

# **Tutor Marked assignment 04, TMA04**

## **An e-business concept proposal**

**Cut off date: August.21 / 2008**

### **Introduction**

This TMA should be submitted in the form of HTML web pages zipped in an archive.

### **Question 1 (60 marks)**

Submit an “e-business concept proposal” in an HTML document. Your answer should follow the guidance given in “**Module 3 section 4.6: Exercise - developing a concept proposal**”.

Your answer should contain four sections:

- summary
- revenue model
- the product and the market
- richness and reach (**read Module 3 Section 1**).

**You should also post your proposal in a forum (preferably the TMA04 Forum) to get others' critique.**

The overall e-business concept proposal should be no more than **1000 words**.

#### **Advice:**

Marks will be awarded for providing clear, logical writing which demonstrates your understanding of e-business concepts and how they are applied to your proposal.

### **Question 2 (15 marks)**

Submit your critique of another person's e-business concept proposal as an HTML document and **also post your critique as a reply to their post in the forum**.

Your critique should not exceed **400 words**.

#### **Advice:**

Pay attention to the way that you express your comments to ensure that they are constructive. Marks will be awarded for examples of supportive, constructive, and specific feedback which is fair and is supported by evidence.

### **Question 3 (15 marks)**

Choose one section from your e-business concept proposal and explain how you improved it in the light of the comments that you received. If you did not receive feedback, explain how you improved it in the light of reading other people's e-business concept proposals and the critiques of these.

Your discussion should not exceed **500 words**. (10 marks).

#### **Advice**

In your answer you will need to include **both the draft section from the e-business concept proposal as well as the revised section**. Then you will need to **explain how and why** you have made improvements. For instance, you might wish to improve your section on richness and reach to make your descriptions clearer.

### **Presentation (10 marks)**

Your tutor will allocate up to 10 marks for presentation of your assignment.

This includes:

- Clear structure, design, and layout.
- Clarity and logical presentation of ideas.
- Adherence to word limit.
- correct use of quotes and references if needed.

### **Summary**

- 1- As in "**Module 3 section 4.6: Exercise - developing a concept proposal**", prepare an e-business concept proposal and **also post it to a forum**.
- 2- Also, critique another person's e-business concept proposal and **also post your critique in a forum** as a reply to their "e-business concept proposal".
- 3- Refine and improve your e-business concept proposal in the light of the comments that you received, or - if you did not receive any feedback on your own proposal - in the light of reading other people's e-business concept proposals and the critiques of these. **You do not need to post your refinement to a forum.**

#### **Submitting the assignment**

Your answer will consist of a number of HTML files. You should zip these together to create a single zip archive file, which you should then submit as normal.

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