Individual 2,000 word essay (50%)

Please select a single concept related to digital business from the lectures and apply it to an

organisation of your choosing which demonstrates usage of a digital business concept and

critically reflects on strengths and weaknesses of the organisations use of the concept.

For instance, (e.g., Customer Journey Mapping, Strategic pricing in the digital business, Digital

Brand Communities, Dashboards and Power BI, Social Network Analysis, Social Media Analysis,

Ethical concepts, ethical dilemma, IPR, Copyright, patent, trademark, trade secrets, Net

neutrality, Technology solutions, Privacy policies and Regulations, Taxation, GDPR, social

issues).

You must include both facts about the organisation as well as information for the theoretical

aspects from sources such as journals, books, conference etc. Formative feedback will be

provided in seminars and during the pre and post assessment clinics. Please submit your essay

via Canvas.

The report will be judged on the following aspects:

• The essay contains a short introduction giving background, context, and an

outline of the essay [10%];

• The essay is on the topic of digital business and includes reference to a

theoretical concept and an organisation with relevant supporting references and

information [30%];

• Critical reflection on the strengths and weaknesses of the selected organisations

use of a digital business concept [40%];

• A conclusion providing an overall summary of the key points in the essay must

be provided [10%];

• The essay must be supported by academic references and examples and include

a single reference list. See below for further guidelines on formatting and word

limits [10%].

Please conform your report to the following specification:

• Cover sheet providing assignment title, word count;

• Word-processed in Arial 11pt, double spacing;

• Pages should be numbered.

The word count does not include:

• Title and contents page

• Reference list

• Appendices

• Appropriate tables, figures, and illustrations