

Key Stage 3 Homework Assignment Information



Student Name:	Year Group: 8
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Subject	Date Set	Deadline	Teacher
Business Dynamics	10.11.08	1.12.08	Mr Pulson Mr Mudaly

Assignment Title/Theme: “What’s on the web?”

Objectives: To investigate and compare different company websites. To recognise the factors that combine to make a good website for an organisation.

<p>Choose 4 different websites to look at on the web. One that sells goods to customers (eg a retailer), one that provides services (eg a travel agent), one that sells goods to other businesses (eg JCB) and a website that provides information only. Complete chart attached Website comparison chart.doc Give as much information, with examples as possible.</p>	Level 3-4
<p>Write a short report which identifies the factors that makes a good website. Suggest at least FOUR things that a company should remember when they design a website.</p>	Level 4-5
<p>Write a report evaluating each website that you have researched. Conclude which website is best, giving supporting reasons for your choice.</p>	Level 5-7/8

What you have to do to succeed: Research the internet for examples of suitable websites. Consider the audience that the website is intended to reach. Complete the chart attached, making appropriate comments.
 To achieve levels 4 and 5 you should look at a wider range of websites and consider the purpose as well as the target audiences.
 To achieve levels 5 to 7 you should be able to look at strengths and weaknesses of the four websites chosen and further websites researched, in order to conclude which organisation has the best website, clearly identifying the reasons for this conclusion.

Resources and Websites: (examples, but choose your own)

www.tesco.com
 www.thomascook.com
 www.jcb.com
www.tradingstandards.gov.uk