



HIGHER EDUCATION PROGRAMMES

Academic Year 2021:	January - June
Summative Assessment 2:	HISM200-1
NQF Level, Credit:	6, 20
Weighting:	10%
Assessment Type:	Research Essay
Educator:	O. Dyantyi
Examiner:	L. Carolus
Due Date	7 June 2021
Total	20 Marks

Instructions

1. Summative Assessment 2 (S.A. 2) must be handed in online before or on the day of the Summative Assessment 1 (S.A. 1) sitting.
2. The essay must be a minimum of 600 (six hundred) words, and should not exceed 750 (seven hundred and fifty) words.

3. The essay structure must be as follows:

- Cover Page:
 - Name
 - Surname
 - Student Number
 - Name of your Support Centre (i.e. Boston, Braamfontein)
- Introduction: Tells the reader what the essay is about.
- Body / Main Content: Is based on research and relates to the essay question or topic that has been set.
- Conclusion: Is a summary of what has been covered in the essay, it may also include suggestions / recommendations.
- Reference list: (not included in the word count): the Harvard Referencing Method must be adhered to with regards to in-text citations and the reference list. Please make sure you have read and adhere to the *Boston's Harvard Method of Referencing: NWU Referencing Guide, A Beginner's Guide* when referencing, as well as *The Beginners Guide to Plagiarism*, both are available in the HE Library module on ColCampus.

4. The essay must be typed, using the following type settings only:

- Font: Arial
- Font Size: 12
- Line Spacing: 1.5

5. The following must be adhered to:

- ***You have been provided with two (2) academic sources (see below), these sources are compulsory and must be consulted and referenced when answering the research question.***
- ***It is imperative to note that the compulsory sources must be accessed using the Library module on ColCampus.***

Compulsory source to peruse:

Khan, A., 2016. *Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy*. Global Journal of Management and Business Research: B Economics and Commerce, [online] 16(1):9-21. Retrieved from https://globaljournals.org/GJMBR_Volume16/3-Electronic-Commerce-A-Study.pdf [Accessed 5 September 2020].

Franco, C. and Bulomine, R., 2016. Advantages and challenges of e-commerce customers and businesses: in indian perspective. *International Journal of research*, [online] 4(3):7-13. Retrieved from http://granthaalayah.com/Articles/Vol4Iss3/02_IJRG16_SE03_02.pdf [Accessed 16 November 2020].

6. You must make use of the Harvard Method of Referencing. Refer to the examples of referencing below:

Book, single author:

Holt, D.H. 2017. *Management principles and practices*. Sydney: Prentice-Hall.

Book, 2 or 3 authors:

McCarthy, E.J., William, D.P. & Pascale, G.Q. 2017. *Basic marketing*, Cape Town: Juta.

Book, more than 3 authors:

Bond, W.R., Smith, J.T., Brown, K.L. & George, M. 2016. *Management of small firms*, Sydney: McGraw-Hill.

Book, no author:

Anon. 2009. *A history of Greece 1994-now*. Sydney: Irwin.

eBook:

Harris, C.A. 1917. *How to write music: musical orthography*, edited by M. Randall. New York, NY: H. W. Grey. <http://gutenberg.org/files/37281/37281-h/37281-h.htm>. Date of access: 31 August 2017.

Academic Journal article with one author:

Allan, J. 2017. Nurturing supportive learning environment in higher education through the teaching of study skills: to embed or not to embed? *International Journal of Teaching and Learning in Higher Education*, 19(2):64-76.

Academic Journal with 2 or more authors:

Glatt, M.M., Grindstone, C.H & Hult, C.J. 2019. The geographic expansion of Mexican immigration in the United States and its implications for local law enforcement. *Law Enforcement Executive Forum Journal*, 8(1):73-82.

Webpage, no author:

(use first few words of the page title) Improve indigenous housing now, government told. 2007. Available from: <<http://www.architecture.com.au/i-cms?page=10220>>. Date of Access, 8 February 2016.

Website:

Australian Securities Exchange. 2019. Market Information. Available from: <http://www.asx.com.au/professionals/market_information/index.htm> Accessed on 5 July 2019.

Web based image / table / figure:

The Lunar Interior. 2000. Available from: <http://www.planetscapes.com/solar/browse/moon/moonint.jpg> 2 Accessed on 8 November 2016.

Blog:

Newton, A. 2007. Newcastle toolkit. 16 January 2007. Angela Newton: Blog. Available from: <<https://elgg.leeds.ac.uk/libajn/weblog/>> Accessed on 23 February 2014.

Facebook and Twitter:

Smith, P. 2012. Social networking group, (Facebook), 6 October. Available from: <http://facebook.com> Accessed on 29 October 2012.

Newspaper, print:

Wolhuter, T. 2011. How to read food labels. *Star*. 26, 2 Mar 2011.

Newspaper, electronic database:

Hans, B. 2011. Cosatu slams Swazi loan. *The mercury*, 15 Aug. <http://www.iol.co.za/mercury/cosatu-slams-swazi-loan-1.1117816> Date of access: 1 Sep. 2012.

7. Plagiarism occurs when a writer duplicates another writer's language or ideas, and then calls the work his or her own. Simply put, plagiarism is theft. This includes the 'copy and paste' of work from textbooks, study guides, journal articles. The Plagiarism Declaration, included in this brief, must be signed and attached to the front of your essay. Refer to the Plagiarism Information Sheet in your Course Outline for further information.

8. **Academic sources:**

Not all sources can be classified as an academic source. To judge whether a source is an academic source, take the following criteria into account:

- The author should be identifiable
- The source should be published by a credible publisher (In an Academic Textbook or Academic Journal)
- A list of references should be provided

Wikipedia **is not** a credible academic source. There is no one author identifiable, and editing an article on this site is very easy. Also, blog posts often provide valuable information, but this is not academically sound.

9. To obtain maximum results, please consult the rubric included in this brief to ensure that you adhere to and meet all the given criteria.

10. A **Unicheck-verification report** will be issued via ColCampus once the assignment is submitted. Please ensure that you follow the correct steps when uploading your assignment, to ensure that the verification report is correctly issued. If the incorrect document is uploaded, or if the verification report is issued for the incorrect document, or the verification report indicates that a **30%** similarity rating has been exceeded, a mark of zero (0) will be awarded.

Question

(20 Marks)

Advancements in information and communication technology (ICT) has brought a lot of changes to the various spheres of human life (Khan, 2016). The advent of electronic commerce (E-commerce) is one of the notable developments that resulted from the advancements in ICT. E-commerce has brought in a lot of benefits, some of which are adding value to customer satisfaction in terms of convenience. E-commerce has also enabled companies to gain competitive advantages over their competitors.

In this this research essay, you will be required to describe e-commerce in it's entirety, as well as Identify and discuss its benefits and challenges.

Compulsory sources to peruse:

Khan, A., 2016. *Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy*. Global Journal of Management and Business Research: B Economics and Commerce, [online] 16(1):9-21. Retrieved from https://globaljournals.org/GJMBR_Volume16/3-Electronic-Commerce-A-Study.pdf [Accessed 5 September 2020].

Franco, C. and Bulomine, R., 2016. Advantages and challenges of e-commerce customers and businesses: in indian perspective. International Journal of research, [online] 4(3):7-13. Retrieved from http://granthaalayah.com/Articles/Vol4Iss3/02_IJRG16_SE03_02.pdf [Accessed 16 November 2020].

Learning Outcomes:

Demonstrate how an industry can add value by using Porter's value chain analysis.

Describe artificial intelligence and demonstrate its benefits and challenges to agriculture.

Criteria	Exceptional	Satisfactory	Developing	Unsatisfactory	Total
Description of E-commerce	E-commerce comprehensively defined and described	E-commerce sufficiently defined and described	E-commerce merely outlined or only one aspect described	Insufficient description of E-commerce	
	7-5	4-3	2	1-0	
Identify and discuss the benefits/opportunities of E-commerce	benefits/opportunities of E-commerce mentioned are well researched and presented	benefits/opportunities of E-commerce mentioned are valid but less informative	benefits/opportunities of E-commerce are not explained well but are valid	No valid benefits/opportunities of E-commerce presented	
	5	4-3	2	1-0	
Identify and discuss the challenges of E-commerce	challenges of E-commerce mentioned are well researched and presented	challenges of E-commerce mentioned are valid but less informative	challenges of E-commerce are not explained well but are valid	No valid challenges of E-commerce presented	
	5	4-3	2	1-0	
Bibliography and References	Exceeds number of relevant sources (2+). Compulsory source consulted Correct Harvard referencing	Minimum relevant sources met. Correct Harvard referencing	Some sources quoted, but irrelevant. Incorrect referencing	None	
	3	2	1	0	/20