**Digital business monitoring**

Your continuous assessment takes the form of a digital monitoring website.

**What is monitoring?**

Regular monitoring of one's immediate environment is the dream of every organization, but very often they cannot do it because of a lack of resources, means and time. Although they are aware of the importance of monitoring, few organizations invest in a structured and formal monitoring system.

Monitoring is a necessity, an imperative for any organization that wants to ensure its sustainability. It allows us to anticipate change, identify opportunities and detect threats. We need to "scan", observe and continuously monitor our immediate environment: political, economic, social, cultural, technological, etc. to identify innovative practices, emerging trends, to be inspired, to evolve and to innovate. Monitoring is also a tool to help decision making, it consists in "Giving the right information to the right person, at the right time, to make the right decision" Michael E. Porter.

**In order to simplify things I ask you:**

* To create "alone" or as a team a website on Wordpress or another platform
* For each site, each student will have to create and submit 5 articles on the chosen theme.
* Examples of themes can be :
  + Retail and new technologies;
  + Connected objects (in health, home automation, etc.);
  + Blockchain and bitcoins;
  + Artificial intelligence;
  + Video games and e-sports;
  + Virtual reality and augmented reality.

NB: if you want to write more, the 5 best articles will be considered for the rating. Conversely, if you write less than 5 articles, a score of 0 will be given.

* + 1 article is on average 2 to 3 Word pages long
  + It can be completed by images, photos or links to videos
  + The content of the article must cover
    - An issue (a technology, a country, etc.) presented and detailed (supported by statistics, an interview, etc.)
    - An opinion from you (why is it important to talk about this item?)

The link of the site is to be sent to [vdutot@em-normandie.fr](mailto:vdutot@em-normandie.fr) with the title: SMStrategy - MSC \_NameoftheSite

Deadline for the site and posts - March 24, 2023 at 11:59pm

Scoring will be done primarily on:

* The quality of the content (relevance of the information presented) ;
* The quality of the language;
* Opinion;
* Bonus points will be given for the design of the site.

Examples of good digital monitoring can be found below

* [https://digitalart764814475.wordpress.com](https://digitalart764814475.wordpress.com/)
* <https://digitalmarketingwithc.wordpress.com/>