



## COMP1113 Principles of e-Business – Midterm Assessment

This report should be **no less than 400 words in length and not more than 700 words in length**. Save a completed Word Document as a **PDF file** for submission. Be sure to **carefully follow all the instructions** below to receive the best mark.

By now, you should have read 6 chapters of our Wallace (2018) textbook.

Pick three topics from the textbook and identify any company of any size from anywhere in the world (as long as they have a website that you can reference to) that does a very good job on these three topics that you have chosen. You should include an introduction, one paragraph per topic in the body, and a conclusion:

- *Introduction:* State the name and provide a brief background of the company. Include a working link to the company website.
- *Body:* You may state the topic from the textbook as such "Amazon.com does a great job at improving Customer Relations" (p. 142 of the textbook). Next, explain why and how they do a great job at the topic you have chosen. Do this for each of the three topics from the textbook.
- *Conclusion:* Wrap-up your paper and summarize your main points.

There is no excuse in finding a company that does well in at least three of the topics from the textbook. There are 1.18 million companies in Canada alone so you should be able to find one that is not chosen by everyone else. Please be original!

### **Rubric (15% total):**

- Introduction 1.5%
- Three chosen topics appropriately aligned to chosen company 3%
- Reasons why and how these three topics are working well for the chosen company 9%
- Conclusion 1.5%

**Total Marks 15 (worth 15% of final grade)**