OCR

Oxford Cambridge and RSA

Model Assignment (Learner Extract)

OCR Level 3 Cambridge Technicals in IT

Unit 6: e-commerce

Ofqual unit reference number A/601/7313

Please note:

This OCR Cambridge Technical model assignment may be used to provide evidence for the unit identified above. Alternatively, centres may 'tailor' or modify the assignment within permitted parameters (see Information for Teachers). It is the centre's responsibility to ensure that any modifications made to this assignment allow learners to meet all the assessment criteria and provide sufficient opportunity for learners to demonstrate achievement across the full range of grades. The assessment criteria themselves must not be changed.

The OCR entry codes and Ofqual numbers associated with these qualifications are:

Qualification title	Entry code	Ofqual number
OCR Level 3 Cambridge Technical Certificate in IT	05347	600/4228/X
OCR Level 3 Cambridge Technical Introductory Diploma in IT	05349	600/4623/5
OCR Level 3 Cambridge Technical Subsidiary Diploma in IT	05352	600/4237/0
OCR Level 3 Cambridge Technical Diploma in IT	05355	600/4231/X
OCR Level 3 Cambridge Technical Extended Diploma in IT	05358	600/4234/5

This OCR Cambridge Technical model assignment remains live for the life of these qualifications.

Contents

Model Assignment: Learner Information

LEARNER NAME:

General information for learners

Q   Do I have to pass this assignment?

A   Yes. This unit contributes to the achievement of the full qualification.

Q   What help will I get?

A   Your tutor will support you when completing the OCR Cambridge Technical model assignment and will make sure that you know what resources/facilities you need and are allowed to use.

Q   What if I don't understand something?

A   It is your responsibility to read the assignment carefully and make sure you understand what you need to do and what you should hand in. If you are not sure, check with your tutor.

Q   Can I copy other people's work?

A   No. The work that you produce must be your own work and you will be asked to sign a declaration to say that the work is your own. You should never copy the work of other learners or allow others to copy your work. Any information that you use from other sources, e.g. books, newspapers, professional journals, the Internet, must be clearly identified and not presented as your own work.

Q   Can I work in a group?

A   Yes. However, if you work in a group at any stage you must still produce work that shows your individual contribution.

Q   How should I present my work?

A   You can present your work in a variety of ways, e.g. hand-written, word-processed, on video, digital media. However, what you choose should be appropriate to the task(s). For some work, e.g. presentations, coaching sessions, role-play, work experience, you will need to provide proof that you completed the task(s). A witness statement or observation sheet could be used for this. If you are unsure, check with your tutor.

Q   When I have finished, what do I need to hand in?

A   You need to hand in the work that you have completed for each task. Do not include any draft work or handouts unless these are asked for. When you hand in your work make sure that it is labelled, titled and in the correct order for assessing.

Q   How will my work be assessed?

A   Your work will be marked by an assessor in your centre. The assessor will mark the work using the assessment and grading criteria.

Scenario

The e-commerce dilemma

A local retail business selling to 16 – 30 year olds is thinking of going online and developing an e-commerce strategy. They require some advice as to how other organisations use e-commerce so that they can make an informed decision.

They need you to describe the technologies required for an e-commerce system and to explain to them:

· the impact of e-commerce on an organisation

· the risks of e-commerce on an organisation

· any regulations governing e-commerce

· the social implications of e-commerce on society

The business would like you to plan an e-commerce strategy for them.

Tasks

Task 1: Researching e-commerce

Assessment Criteria P1, P2, P3, P4, P5, M1 and M2, D1 are assessed in this task

For a pass you must research how at least 3 different types of organisations (e.g. retail, entertainment, service, education) use e-commerce and feedback to the client on the:

- technologies required to support an e-commerce system

- impact of introducing an e-commerce system

- potential risks to an organisation of using an e-commerce system

- different regulations that govern e-commerce

- social implications of e-commerce on society

This could be evidenced as a report or presentation.

For a merit (M1), you must describe how the identified organisations promote their business using e-commerce and use relevant examples.

For a merit (M2), you must explain solutions for the identified potential risks of using an e-commerce system.

The evidence for these could be provided in the form of a report or presentation and may be an extension to the evidence for the Pass Criteria.

For a distinction (D1) you must compare the benefits and drawbacks of e-commerce to these identified organisations.

This evidence could be provided in the form of a report or presentation and may be an extension to the evidence for the Pass and Merit Criteria.

Task 2: Planning the e-commerce Strategy

Assessment Criteria P6, M3 and D2

For a Pass, you need to plan an e-commerce strategy for the retail business to include the core considerations for structure, hosting and advertising.

This could be evidenced as a report or presentation.

For a merit (M3) you must provide annotated planning documentation to support your strategy.

The evidence for these could be provided in the form of a report or presentation and may be an extension to the evidence for the Pass Criteria.

For a distinction you must evaluate your e-commerce strategy.

This evidence could be provided in the form of a report or presentation and may be an extension to the evidence for the Pass and Merit Criteria.

Model Assignment: Learner Checklist

OCR Level 3 Cambridge Technicals in IT

Unit 6: e-commerce

LEARNER NAME:

For Task 1

For Assessment criteria P1, P2, P3, P4, M1 and M2 **have you:**	Completed (ü)
described the technologies required for an e-commerce system	
explained the impact of introducing an e-commerce system to an organisation?	
identified and provided a detailed description of how an organisation can promote their business using e-commerce	
provided a detailed explanation of the risks, as well as two preventative methods for each outlined risk	
explained the solutions to the potential risks to an organisation of using e-commerce	
reviewed and explained the different regulations that govern e-commerce websites?	
Evidence provided (please ü):	Ref/Page no(s)
q Leaflet	
q Report	
q Presentation	
q Your presentation slides and notes	
q A witness statement from the tutor/assessor who observed your oral presentation	
q or other (please give details) _____	

(continued overleaf)

For Assessment criteria P5 and D1 **have you:**	Completed (ü)
examined the social implications of an e-commerce society and	
provided a comprehensive comparison of the benefits and drawbacks to an organisation ?	
Evidence provided (please ü):	Ref/Page no(s)
q Leaflet	
q Report	
q Presentation	
q Your presentation slides and notes	
q A witness statement from the tutor/assessor who observed your oral presentation	
q or other (please give details) _____	

For Task 2

For Assessment criteria P6, M3 and D2 **have you:**	Completed (ü)
provided evidence of planning to include: the client, target audience, purpose, site structure, components, facilities, hosting options, advertising and costs.	
provided detail to the outline strategy from P6 by providing further annotations and examples.	
critically evaluated their e-commerce strategy.	
Evidence provided (please ü):	Ref/Page no(s)
q Report 1	
q Report 2	
q Storyboard	
q or other (please give details) _____	