



ASSESSMENT GUIDELINES

DIGITAL BUSINESS

Fall Semester, 2021/22

Assessment 1: DIGITAL BUSINESS REPORT

Weighting: 100%

Date and method of submission: week 15

Word count or equivalent: 2500 words (+/-10%)

Assessment 1: DIGITAL BUSINESS REPORT (100 % of final mark)

Instructions and requirements:

This assessment aims to assess students' understanding about basic digital business model and how it differs from a traditional business model. In this assessment, students will have to write a final business plan report for a chosen business (any service or product to be digitalized) using a digital business approach with the objective to convince the investors to support your business idea.

The report must include the following elements:

Section 1: Introduction

- Explain what a digital business model is and business digitalising method(s) (Literature review).
- Identify and discuss the differences between a digital business model and a traditional business model and how they contribute to a business' profitability and sustainability.

Section 2: Create your Digital Business Plan

- Vision: What does your business want to focus on in the long term, and how will "digital" play a role in it?
- Mission: What is the key purpose of your business, and how do you want to achieve it using both digital and traditional means?
- Goals: How will you break down your vision and mission into specific, measurable, and time-bound objectives?
- Customers: Who are your target customers, and how will they find you and/or do business with you?



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- Finance: What are your expected revenue streams and investment capital, and how will a digital strategy boost income or lower costs?
- Human resources: What type of human capital do you need to support your digital business, and how easy or tough is it to find them
- Marketing: How do you plan to promote your products, which digital channels will you use, and how will these affect cost and revenue?
- Operations: What will be your operating model (e.g., online, hybrid), and what resources do you need for it? (Distribution centers, network)

Section 3: Conclusion

- Summarise the advantages and disadvantages of your digital business plan.
- Provide reasoning why investors should invest in your digital business model.

Section 4: Oral Presentation

At Week 14, before submitting the final version of the report, students will present in class with PowerPoint presentation for 10-minutes, followed by Q&A session where all attendants may raise questions. Students will also receive feedback from the lecturer and incorporate the feedback into their final version of the reports.