Marketing Essentials Chapter 36 Financing the Business

eMarketing Worksheet Activity: Internet-Based Accounting

Directions Internet-based accounting or e-accounting is virtual recordkeeping and backup of financial data. Work alone or in small groups to complete this two-part worksheet on Internet-based accounting.

A. Research Online Banking

1. Conduct research on online banking services. List the services provided.

2. How are online banking services similar to e-accounting services?

3. Why should banks consider entering the e-accounting business by targeting business customers?

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B. Role Play as a Bank Intern

1. Assume you are a college student majoring in accounting and working as an intern in a bank. Based on your research you think the bank should consider entering the e-accounting business. As part of your internship you are required to work on an original project for which you must prepare a written and oral presentation for your mentor. The project you have selected is e-accounting and banking. You will be evaluated on the basis of your knowledge of accounting, banking, e-accounting, and your written and oral presentations. Use the rubric on the next page to help you complete your written report and oral presentation.



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Self-Evaluation Guidelines

Exemplary	Satisfactory	Poor		
(10-8 points)	(7-4 points)	(3-0 points)		
 Includes all of the required content elements Very well organized All details provided No grammatical errors Creatively designed and executed 	 Includes some of the required content elements Well organized Many general details provided Few grammatical errors Neatly keyed or handwritten 	 Includes few or none of the required content elements Disorganized Few or no details provided Many grammatical errors Typos or illegible handwriting 		

Criteria	Exemplary (10-8 points)	Satisfactory (7-4 points)	Poor (3-0 points)	Student Score	Teacher Score	
Content						
Knowledge of accounting activities and practices						
Knowledge of e-accounting (aka Internet based accounting)						
Knowledge of online banking services						
Similarities of online banking and e-accounting services						
Rationale for bank to consider entering the e-accounting business						
Ability to answer questions and objections posed by mentor about e-accounting plan proposed						
Mechanics						
Logical organization and continuity of presentation						
Level of detail						
Speaking and listening skills: appropriate visual aids (oral)						
Neatness, legibility, spelling, and grammar (written)						
			Total			