**CIS8100: Assignment 2 Marking Criteria**

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| **Student name:** | **Student No:** | |
| **TASK 1**  **Journal** | | |
| **Component** | **Mark** | **Comments** |
| 1. **Journal**  (includes a record and discussion of project and research activities)   |  |  |  | | --- | --- | --- | | 10 | Excellent | A perfect piece of work. | | 9 | Very good | A very good piece of work that meets all specified  Criteria | | 7 | Good | Competently meets the criteria specified. | | 5 | Average | Adequately meets the criteria as specified. | | 3 | Poor | Did not sufficiently meet the criteria as specified. | | 1 | Very poor | Clearly does not meet criteria to pass. | | 0 | Not Attempted | No attempt made or irrelevant. | |  |  |  | | **0** |  |
| **TASK 2**  **e-Commerce Strategy Analysis Report**  **Component** | **Mark** | **Comments** |
| 1. **Environmental analysis** (incorporating: value propositions, core competencies, market analysis and trends, Porter’s competitive forces model)   |  |  |  | | --- | --- | --- | | 15 | Excellent | A perfect piece of work. | | 13 | Very good | A very good piece of work that meets all specified  Criteria | | 11 | Good | Competently meets the criteria specified. | | 8 | Average | Adequately meets the criteria as specified. | | 6 | Poor | Did not sufficiently meet the criteria as specified. | | 3 | Very poor | Clearly does not meet criteria to pass. | | 0 | Not Attempted | No attempt made or irrelevant. | |  |  |  | | **0** |  |
| 2. **Strategic organizational goals and objectives**   |  |  |  | | --- | --- | --- | | 10 | Excellent | A perfect piece of work. | | 9 | Very good | A very good piece of work meeting all specified criteria. | | 7 | Good | Competently meets the criteria specified. | | 5 | Average | Adequately meets the criteria as specified. | | 3 | Poor | Did not sufficiently meet the criteria as specified. | | 1 | Very poor | Clearly does not meet criteria to pass. | | 0 | Not Attempted | No attempt made or irrelevant. | |  |  |  | | **0** |  |
| 3**. Key stakeholder/customer requirements** for website   |  |  |  | | --- | --- | --- | | 5 | Excellent | A perfect piece of work. | | 4 | Very good | A very good piece of work meeting all specified criteria. | | 3 | Good | Competently meets the criteria specified. | | 2 | Average | Adequately meets the criteria as specified. | | 1 | Poor | Did not sufficiently meet the criteria as specified. | | 0 | Not Attempted | No attempt made or irrelevant. | | **0** |  |
| 4. **e-Commerce business model(s)** to be adopted   |  |  |  | | --- | --- | --- | | 5 | Excellent | A perfect piece of work. | | 4 | Very good | A very good piece of work meeting all specified criteria. | | 3 | Good | Competently meets the criteria specified. | | 2 | Average | Adequately meets the criteria as specified. | | 1 | Poor | Did not sufficiently meet the criteria as specified. | | 0 | Not Attempted | No attempt made or irrelevant. | |  |  |  | | **0** |  |
| 5. **Potential risks to business from an online business**   |  |  |  | | --- | --- | --- | | 5 | Excellent | A perfect piece of work. | | 4 | Very good | A very good piece of work meeting all specified criteria. | | 3 | Good | Competently meets the criteria specified. | | 2 | Average | Adequately meets the criteria as specified. | | 1 | Poor | Did not sufficiently meet the criteria as specified. | | 0 | Not Attempted | No attempt made or irrelevant. | |  |  |  | | **0** |  |
| 6. **REPORT PRESENTATION**  **Cover page** where student-type information e.g. name, course number, date, word count  **Title page** where from this page onwards, the report is to resemble a consultant’s (not a student’s) report. The title page should be addressed to the Managing Director (unless otherwise specified), with report title, date, your consultant firm’s name, etc.  **Table of contents** on a separate page, with page numbers indicated and appendices (number and title) listed. See *Communication skills handbook* for the specifics of page numbering and section numbering.  **Executive Summary** See guidelines in the *Communications Skills Handbook*  **Body of report** with appropriate section numbering, appropriate headings and subheadings – logical, flows and coherent. Your headings should align with this marking scheme. You should make it easy for the assessor to locate sections of your report. Ensure that the information presented is set out in the sequence as specified in this marking scheme.  **List of references** on a separate page.  **Appendices** (if any) after the list of references   |  |  | | --- | --- | | 10 | Excellent | | 9 | Very good | | 7 | Good presentation | | 5 | Average | | 3 | Poor | | 1 | Very poor | | 0 | Little or no attempt to make appropriate use | |  |  | | **0** |  |
| **Total TASK 1 (Marks out of 50)** | **0** |
| **NOTE: Failure to include Turnitin Originality Report will result in loss of 20 marks** | |

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| **TASK 3**  **Preliminary prototype website**  **Initiation, configuration and exploration** | | |
| **Component** | **Mark** | **Comments** |
| 1. **Website URL link provided (2 marks)** | **0** |  |
| 2. **Website with Home Page and Menu and Links**   |  |  |  | | --- | --- | --- | | 13 | Excellent | A perfect piece of work. | | 11 | Very good | A very good piece of work meeting all specified criteria. | | 9 | Good | Competently meets the criteria specified. | | 7 | Average | Adequately meets the criteria as specified. | | 5 | Poor | Did not sufficiently meet the criteria as specified. | | 3 | Very poor | Clearly does not meet criteria to pass. | | 0 | Not Attempted | No attempt made or irrelevant. | |  |  |  | | **0** |  |
| 3. **Description of website creation process** (including snapshots)   |  |  |  | | --- | --- | --- | | 10 | Excellent | A perfect piece of work. | | 9 | Very good | A very good piece of work meeting all specified criteria. | | 7 | Good | Competently meets the criteria specified. | | 5 | Average | Adequately meets the criteria as specified. | | 3 | Poor | Did not sufficiently meet the criteria as specified. | | 1 | Very poor | Clearly does not meet criteria to pass. | | 0 | Not Attempted | No attempt made or irrelevant. | |  |  |  | | **0** |  |
| 4. **List of Joomla! components and features to be used and why**   |  |  |  | | --- | --- | --- | | 10 | Excellent | A perfect piece of work. | | 9 | Very good | A very good piece of work meeting all specified criteria. | | 7 | Good | Competently meets the criteria specified. | | 5 | Average | Adequately meets the criteria as specified. | | 3 | Poor | Did not sufficiently meet the criteria as specified. | | 1 | Very poor | Clearly does not meet criteria to pass. | | 0 | Not Attempted | No attempt made or irrelevant. | |  |  |  | | **0** |  |
| 5. **List of links and resources used or likely to be used to build the site**   |  |  |  | | --- | --- | --- | | 5 | Excellent | A perfect piece of work. | | 4 | Very good | A very good piece of work meeting all specified criteria. | | 3 | Good | Competently meets the criteria specified. | | 2 | Average | Adequately meets the criteria as specified. | | 1 | Poor | Did not sufficiently meet the criteria as specified. | | 0 | Not Attempted | No attempt made or irrelevant. | |  |  |  | |  |  |  | | **0** |  |
| **Total TASK 2 (Marks out of 40)** | **0** |

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|  | **Possible Marks** | **Marks obtained** |
| **Marks TASK 1** | **10** | **0** |
| **Marks TASK 2** | **50** | **0** |
| **Marks TASK 3** | **40** | **0** |
| **Reduce 20 marks for failure to include Turnitin Originality report with Assignment** | **-20** | **0** |
| **TOTAL MARKS** | **100** | **0** |

**Marker’s initials:** **Date**:

**Markers general comments and feedback:**