Accredited
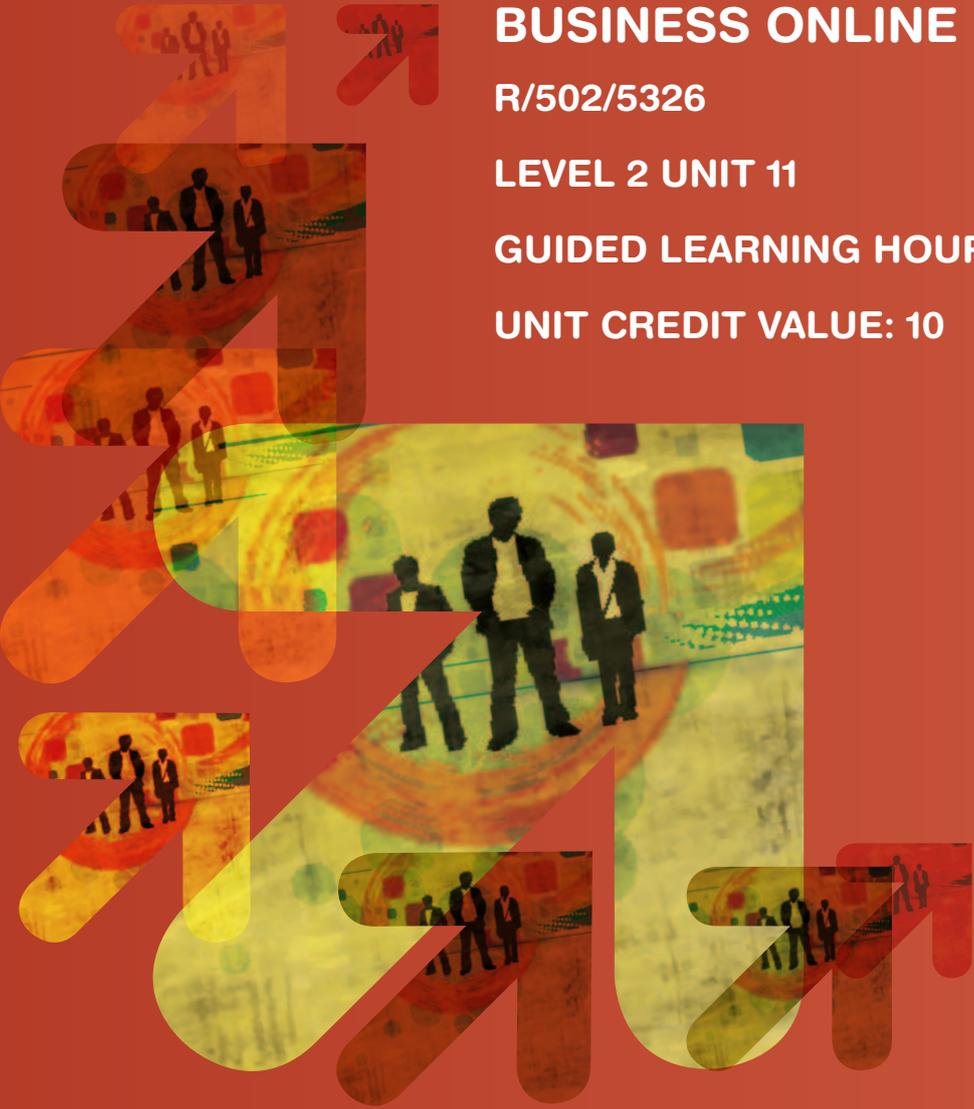
OCR LEVEL 2 CAMBRIDGE TECHNICAL
CERTIFICATE/DIPLOMA IN

BUSINESS

BUSINESS ONLINE

R/502/5326

LEVEL 2 UNIT 11

GUIDED LEARNING HOURS: 60

UNIT CREDIT VALUE: 10

BUSINESS ONLINE

R/502/5326

LEVEL 2 UNIT 11

AIM OF THE UNIT

A growing number of businesses operate online, from carrying out online promotions to maximising the opportunity to personalise marketing to meet the needs of individuals. Having an online presence offers businesses the opportunity to reach new customers, in new markets around the world.

In this unit learners examine different online business activities carried out by a range of businesses. They will explore the issues associated with doing business online and the impact to businesses and society of having an online presence.

Learners will also explore the benefits to businesses of operating online and the essential features of an effective website. They will have the opportunity to research web pages and to design their own for a specific business enabling the business to more effectively meet the needs of customers. This knowledge and experience will help learners to place online business in the context of business overall and will offer a good introduction to further study in this area should they wish to pursue a career in this growing sector.

ASSESSMENT AND GRADING CRITERIA

Learning Outcome (LO) The learner will:	Pass The assessment criteria are the pass requirements for this unit. The learner can:	Merit To achieve a merit the evidence must show that, in addition to the pass criteria, the learner is able to:	Distinction To achieve a distinction the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
1 Understand different online business activities	P1 describe three different business organisations which operate online		
	P2 explain how they operate their activities online		
2 Understand the issues relating to doing business online	P3 explain the issues a business organisation would need to consider to go online	M1 Analyse the advantages to an existing business of doing business online	D1 Evaluate the consequences to an existing business of not doing business online
	P4 explain the operational risks for a business organisation operating online		
3 Be able to create webpages or a website for a stated business need	P5 create web-pages to meet a user need	M2 Analyse the strengths and weaknesses of your webpages	D2 Recommend and justify improvements to your webpages
4 Know the impact of an online business presence	P6 describe the benefits to a business organisation of marketing a product or service online		
	P7 outline the impact of online business on society	M3 Analyse the impact that increasing numbers of businesses operating online has on society	

TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

Learning Outcome 1 Understand different online activities

Online business activities:
• providing information
• internet advertising
• personalised marketing
• sales/online transactions
• market research.

Learning Outcome 2 Understand the issues relating to doing business online

Issues:
• selling online v online promotions(e.g. hairdresser can only promote service)
• design and set up
• technical expertise
• maintaining /updating the website to ensure up to date information
• suitable domain name
• opportunity to personalise the page to the user
• methods of payment
• storing customer details
• delivery of orders.

Operational risks:
• out of date information
• fraud
• hacking
• problems with payments
• language issues
• legal issues of operating in many countries
• data security
• remote communication
• customer unable to use website
• reliance on email if there are problems
• cost of set up/maintenance
• meeting demand
• distribution needs
• insurance
• safety of goods in delivery.

Learning Outcome 3 Be able to create webpages or a website for a stated business need

Web-pages:
• design
• layout
• fonts
• colours
• images
• created on appropriate software.

Needs of the business:
• reaching wide audience
• accurate product details
• information sharing
• targeted promotions
• making sales
• secure payment systems
• promoting logo/brand.

Needs of the customer:
• secure payment system
• accurate information
• availability of products
• speedy delivery
• easy navigation
• search facility.

Learning Outcome 4 Know the impact of an online business presence

Benefits:
• wide audience
• global online presence
• access to websites from phones/computers – distance shopping
• ordering system
• enquiries can inform market research
• delivery
• no need for expensive high street location.

Impact on society:
- less mobile people can access products and information
- 24/7 shopping available
- less demand on high street for certain products leading to store closures
- increased competition – lower prices
- social isolation and associated health risks.

It is important to maintain focus on the current law and practice in this area. The list given above is neither prescriptive nor exhaustive. Where legislation has been revised learners will consider the most up to date version as that will reflect current industry practice.

DELIVERY GUIDANCE

Delivery of this unit can be a series of linked activities that require research and use learners general knowledge and experience of internet activities.

Learning Outcome 1

In this learning outcome learners will gain an understanding of how different types of businesses operate online. The learners should use their knowledge gained in Unit 1 about the different types of business, they could then investigate how these businesses operate online. There is an opportunity for learners to work in pairs or small groups to research the websites of different types of business. Plus, the tutor could give each group a business type to investigate. The learners could present their findings and as a group discuss if there is any differentiation in the websites of different business types.

Learning Outcome 2

The tutor could introduce the subject through a group discussion focussing on the issues and operational risks to a business of operating online. A speaker from a local business could discuss how they have set up their business online, the issues they had to consider and the operational risks they face. Using knowledge gained from the group discussion the learners could prepare questions for the speaker about the advantages/disadvantages to the business of operating online and use this to to carry out further investigation. In small groups the learners could select a variety of the issues and risks identified and carry out further research. The learners could present their findings in a range of different ways, for example wall charts, pictures, verbal presentation, PowerPoint.

Learning Outcome 3

For this learning outcome the learner must be able to create webpages or a website for a business. The type and extent of the webpages created could vary depending upon the learners' knowledge and experience. The learners could create a simple information giving website for a small local business; for example a hairdressers informing clients of its services, opening times and contact details.

Some learners would benefit from tutor or ICT professional input about the design of webpages and how to use appropriate software to create them. It should also be remembered that the creation of the webpages to meet user need is more important than the demonstration of technical ICT skills. Therefore, learners could research how webpages are designed to meet the needs of the business and the customer, and use this knowledge in the creation of their own material.

The merit and distinction criteria attached to this learning outcome require learners to reflect upon and analyse the effectiveness of their webpages and suggest ways in which improvements might be made. Learners should be well supported in these activities to ensure that they strike a balance between recognising areas in which they have done well and making realistic suggestions for improvement that will allow them to build on this work in the future.

Learning Outcome 4

Learners could use their knowledge of how a business operates online gained in learning outcome 1 to examine the benefits to an organisation of marketing a product or service online. In small groups the learners could produce a mind-map that explores the impact of an online business presence. The learners should be able to identify that there are clear benefits to individual businesses in terms of cost, initial set-up, wider market, ordering etc.

For learners to progress to P7 they could widen their research to include the impact of online business on society, including the positive and negative effects. In small groups the learners could research a range of media articles that focus on how society is changing as a consequence of online business. The learners could identify businesses that have stores on the high street, but now increasingly sell online; they could question how is this affecting the average high street and what impact does this have on employment figures?

The learners could undertake local research; addressing how the high street has changed in recent times with stores struggling to compete with online competitors in areas such as book, clothing and houseware sales.

GUIDANCE ON ASSESSMENT

P1, P2, P6, P7

Scenario and task:

You have been asked by the local newspaper to carry out some research about how businesses operate online, the benefits, and how having an online presence impacts society.

You could create an article that describes three different business organisations, how they operate their business online, and outline the impact that online business has on society. You could then select one of the businesses and carry out more in-depth research into the benefits of them marketing a product or service online.

M3

You should use your outline of the effect that online business has on society and research further to analyse its impact.

Guidance

Tutors should ensure that the businesses selected by the learners provide the scope to complete the task.

P3, P4, P5

Scenario and task:

You have been asked by a local business that currently has no online presence to bid for the opportunity to create their website.

You could create a presentation as part of your bid. As part of your presentation you must explain to the business the issues and operational risks of operating online. In addition, your bid must include webpages that meet the needs of the business and its customers.

M1

Your presentation must analyse the advantages of the local business doing business online.

D1

Your presentation must include an evaluation of what the consequences would be to the local business if they did not carry out business online.

M2, D2

Scenario and task:

The local business was impressed with your presentation and webpages and has offered you the contract to create their website.

M2

You must evaluate the webpages you created as part of your bid and analyse their strengths and weaknesses.

D2

Using your evaluation of the webpages you created you must recommend and justify improvements.

LINKS TO NOS

CfA BAD323 Research information (Partial)

CfA BAA227 Website software

CONTACT US

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We're always delighted to answer questions and give advice.

Telephone 02476 851509
Email cambridgetechnicals@ocr.org.uk
www.ocr.org.uk