

ASSIGNMENT SPECIFICATION



Module Title:	IT Operations Systems
Module Code:	B7RS011
Module Leader:	Bernie Lydon
Level:	7
Assessment Title:	Web Site Usability (Research Essay)
Assessment Number:	1
Restrictions on Time/Length:	N/A
Individual/Group:	Individual
Assessment Weighting:	20%
Issue Date:	Week Starting 23 th September in class
Due Date 1:	See Moodle
Feedback Date:	2 weeks after due date
Mode of Submission:	Online via Moodle and/or on College Web Server

Aims

- To develop knowledge and understanding of IT Operation Systems and a critical awareness of its key role in the modern business environment.
- To enable students to appreciate and understand the application of retail information technology across all the main components of the retail industry and explore the business benefits that each technology can deliver.
- To enable students to identify and select the most appropriate technology to address particular application requirements.
- To develop students' practical computing skills and their ability to use a variety of software tools and applications to provide solutions to a variety of business problems.

Learning Outcomes:

- Demonstrate appreciation of the use and role of IT Operations Systems in the modern business environment.
- Evaluate the business benefits that information technology can deliver to the retail organisation.
- Describe the different technologies used by retailers and their application to efficient operations.
- Design and build a website for business purposes and utilise project management tools to plan, schedule, and model and control such activity.

Method of Assessment Percentage

Weighting	Learning Outcomes Assessed
Research Essay Individual Component (20%)	1,2,3
Website (Group) 30%	4
Summative Examination 50%	1,2,3,4

Research Essay

Web-based Information Systems and associated technologies are becoming increasingly important to companies operating in the Retail industry. An area of specific concern is the usability of websites from customers' perspectives. In the literature, web usability is highlighted as a key factor likely to affect consumer web search and subsequent buying behaviour. In fact it has been claimed that usability is a prerequisite for website success. In light of the importance of human interface design factors to the success of websites, you are required to write a research essay to investigate

1. Web usability in
 - a. The Supermarket Industry.
 - b. Any other Supermarket that you feel utilises best practice in the area of Web Usability.
 - c. The Lidl Organisation.

2. Finally, you are asked to make recommendations as to how knowledge of Part 1 may be integrated in the overall Web-based Information Systems strategy at Lidl.

Note: Your essay should be formatted appropriately, including section headings. At a minimum, you are required to use the following formatting:

- Title Page
- Table of Contents
- Font size: 12
- Line spacing: 1.5
- Headers and Footers
- Page Numbers
- Any other formatting that you feel is appropriate
- Bibliography

Word count is 1,500 words.

“10% flexibility in word count will be permitted, either below the minimum or above the maximum, with no penalty being incurred.

Word counts outside these limits will incur an automatic 10% penalty of the final mark, regardless of quality of content.

Please ensure the final correct word count, excluding appendices and bibliography is clearly indicated on the front cover of your assignment.

Failure to follow these procedures will result in the assignment being returned to you unmarked.”

Assessment criteria:
ISR3610 - Research Essay

Student Identifier:

Marks Obtained:

Division	Comments	Marks Available	Marks Obtained
Topic Understanding		30	
Depth of Analysis		30	
Literary Expression		15	
Presentation		10	
Referencing		15	
Total		100	

General Requirements for Students:

1. A proportion of assessment marks is allocated to presentation. All assignments must be word-processed, with word count noted unless otherwise stated by the lecturer.
2. Where a hardcopy submission is required, an Assignment Submission Form must be securely attached to each submission.
3. When submitting online, assignments must be submitted no later than the stated deadline.
3. All relevant provisions of the Assessment Regulations must be complied with.
4. Extensions to assignment submission deadlines will be not be granted, other than in exceptional circumstances. To apply for an extension please go to <http://www.dbs-students.com/Registrar/> and download the Assignment Extension Request Form.
5. Students are required to retain a copy of each assignment submitted, and the submission receipt (If a physical submission is required) until the issuing of a transcript indicating the mark awarded.
6. Assignments must be appropriately packaged and presented.
7. Where a submission involves digital media, it is the submitting students' responsibility to ensure the media is appropriately labelled, fully working and they must retain a copy.
8. Assignments that exceed the word count will be penalised.
9. Students are required to refer to the assessment regulations in their Student Guides and on the Student Website.
10. Dublin Business School penalises students who engage in academic impropriety (i.e. plagiarism, collusion and/or copying). Please refer to the attached referencing guidelines for information on correct referencing.

What is referencing and why is it necessary?

Please follow this link to the Harvard Style Referencing Guide - all referencing is required in this format.

http://issuu.com/dbslibrary/docs/harvard-referencing-guide/1?mode=a_p

(Also available under DBS library guides on www.library.dbs.ie)