensure that the record of observation accurately reflects the learner's performance. This should be signed, dated, and included in the evidence. It is best practice to record another individual's perspective of how a practical activity was carried out. Centres may wish to use a witness statement as a record of observation. This should be signed and dated and included in the evidence.

<u>RESOURCES</u>

Books
Laudon, K. and Traver, C., *E-Commerce 2012,* Pearson Education (8th Ed), 2012. ISBN-10 0272761293 Mohapatra, Sanjay, *E-Commerce Strategy*, Springer, 2013. ISBN 978-1-14614-4142-7 Korper, S. and Ellis, J., *The E-Commerce Book Building the E-Empire*, 2nd Edition Elsevier, ISBN 9780080518800 Hedley, S. and Aplin, T., *Blackstone's Statutes on IT and e-Commerce,* Fourth Edition, OUP, ISBN 978-0-19-923821-7 Reynolds Jonathan 2009 *E-Business: A Management Perspective* OUP ISBN 10 0199216487
Journals *Electronic Commerce Research and Applications*, Elsevier
Websites www.google.co.uk/url?sa=t&rct=j&q=e-commerce%20strategies&source=web&cd=6&cad=rja&ved=0CHYQFjAF&url=http%3A%2F%2Fwww.businessinsider.com%2Fretailers-2012-ecommerce-strategies-2012-11&ei=WgR3Ue6KDsGsPIuJgcAP&usg=AFQjCNHVt0-c1GjMetratOjh3KlZjAFx1Q&bvm=bv.45580626,d.ZWU www.wipo.int/sme/en/e_commerce/ip_ecommerce.htm www.wipo.int/sme/en/e_commerce/patents.htm www.wipo.int/sme/en/documents/business_website.htm

www.wipo.int/sme/en/e_commerce/index.htm

www.practicalecommerce.com/articles/3646-7-Strategies-to-Grow-Ecommerce-Revenue