Best Practices: feeling competent and confident in foreign language teaching

Languages for eCommerce

Alkmaar, 27th September, 2007

You are logged in as Carlos Vaz de Carvalho (Logout)

e Languages for Commerce

SeAMK Moodle » CLafec   Turn editing on

People
Participants

Activities
- Assignments
- Forums
- Glossaries
- Quizzes
- Resources
- Wikis

Search Forums

Advanced search

Administration
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Topic outline

Welcome to the Languages for eCommerce course. The overall aim of the course is to help small and medium-sized enterprises (SMEs) which are selling online to consumers to reach more customers in more countries. Read more...

☑ Now, answer this quiz!

Presentation and Overview (6 hours)

This module will enable you to become acquainted with your course-mates. You will be required to participate a lot, both as an individual and as a member of a group, so this introductory period is very important for building up working relationships. Read more...

- Lesson 0.1. Meeting course-mates
  - Task 0.1.1: Introducing yourself and getting to know your course-mates
- Lesson 0.2. Experience in online shopping
  - Task 0.2.1. Your online shopping experience
  - Task 0.2.1. Online Shopping Experience - Sum Up
- Lesson 0.3. Advantages and disadvantages of online shopping
  - Task 0.3.1. Advantages and disadvantages of e-shopping

Print the complete module...

Latest News
Add a new topic...
(No news has been posted yet)

Upcoming Events
There are no upcoming events

Go to calendar...
New Event...

Concluído   Internet

Ficheiro   Editar   Ver   Favoritos   Ferramentas   Ajuda

Retroceder   Procurar   Favoritos

Endereço   http://moodle.seamk.fi/file.php/127/Contents/lafec_0_1.html   Ir para   Hiperligações »   del.icio.us

...r para   Hiperligações »   del.icio.us   TAG

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Turn editing on

Lesson 0.1. Meeting course-mates

Languages for eCommerce

Learning aims:

- To encourage course participants to interact with one another so that they get to know each other
- To encourage course participants to use the course main communication tool: the discussion forum

Learning outcomes:
By the end of this lesson you will:

- Be comfortable communicating with course-mates online
- Understand something about your course-mates' cultural and social backgrounds
- Feel comfortable about using the discussion forum tool

Task 0.1.1. Introducing yourself and getting to know your course-mates
Welcome to the "Languages for eCommerce" course.

Concluído   Internet

Latest News

Add a new topic...
(No news has been posted yet)

Upcoming Events

There are no upcoming events

Go to calendar...
New Event...

Search Forums

Advanced search

📄 Lesson 0.1. Meeting course-mates
    Task 0.1.1: Introducing yourself and getting to know your course-mates
📄 Lesson 0.2. Experience in online shopping
    ☑ Task 0.2.1. Your online shopping experience
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    Task 0.3.1. Advantages and disadvantages of e-shopping

📄 Print the complete module...

Administration

✎ Turn editing on
📄 Settings
🔧 Edit profile
👥 Tutors

Iniciar   Inbox for cvc@dei.is...   Course: PILOT COUR...   Languages for eCo...   Adobe Photoshop   eCommerce   PT   19:13

Languages for
Commerce

Jump to...

K Moodle » CLafec » Forums » Task 0.1.1: Introducing yourself and getting to know your course-mates | Update this Forum |

❓ Everyone can choose to be subscribed
Show/edit current subscribers
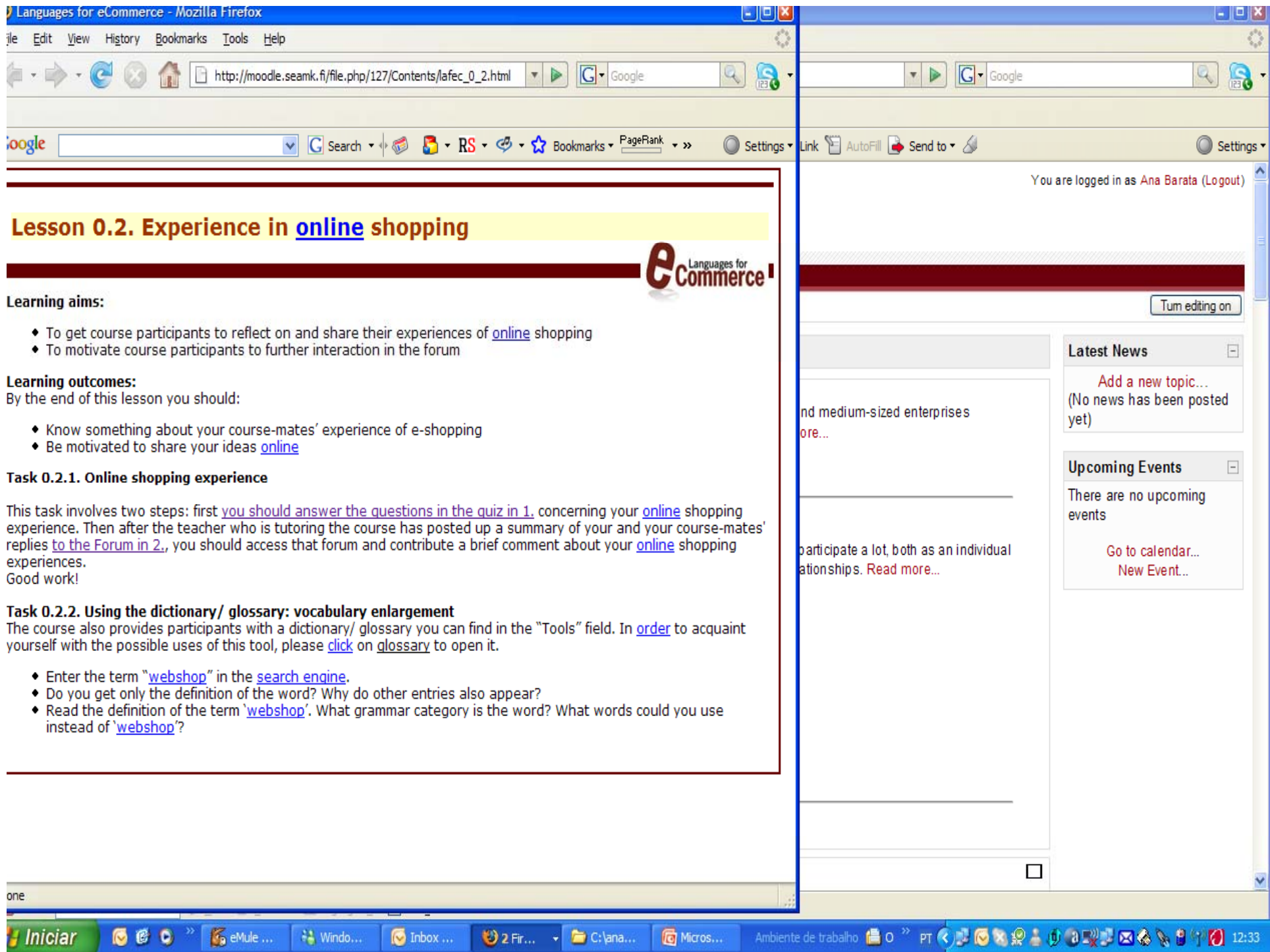Subscribe to this forum

Welcome to the "Languages for e-commerce" course.

1. **Post a message in this forum introducing yourself (use as subject the short name or nickname you would like to be known)**. Give your **full name** and **nationality** and list your **main interests and hobbies**, and anything else you consider relevant and needs mentioning in order to describe who you are. Share with your course-mates the **reasons** why you have enrolled on this course and the **expectations** you have for it. You could start like this: "My name is.... I'm from... I have enrolled on this course because..."

2. Next, read all your course-mates' messages and select **at leasttwo** of them to reply to. To do this, click on the REPLY button in the discussion topic box, type in your reply, and then click on "post to forum". Make sure everybody's first message gets at least one reply. In your reply, comment on whatever you find interesting and ask questions connected with the information provided. The "questionee" should answer the question by clicking on the REPLY button in the questioner's box.

Have a nice interaction!

| Add a new discussion topic |

Discussion	Started by	Replies	Last post
your teacher	Ann Seppänen	0	Ann Seppänen Sun, 16 Sep 2007, 10:44 AM

You are logged in as Ana Barata (Logout)

Lesson 0.2. Experience in online shopping

Languages for eCommerce

Learning aims:

- To get course participants to reflect on and share their experiences of online shopping
- To motivate course participants to further interaction in the forum

Learning outcomes:
By the end of this lesson you should:

- Know something about your course-mates' experience of e-shopping
- Be motivated to share your ideas online

Task 0.2.1. Online shopping experience

This task involves two steps: first you should answer the questions in the quiz in 1. concerning your online shopping experience. Then after the teacher who is tutoring the course has posted up a summary of your and your course-mates' replies to the Forum in 2., you should access that forum and contribute a brief comment about your online shopping experiences.
Good work!

Task 0.2.2. Using the dictionary/ glossary: vocabulary enlargement
The course also provides participants with a dictionary/ glossary you can find in the "Tools" field. In order to acquaint yourself with the possible uses of this tool, please click on glossary to open it.

- Enter the term "webshop" in the search engine.
- Do you get only the definition of the word? Why do other entries also appear?
- Read the definition of the term 'webshop'. What grammar category is the word? What words could you use instead of 'webshop'?

Turn editing on

nd medium-sized enterprises
ore...

participate a lot, both as an individual
ationships. Read more...

Latest News

Add a new topic...
(No news has been posted yet)

Upcoming Events

There are no upcoming events

Go to calendar...
New Event...

Info | Reports | Preview | Edit Quiz

Note: This quiz is not currently available to your students

Preview Task 0.2.1. Your online shopping experience

Start again

1 (59)   *How often do you visit an e-commerce website?*

Answer:
- ○ a. Less than once a week
- ○ b. Once a week
- ○ c. Several times a week
- ○ d. Daily

Submit

2 (60)   *If less than once a week, how often?*

Answer:
- ○ a. Less than once a year
- ○ b. A few times a year
- ○ c. Every month
- ○ d. More than once every month

Submit

3 (61)   *How do you find e-commerce websites? Mark the two most common ways you find e-commerce websites.*

Next Previous Highlight all ☑ Match case

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Tutors
Students
Groups
Backup
Restore
Import course data
Scales
Grades
Logs
Files
Help
Teacher forum

My courses

Common project area:
Languages for
eCommerce
Tool team
Language team
Application design
team
E-marketing team
PILOT COURSE:
Languages for
eCommerce
   All courses...

Print the complete module...

1

Structure and Content of E-commerce Websites (18 hours)

In this module you will study existing e-commerce websites in order to get an overall picture of what is involved in creating a website which is welcoming and interesting for potential shoppers, and which guides them smoothly through the shopping process. Read more...

Lesson 1.1 The homepages of eCommerce websites
   Task 1.1.1. Homepages of eCommerce websites
   Task 1.1.2. Exploring the links on homepages of eCommerce websites
   Task 1.1.3. Comparing the layout and content of homepages of different eCommerce websites
   Task 1.1.4 Commenting on course-mates' work
Lesson 1.2. Becoming familiar with eCommerce websites
   Task 1.2.1 Defining vocabulary
   Task 1.2.2. The e-store structure
   Task 1.2.3 Becoming familiar with the clickstream
   Task 1.2.4. Evaluating the structure of eCommerce websites
Lesson 1.3. Differences between web text and print
   Task 1.3.1. Defining vocabulary
   Task 1.3.2. Good Web Writing
   Task 1.3.3. Web text and print: editing
   Task 1.3.4. Web text and print: peer assessment

Print the completed module...

SeAMK Moodle » CLafec » Assignments » Task 1.1.2. Exploring the links on homepages of eCommerce websites   Update this Assignment

View 0 submitted assignments

This is an individual task that you must perform alone.
This assignment and the following discussion forum task (Task 1.1.3) are closely related. You will be looking at the homepages of eCommerce websites from the potential shopper's point of view. When you are fully aware of how it feels to view such a page as a customer, you will be in a better position to create informative, clear and persuasive materials for a real website in English.

Open the link to the MS Word file provided here.Save it on your own computer and print out the table which you find there. Read these guidelines carefully before starting your work.

In the table which you have printed out, you will see in the left-hand column a set of items which represent common topics found as links on the homepages of websites. In the first row of boxes you will see a set of screen positions showing where links can be found on homepages. The table also contains a number of 0s. These refer to the homepage of IKEA UK, and show where on the screen the links are located on that website to the various topics listed in the left-hand column.

Now it's your turn. You will visit three different eCommerce websites of your choice and analyse the homepages in the same way as in the IKEA UK example. It would probably be easier to work with the paper version of the table first.

Write the URLs of your first homepage in the top row of the table, as shown. Now study the link buttons around the screen. In your table fill in a set of number 1s to show where on the screen the links to different topics are found on that homepage. Notice that the button text might vary from one homepage to another, but the actual topic generally remains recognisable. If there is more than one link to the same topic, put as many numbers as necessary in the row concerned, as with the Product list and Search box for IKEA UK.

The homepage you are analysing may have links to topics which do not appear in the left-hand column of the table. In that case, add the extra items in the empty boxes at the bottom of the table.

Now repeat the process with two more homepages, using sets of 2s and 3s to show the screen positions of the links.

Finally, transfer all the information to the table in your saved MS Word file. Resave the file and submit it as an assignment by the specified deadline in the link below provided for that purpose.

Complete this task and submit your assignment to your instructor.

lafec_001_task_112.doc [Compatibility Mode] - Microsoft Word   Table Tools

Home   Insert   Page Layout   References   Mailings   Review   View   Acrobat   Design   Layout

Calibri   9   A A   AaBbCcDc   AaBbCcDc   AaBbC   Change   Editing
B I U abe x₂ x² Aa   ¶ Normal   ¶ No Spaci...   Heading 1   Styles

Paste   Clipboard   Font   Paragraph   Styles

SeAMK Moodle » CLafec » Assignments » Task 1.1.2. Ex...

This is an individual task that you must perform alone.
This assignment and the following discussion forum task
view. When you are fully aware of how it feels to view su...
English.

Open the link to the MS Word file provided here. Save it ...

In the table which you have printed out, you will see in th...
boxes you will see a set of screen positions showing whe...
where on the screen the links are located on that websit...

Now it's your turn. You will visit three different eCommer...
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the links to different topics are found on that homepage.
more than one link to the same topic, put as many numb...

The homepage you are analysing may have links to topi...
table.

Now repeat the process with two more homepages, using...

Finally, transfer all the information to the table in your sa...
purpose.

Complete this task and submit your assignment to your i...

Find: [   ]   Next   Previous   Highlight a...

Done

Task 1.1.2 Exploring the links on homepages of eCommerce websites – Table

e.g.: URL of website 0:	http://www.ikea.com/ms/en_GB					
URL of website 1:						
URL of website 2:						
URL of website 3:						
Links location on the homepage Check List: Link buttons	Navigation bar across the top of the screen	Navigation bar across the bottom of the screen	Navigation bar, down left-hand side of the screen	Navigation bar down right-hand side of the screen	Middle of the screen	Somewhere else on the screen (give details)
About us		0				
Contact us						
Customer service	0					
Ethics-related articles						Picture and "read more" button in lower part of screen (0)
FAQs						
Help	0					

Page: 1 of 1   Words: 152   English (U.K.)   100%

Languages for
Commerce

SeAMK Moodle » CLafec » Forums » Task 1.2.4. Evaluating the structure of eCommerce websites   Update this Forum

⑦ Everyone can choose to be subscribed
Show/edit current subscribers
Subscribe to this forum

Share the information you collected in Task 1.2.3 with your course-mates by introducing a "new discussion topic" to this forum. Take into account the pattern presented in the section "What you need to know first about Communicative Structure of E-stores" of lesson 1.2. Discuss whether the websites you have analysed follow the structure pattern presented and whether the links, buttons, texts you listed guided you correctly through the process and provided the information you needed to be able to "communicate" with the website.

Use the names of the websites you visited as the subject of your discussion topic. Write around 100 to 200 words.

After you have written your discussion, and as soon as you have access to your course-mates' posts on this subject, read at least 5 of the posted contributions and give a grade to the website according to the ideas presented. Use the "Reply" button at the end of each message to post the grades of the website/s analysed there.

Add a new discussion topic
(There are no discussion topics yet in this forum)

Find: Next   Previous   Highlight all   ☑ Match case

Search ▾ | Bookmarks PageRank ▾ | Check ▾ AutoLink AutoFill Send to ▾ | Settings ▾

Task 3.4.4. Peer assessment – comparing payment information on-line

Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://moodle.seamk.fi/mod/resou | Google

Google | Search ▾ | RS ▾ » | Settings ▾

Go to the **forum in Task 3.4.3** and choose either a submission by one of your course-mates, or the submission assigned by your instructor. Compare your findings regarding your mother tongue site with your course-mate's chosen site, using the aspects referred to in Task 3.4.3. Use the "Reply" button at the bottom of the appropriate peer's post to post your message.

You are logged in as Ana Barata (Logout)

bsite, but most sites include to make a purchase. Read

Done

eMule ... | Windo... | Inbox ... | 2 Fir... | C:\ana... | Micros... | Ambiente de trabalho | Os meus documentos | PT | 13:06

In the above example, the two questions match in the following ways:
a. use of the question word "How";
b. no auxiliary do / does (The future auxiliary "will" is used instead of the "dummy" auxiliary do/does.);
c. word order: Q-word "How" + auxiliary "will" + subject ("my purchase" matches "I") + passive infinitive ("be delivered" matches "be informed").

Check

Do you offer special discounts for students and senior citizens?		How do I check the status of my order?
Is breakfast included in the room rate?		
What currency is used in the quotation?		What about your Money Back Guarantee?
What methods of payment can I use to shop online?		Is postage charged per pair of shoes?
What if the item I want is out of stock?		Can I buy any style in any colour?
How will my purchase be delivered if I order online?	How will I be informed that my booking has been confirmed?	Do you sell children's sizes?
What information does IKEA collect about me when I visit the site?		What if I change my mind about the style, size or colour?
How do I know if Kalahari.net has received my order?		What measures does your company take to protect the environment?
Can I cancel an order?		What costs are covered in the price?
What about credit card security?		What assurances can you give that my personal details are secure?

In the above example, the two questions match in the following ways:
a. use of the question word "How";
b. no auxiliary do / does (The future auxiliary "will" is used instead of the "dummy" auxiliary do/does.);
c. word order: Q-word "How" + auxiliary "will" + subject ("my purchase" matches "I") + passive infinitive ("be delivered" matches "be informed").

Check

Do you offer special discounts for students and senior citizens?

What if I change my mind about the style, size or colour?

Is breakfast included in the room rate?

What ~~measures does your company take to~~ prote~~

Sorry! Try again.
Your score is 20%.

OK

~~Back Guarantee?~~

What currency is used in the quotation?

What methods of payment can I use to shop online?

How do I check the status of my order?

Is postage charged per pair of shoes?

What if the item I want is out of stock?

How will my purchase be delivered if I order online?

How will I be informed that my booking has been confirmed?

Do you sell children's sizes?

What information does IKEA collect about me when I visit the site?

How do I know if Kalahari.net has received my order?

Can I cancel an order?

Can I buy any style in any colour?

What costs are covered in the price?

What about credit card security?

What assurances can you give that my personal details are secure?

Done

Your score is 90%.
Correct! Well done.

OK

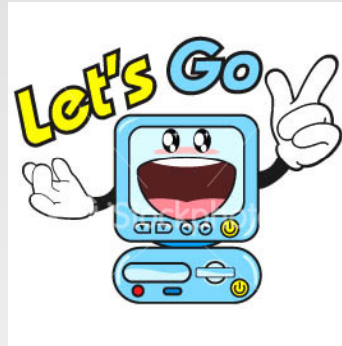|	
Do you offer special discounts for students and senior citizens?	Do you sell children's sizes?
Is breakfast included in the room rate?	Is postage charged per pair of shoes?
What currency is used in the quotation?	What costs are covered in the price?
What methods of payment can I use to shop online?	What assurances can you give that my personal details are secure?
What if the item I want is out of stock?	What if I change my mind about the style, size or colour?
How will my purchase be delivered if I order online?	How will I be informed that my booking has been confirmed?

Thank you for your attention!

□ *Languages for eCommerce* (project)

http://www.languages-for-ecommerce.com/