

EC Websites Development 2022 Assignment 4

(Due Date: Nov 23, 2022)

INSTRUCTIONS : The answers of the questions have to be written in English. You need to edit the answers by a word processing software, like MS WORD or Pages.

Submit the answer file to the following Gmail account before November 23, 2022: 00:00. That is to say, your answer file has to arrive the Gmail account on or before November 22, 2022. Note that the email heading and the filename of the answer file have to be conformed to the following formats.

Email: johnsum.nchu@gmail.com
Email heading: ECWD2022_Assignment04_studentID
Filename: ECWD2022_Assignment04_studentID

If your answer file is edited by Pages, a word processing software running on MacOS, please convert your file to PDF format.

Reminder: Please double check your writing to ensure that there is no any obvious grammatical mistake or spelling mistake. If there is, your assignment will get zero score.

Question 1

EC website development is just one work to be accomplished in a business development project. Only when all the *future* business operations (i.e. processes) have been *analyzed* and *designed*, the requirements and the design of the *future* information system¹ supporting the operations can be obtained. Hence, the requirements and the design of the EC website to support the operations can be *outlined*. All these works are embraced in the stages of *analysis* and *design* of a business development project.

In certain enterprises, there are top management positions like chief operations officer (COO), chief technology officer (CTO) and chief information officer (CIO)². Some enterprises might also have chief marketing officer (CMO), chief creative officer (CCO), chief strategy officer (CSO) and chief experience officer (CXO). The appointment of such chief officers depends very much on the nature of a business and its corresponding operations. Their rankings are just one level below the chief executive officer (CEO). In some enterprises, some of these chief officers also sit in the *board of*

¹The future information system is the information system to be developed to support the business operations to be implemented.

²Some enterprises might only have CTO but no CIO. Some enterprises might only have CIO but no CTO.

*directors*³. To conduct a business development project, these officers are usually getting involved. Besides, chief financial officer (CFO) will definitely be involved.

- (a) State the techniques or methods that can facilitate the works to be accomplished in the *analysis* and *design* stages in a business development project.
- (b) Describe in detail the roles and responsibilities of the chief officers (i.e. CEO, COO, CTO, CIO and CFO) in an organization. You could search over the Internet, like Wikipedia, for the information regarding the above officers.
- (c) Except CEO, each of these officers would be assigned to head a division or a department. For each of these officers, state which division or department(s) the officer will be assigned.
- (d) Describe in detail the roles and responsibilities of the chief officers (i.e. CEO, COO, CTO, CIO and CFO) in a business development project.
- (e) For each of these chief officers (i.e. CEO, COO, CTO, CIO and CFO), what should be the minimum requirement on his/her (i) educational background, (ii) working experience and (iii) other qualification so as to let he/she taking the corresponding roles and responsibilities?

Question 2

Once a new business has been developed, all business operations designs must be finalized. In this regard, some organizations will prepare a document called operations manual. This document contains the *necessary information* an employee needed to know regarding the business operations of the organization.

- (a) What are the purposes of the operations manual of an organization?
- (b) What contents should be put in an operations manual?
- (c) Which department in an organization is responsible for the update of the content in an operations manual?

Question 3

In an information system development project, we usually say that the system is developed by a developer. It should be noted that the term *developer* could refer to (i) *a person who involves in the system development*, (ii) *the team of programmers which is responsible for the development* or (iii) *a software house which is contracted to develop the system*. Once an information system has been developed, the developer needs to prepare (i) a user manual, (ii) a maintenance manual and (iii) the report delineating the design of the system.

- (a) What are the purposes for these documents?
- (b) What contents have to be put in these documents?

³Search over the Internet for the roles of a board of directors.

- (c) Describe in detail the reasons why it is important to delineate the design of the system in the report.