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COLLEGE OF BUSINESS AND ECONOMICS
JOHANNESBURG BUSINESS SCHOOL
DEPARTMENT OF BUSINESS MANAGEMENT
SUPPLEMENTARY ASSESSMENT
EXAM EQUIVALENT

SUBJECT:	**WEB MANAGEMENT**
CODE:	**BMK9X04**
DATE:	**26 JULY 2018**
SUBMISSION TIME:	**12:00**
TOTAL MARKS:	**100**

EXAMINER(S):	**PROF C RENSLEIGH**
MODERATOR:	**DR M DE KOCK**
NUMBER OF PAGES:	**5**

THIS IS THE EXAM EQUIVALENT ASSESSMENT OPPORTUNITY AND THE REQUIRED DOCUMENTATION MUST BE SUBMITTED INTO BLACKBOARD NO LATER THAN 12:00 ON THE DUE DATE.

INSTRUCTIONS:

- Read the questions carefully and answer only what is asked.
- Answer all the questions.
- This is an open book assessment.
- All documents must be typed in MS Word and submitted into Blackboard.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
- Remember to click on the submit button once you have completed the assignment and uploaded **all 3 files**.

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QUESTION 1

The Internet, Web, e-mail and in particular social media are becoming more and more important to organisations. It is therefore very important that an organisation's employees use these information resources and related business tools effectively and more efficiently.

The Business School of the University of the South has contracted you as a Web Information Management specialist to consult with them on the usage optimisation of their Web and Internet information infrastructures.

Included for this assignment you will find electronic copies of four policies that were originally drafted by a junior staff member in Business School:

1) Internet and intranet policy (**Internet_Email_policy.docx**)
2) Online Social Media policy (**Online_Social_Media_policy.docx**).

QUESTION 1.1

As a Web Information Management consultant your first assignment is to draft a motivation of why Internet and Web Acceptable Use policies are needed. Your final document (***not longer than 500 words***) must include the following:

1) Introduction
2) The Importance of AUPs
3) What should typically be included in an AUP
4) Conclusion

Save your answer using the following file name: **StudentNumber_Question_1-1.docx** before uploading it into Blackboard.

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QUESTION 1.2

For this question it is required of you to critically analyse and apply cognitive thinking on the University's Internet and intranet AUP (**Internet_Email_policy.docx**) and to add, delete and enhance points in the policy which in your professional opinion is applicable and where there should be improved on. In addition, you can add comments to explain your thinking. All adding, deleting and enhancing to the policy must be done using **MS Word's track changes**.

The final document (*not longer than 1000 words*) should be a reflection of what in your opinion should be included in an Internet and intranet AUP for the University of the South. Marks will be given to:

- Enhanced content: 30
- Layout: 5
- Technical: 5

Save your final version with the file name: **StudentNumber_Question_1-2.docx** before uploading it into Blackboard.

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QUESTION 1.3

For this question it is required of you to critically analyse and apply cognitive thinking on the University Online Social Media policy (**Online_Social_Media_policy.docx**) and add, delete and enhance points in the policy which in your professional opinion is applicable and where there should be improved on. In addition you can add comments to explain your thinking. All adding, deleting and enhancing to the policy must be done using MS Word's track changes.

The final document (*not longer than 1400 words*) should be a reflection of what in your opinion should be included in this Online Social Media AUP for the University of the South. Marks will be given to:

- Enhanced content: 35
- Layout: 5

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- Technical: 5

Save your final version with the file name: **StudentNumber_Question_1-3.docx** before uploading it into Blackboard.

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Total: [100]

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END OF ASSESSMENT

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