



National Unit Specification: general information

UNIT Business and E-Commerce: An Introduction (SCQF level 4)

CODE F5G7 10

SUMMARY

This Unit is designed to enable candidates to investigate e-commerce sites and to consider how e-commerce and the internet in general, can play a role in the running of a business. It enables them to begin the process of deciding whether or not to create a web site for their business idea. It is intended for candidates who are taking part in programmes aimed at encouraging enterprise and entrepreneurial behaviour. Candidates should have an idea for a business to which they can apply their plans for e-commerce:

OUTCOMES

- 1 Describe and explain the elements of e-commerce in relation to a business.
- 2 Investigate the use of e-commerce for your business.

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would benefit from having some basic IT skills.

CREDIT VALUE

0.25 credits at SCQF level 4 (1.5 SCQF credit points at SCQF level 4).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Administrative Information

Superclass: AA

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National Unit Specification: general information (cont)

UNIT Your Business and E-Commerce (SCQF level 4)

CORE SKILLS

This information will be provided by the NQ Product Team.

National Unit Specification: statement of standards

UNIT Your Business and E-Commerce (SCQF level 4)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Describe and investigate the elements of e-commerce in relation to a business.

Performance Criteria

- (a) Define e-commerce in relation to a business.
- (b) Access e-commerce opportunities via the internet.
- (c) Describe the types of products and services available via the internet.

OUTCOME 2

Investigate the use of e-commerce for business.

Performance Criteria

- (a) Identify the advantages of e-commerce.
- (b) Outline the differences between selling on the internet and selling from a retail outlet.
- (c) Describe the key factors of customer care in e-commerce.
- (d) Describe how to entice visitors to a site and encourage them to return.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that the candidate has achieved all Outcomes and Performance Criteria of the Unit.

A holistic approach is recommended for assessment of this Unit and evidence must be generated through open-book conditions.

Candidates are required to produce a folio of evidence. Where evidence is oral in nature this must be supported by an appropriate assessor checklist.

Outcome 1 Written and/or Oral Evidence

Candidates will require evidence to show that they can describe the elements of e-commerce for a business. This should consist of:

- ◆ an accurate statement of the meaning of ‘business to consumer’ and ‘business to business’ and one example of each.
- ◆ a description of four websites visited by the candidate. Each site should relate to a different type of product or service. For each website, the candidate should give the web address and a brief description of the type of product or service sold via the website which demonstrates that they understand the category into which each falls.

Candidates will also need to provide a description of the following types of products and services available via the internet:

- ◆ Gift and impulse purchases
- ◆ Commodity products
- ◆ Considered purchase products
- ◆ Configurable products

Outcome 2

Candidates will need evidence to demonstrate that they have an understanding of the key factors involved in using an e-commerce website. This should include:

- ◆ a structured statement which accurately identifies three advantages of e-commerce.
- ◆ a comparison between selling a product or service via the internet, and selling it through a conventional retail outlet. Two differences must be accurately identified and explained.
- ◆ an accurate statement which identifies three factors which customers would expect by way of customer care on the internet.

National Unit Specification: support notes

UNIT Your Business and E-Commerce (SCQF Level 4)

This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 10 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

The Unit is intended for candidates following a course of study and programmed activities on enterprise and entrepreneurial behaviour. The programme should include a segment which requires candidates to consider setting up their own business.

This Unit is likely to be particularly suitable for groups who may lack self-confidence and self-esteem. They may be individuals who are still of school age but are not in mainstream school environments. Alternatively, they may be adults who have left school and have returned to an educational environment, such as college, after a gap in learning. These groups may find it difficult to cope with large blocks of study, therefore this Unit is designed to be completed within a relatively short period of time.

The Unit could provide a stepping-stone or basis from which candidates could progress to further qualifications. For example, Outcome 1 could be delivered in a way that would allow it to be used as preparation for the Core Skill *Working with Others* (SCQF level 4). Successful completion of this Unit may allow progression to one credit Units in Enterprise or Business. This could assist candidates in setting up their own business or, perhaps, to take up employment with a view to establishing a business at a later stage.

Candidates should be encouraged to relate the Unit, particularly Outcome 2, to their business idea. This may be a business which they intend to start-up in association with others. However, each candidate should consider each Outcome from their individual perspective.

Outcome 1

This Outcome is intended to help candidates become familiar with the main elements of e-commerce. It is a practical Outcome and candidates should browse the internet to gather information. This should also help them recognise the potential of e-commerce for their own business idea.

Outcome 2

This Outcome deals with some of the issues which candidates will have to address if they decide to set up an e-commerce site for their business idea. It is intended to help them begin the process of thinking about what they would have to do.

National Unit Specification: support notes (cont)

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OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Through investigation of e-commerce via the internet and the ways business is conducted online candidates may have opportunities to develop aspects of Core Skills in:

- ◆ *Communication*
- ◆ *Information and Communication Technology*

However, there is no automatic certification of Core Skills or Core Skills components.

GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The Unit can be delivered on a stand-alone basis or as part of a larger programme on enterprise, entrepreneurial activity or general business orientation. It could be directly linked to a series of activities and exercises. If desired, these could be undertaken online.

Assessment is likely to be conducted on an on-going basis as the course progresses and candidates should be encouraged to gather assessment evidence in a folio.

Candidates may provide the evidence required for assessment in whatever form is most suitable. Teachers and lecturers may find it helpful to provide an appropriate transcript which can be included in the candidate's folio.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

DISABLED CANDIDATES AND/OR THOSE WITH ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements