

INF09113 Digital Business Environments

Report 1

Learning Outcomes Covered:	LOs 1, 2 & 3
Assessment Type:	Report
Overall module assessment	100% Continuous (two reports)
For this assessment:	30%
Assessment Limits:	2000 words, plus or minus 10%
Submission Date:	Friday, 1st March 2024
Submission Time:	15:00 (3pm)
Submission Method:	Via Moodle
Turnitin:	Resubmissions allowed until due date
Module leader:	Professor Diane McAdie
Tutor with Direct Responsibility:	Professor Diane McAdie

- You are advised to keep a copy of your submitted assessment.
- Please note regulation Section B5.3.b regards component weighting.
- Late submissions will be penalised following the University guidelines as follows:
 - **Up to 5 working days late, the mark will be capped at 40%.**
 - **After 5 working days late, a mark of 0% will be assigned.**
- Extensions to the submission date may only be given by the Module Leader for exceptional circumstances. – by submitting the appropriate request form available here [Extenuating circumstances](#).
- Feedback on submissions will normally be provided within three working weeks from the submission date.

The University rules on Academic Integrity will apply to all submissions. The [student academic integrity regulations](#) contain a detailed definition of academic integrity breaches which includes use of commissioned material; knowingly permitting another student to copy all or part of his/her own work

By submitting the report, you are confirming that:

- It is your own work except where explicit reference is made to the contribution of others.
- It has not been submitted for any module or programme degree at Edinburgh Napier University or any other institution.
- It has not been made with the assistance of Artificial Intelligence (AI) tools.

1. Requirements

You are required to produce a short (2000 words, plus or minus 10%) report, addressing three inter-connected areas:

1. The reasons for your selection of one specific digital business to study
2. Evaluation of potential information and data sources relating to that business (and its sector)
3. Evaluation of the potential usefulness of four analytical approaches

N.B. in Report 1 you are NOT undertaking the full analysis. The scope of the work covers the preparatory steps – steps that you will build upon for Report 2. Following Report 1 (and feedback received) your plan for Report 2 may go ahead as anticipated, or else you may change your focus.

2. Report Content Areas

1. Reasons for your selection of one digital business

In this section, you should explain your choice of business to study. While the word ‘business’ is used, it is acceptable to choose a public sector or charitable (‘third sector’) organisation.

Overall, you should aim to be as clear as possible about **why** this organisation makes a good case study for a digital business analysis – and what you will be aiming to show in your report, by focusing on this business.

The organisation might be a long-established organisation adapting to the digital environment, or it might be a more recent pioneer or start-up in the digital economy. It might be a fully digital operation with online products and services, or else have a mix of digital and physical products and services. It might be doing well – or it might be struggling!

DO NOT choose a dominant, large digital enterprise – Amazon, Facebook, Google etc are huge and complex businesses beyond the scope of the work you’ll produce for this module. Smaller businesses with niche products/services are better candidates. If you do wish to study a large business, you should scope this carefully – focusing on one geographic market or a particular product or service area – and check that with a module tutor.

2. Evaluation of potential information and data sources relating to that business (and its sector)

Your choice of organisation must be based on a good understanding of available sources of information and data.

When you implement your full analysis (in Report 2), you will be applying analytical tools and concepts covered in the lectures, tutorials and practical, but you will also need to undertake further research to collect information and data relating to that organisation’s approach to ‘digital’.

Some questions to consider in this section:

- Does the organisation have a profile that has attracted good quality journalism or analysis that is easily accessible to you? Some digital businesses are widely reported and in some detail. What relevant materials are available?
- Does the organisation have a significant 'digital footprint' that is easily accessed and could provide useful source material? What is the extent of the digital footprint?
- Does the organisation operate in a sector that has undergone significant digital transformation – or that emerged as a digital sector? Are reports and analyses available which examine this sector?

The availability of information is clearly related to your choice of organisation – this section should provide a strong argument that useful material is available, **discussing some examples and including references to sources**.

3. Evaluation of the potential usefulness of four analytical approaches

In Digital Business Environments you apply techniques for undertaking systematic analysis of how organisations are approaching digital platforms and building relationships with customers, suppliers and other stakeholders. In this section you should provide a detailed discussion of the relevance and potential usefulness of each of the following approaches (but without actually undertaking the full analysis):

- Digital Marketplace Map
- Consumer Channel Structures Analysis
- Value Analysis
- SLEPT analysis

You should pay most attention to those approaches you think will be most useful. Remember that the discussion here should clearly relate to the characteristics of the business and its context. **You should aim to link your arguments in this section, to points made in the other sections of the report.**

3. Format

The report should contain a title page showing the word count and your matriculation number (do not include your name). The main body of the report should be 2000 words (plus or minus 10%), excluding title page, reference list and appendices. The Introduction should set out the remit and purpose of the work, and the Conclusion should recap on the significant outcomes. Appendices may be used to contain any supporting information.

The report should conform to the following structure:

Title Page

Introduction (approx. 100 words, explaining the remit of the work)

Reasons for your selection of one digital business (approx. 600 words)

Evaluation of potential information and data sources (approx. 400 words)

Evaluation of the potential usefulness of four analytical approaches (approx. 800 words)

Conclusion (approx. 100 words, summarising the outcomes of the work)

References (a list of the published sources cited in your report in Harvard APA format)

Appendices

Before you submit the report, it should be spell-checked and proofread. The final version must be submitted in the Report 1 submission link on Moodle. If you have specific problems which are outwith your control and prevent you from meeting the deadline, you may request an extension in advance of the due date by completing form RE1 and submitting this to your Module Leader for a decision.

4. Academic Skills Support

You are encouraged to contact Annemarie Douglas a.douglas@napier.ac.uk if you require any academic skills support to help you to complete the assessment tasks. If you are not familiar with academic report writing, contact Annemarie for advice!

5. Marking Rubric and Criteria

Report 1 is percentage graded and is worth 30% of the overall module mark. The marking grid for awarding points for each of the assessment components is as follows:

Introduction and Conclusion	None 0 points	Substantial work required 1.5 points	More work required 3 points	Pass 4 points	Satisfactory 5 points	Good 6 points	Very Good 7 points	Excellent 8.5 points	Outstanding 10 points
Reasons for selection of digital business	None 0 points	Substantial work required 4.5 points	More work required 9 points	Pass 12 points	Satisfactory 15 points	Good 18 points	Very Good 21 points	Excellent 25.5 points	Outstanding 30 points
Evaluation of potential info & data sources (with references)	None 0 points	Substantial work required 3 points	More work required 6 points	Pass 8 points	Satisfactory 10 points	Good 12 points	Very good 14 points	Excellent 17 points	Outstanding 20 points
Evaluation of the potential contribution of four analytical approaches	None 0 points	Substantial work required 6 points	More work required 12 points	Pass 16 points	Satisfactory 20 points	Good 24 points	Very good 28 points	Excellent 34 points	Outstanding 40 points

The award of points in this grid is based on the following general guide:

None - this component has not been provided

Substantial work is required - An attempt has been made but there is a significant lack of detail/clarity/evidence/research/evaluation to demonstrate knowledge and understanding of Digital Business analysis.

More work is required - More detail/clarity/evidence/research/evaluation is required to demonstrate knowledge and understanding of Digital Business analysis.

Pass - There is adequate evidence to demonstrate knowledge and understanding of Digital Business analysis, but critical/creative thinking and evaluation needs further development. Linkages between sections are weak.

Satisfactory - There is satisfactory evidence of knowledge and understanding of Digital Business analysis. The submission tends to be *mainly* descriptive and should more fully justify and critically evaluate decisions, data sources and approaches. Linkages between sections have been made.

Good - There is clear evidence of knowledge and understanding of Digital Business analysis. The submission demonstrates critical thinking that could be further enhanced. Linkages between sections are clearly outlined.

Very Good – Effective demonstration of knowledge and understanding of Digital Business analysis. The submission demonstrates critical thinking, supported with robust evidence/referencing. There is a sustained argument with clear linkages between sections.

Excellent – Extremely effective demonstration of knowledge and understanding of Digital Business analysis. The submission is supported with high quality evidence/referencing and demonstrates a high level of critical and creative thinking, and synthesis of argument across each section. Criticality, novelty and initiative are clearly evident.

Outstanding - Outstanding knowledge and understanding of Digital Business analysis. The submission is supported with high quality evidence/referencing and demonstrates a very high level of critical and creative thinking, insight, initiative, and synthesis.