

## BEEM061J Main Assignment Part A Brief

Your main assignment (80%) must be handed in by Friday 29<sup>th</sup> April 2022. It consists of two equally weighted parts: part A) A 1,500 word essay; and part B) A technical task-based assignment (which will be given to you later).

### **Part A) A 1,500 word essay**

This part contributes 40% to your overall module grade and must be handed in with part B) by Friday 15<sup>th</sup> January. To spread workload though, it is recommended you start working on it as soon as possible.

### **Essay Title**

Choose one of the following titles:

**“The introduction of Bitcoin in January 2009 was the single most important FinTech development in history.” Discuss this statement by comparing Bitcoin to previous advances in financial technology, and examples of current trends in FinTech.**

OR

**Choose two FinTech firms to compare and contrast. Your essay should explain what the firms do, what areas of finance (and any other areas) they are disrupting. It should also explain how the two FinTech firms are similar, and different, and finally provide your own strategic recommendations to ensure their future success.**

- For assessment criteria see the ‘Generic Criteria for Assessment at level 7’ document.
- For guidance on how to write the essay see ‘A Guide to Essay writing for Business School Students’ and ‘A Guide to Citing, Referencing and Avoiding Plagiarism’ documents.

Notice that there are two equally important issues to address in this essay. The first is placing bitcoin in the context of the broader previous history of financial technology, and the second is inclusion of examples of current trends in FinTech. Some of these current trends will be Bitcoin/blockchain related, while others not. Here you should draw on the activities of current FinTech firms – to this end you may find the formative group presentations useful, in addition to conducting your own research online and elsewhere.

You may find it useful to access the FT and Economist (for free) via library resources, in addition to material covered on the module to ensure you are as up-to-date as possible on current trends. To do this go to <https://libguides.exeter.ac.uk/>, then click on ‘Go to A-Z List’ button on the right hand side:



then type ‘business’ in the box on the right

 

click ‘Go’ and you will find a range of resources as you scroll down, including the FT and the Economist.