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| **Deckblatt für den Report** |  |  |  |  |
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|  |  | **Bitte beachten Sie die formalen und inhaltlichen Hinweise zur Erstellung des Reports: www.hk24.de, Dokumentnr. 3974794.** |  |
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**Prüfungsteilnehmer:in**  **Ausbildungsbetrieb**

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|  | zum Prüfungsbereich „Fachgespräch zu einem projektbezogenen Prozess im E-Commerce“ im Ausbildungsberuf **Kaufmann/-frau im E-Commerce** | | | | | | | | | | | | | | | |  |
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|  | **Abschlussprüfung Teil 2** | | | | | Sommer | Winter | | des Jahres | | | | | |  |  |  |
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|  | In dem gewählten Gebiet: (bitte kreuzen Sie eins an) | | | | | | | | | | | | | | | |  |
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|  |  | 1. Auswählen und Einsetzen eines Online-Vertriebskanals | | | | | | | | | | | | | | |  |
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|  |  | 2. Optimieren von Nutzungsprozessen im E-Commerce | | | | | | | | | | | | | | |  |
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|  |  | 3. Entwickeln und Umsetzen von Online-Marketing | | | | | | | | | | | | | | |  |
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|  |  | 4. Nutzen der kaufmännischen Steuerung und Kontrolle | | | | | | | | | | | | | | |  |
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|  | Thema des Reports bzw. der praxisbezogenen Aufgabe, die Sie im Rahmen des oben genannten Gebietes durchgeführt haben. | | | | | | | | | | | | | | | |  |
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|  |  | Eine max. fünfseitige Anlage zur Visualisierung der praxisbezogenen Aufgabe ist beigefügt. | | | | | | | | | | | | | | |  |
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|  | Ich versichere, die praxisbezogene Aufgabe selbstständig im Ausbildungsbetrieb durchgeführt und den Report persönlich erstellt zu haben. Des Weiteren versichere ich, weder Inhalte noch teilweise oder vollständige Passagen aus anderen Reporten übernommen zu haben, die bei der prüfenden oder einer anderen IHK eingereicht wurden. Dies gilt gleichermaßen für die Anlage. | | | | | | |  | | |  | Ich bestätige, dass der/die o.g. Prüfungsteilnehmer/ Prüfungsteilnemerin die praxisbezogene Aufgabe selbstständig durchgeführt und den Report persönlich erstellt hat. | | | | |  |
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|  | Ort, Datum, Unterschrift Prüfungsteilnehmer:in | | | | | | |  | | |  | Ort, Datum, Unterschrift/Stempel des Ausbildungsbetriebes | | | | |  |
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|  | Bevor Sie den Report erstellen, beachten Sie bitte noch folgenden Hinweis! | | | | | | | | | | | | | | | |  |
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|  | Bitte beginnen Sie Ihren Report mit der Darstellung des Arbeitsauftrages/der Aufgabenstellung. | | | | | | | | | | | | | | | |  |
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|  | Stellen Sie bitte Ihre praxisbezogene Aufgabe in Ihrem Report in den vier Phasen dar: | | | | | | | | | | | | | | | |  |
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|  | 1. | | Planung(berufstypische Aufgabenstellung erfassen, praxisbezogene Aufgaben planen, Lösungswege entwickeln praxisbezogene, Zielsetzung festlegen) | | | | | | | | | | | | | |  |
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|  | 2. | | Durchführung/ Begründung der Vorgehensweise(Probleme und Vorgehensweisen erörtern, kunden- und serviceorientiert handeln, praxisbezogene Aufgaben durchführen, projektorientierte Arbeitsweisen im E-Commerce anwenden, Lösungswege begründen) | | | | | | | | | | | | | |  |
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|  | 3. | | Berücksichtigung der Rahmenbedingungen/ des Gesamtzusammenhangs(wirtschaftliche, ökologische und rechtliche Zusammenhänge berücksichtigen, Kommunikations- und Kooperationsbedingungen berücksichtigen) | | | | | | | | | | | | | |  |
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|  | 4. | | Kontrolle/ Bewertung und Ergebnisse(Lösungswege und Prozesse reflektieren, praxisbezogene Aufgaben auswerten) | | | | | | | | | | | | | |  |
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