### 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)		
<ul> <li>Includes all of the required content elements</li> <li>Very well organized</li> <li>All details provided</li> <li>No grammatical errors</li> <li>Creatively designed and executed</li> </ul>	<ul> <li>Includes some of the required content elements</li> <li>Well organized</li> <li>Many general details provided</li> <li>Few grammatical errors</li> <li>Neatly keyed or handwritten</li> </ul>	<ul> <li>Includes few or none of the required content elements</li> <li>Disorganized</li> <li>Few or no details provided</li> <li>Many grammatical errors</li> <li>Typos or illegible handwriting</li> </ul>		

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			