CW1 Assignment Brief and Marking Scheme – Digital Economy

Module Title:	Digital Economy	**Module Code:**	**6WBS0036**
Assignment Format & Maximum Word count	Report on an Existing Digital Strategy of an Organisation 1,500 words Report format	**Assignment Weighting:**	50%
Coursework Submission:	Time: before 23:30 (UK time) Date: Thursday 23 July 2020 Method: Only online via Canvas Module site in Microsoft Word format	**Marker Coursework return Date returned to students:**	By 20 August 2020
Module leader	Colin Mattis	**First marker**	Colin Mattis, Julie Joseph, Angelene Pietersen and Neil Godfrey
Internal Moderator	Approved ✓ Date: 11 June 2020	**Module Board name**	BABA ONL
External Examiner	Approved ✓ Date: 22 June 2020	**Module Board date**	October 2020

Assessment Criteria
Learning Outcomes: Knowledge and Understanding tested in this assignment:
- LO1. Analyse the range of different e-business models and strategies open to organisations;   - LO2. Examine a range of digital economy solutions appropriate to an organisation's strategic objectives;   - LO3. Summarise how the digital economy has developed and consider how it will continue to develop in future;   - LO4. Evaluate the strengths and weaknesses of online communication;
Learning Outcomes: Skills and Attributes tested in this assignment:
- LO5. Communicate effectively ideas about the digital economy and strategies to enable organisations to respond to it;   - LO6. Write a business report that examines the opportunity for strategic improvement in current and future business practice.
Transformational Opportunities
To explore the digital strategy of a 'real' organisation of your choice
Feedback /Marking criteria for this Assignment
Performance will be assessed using HBS Grading Criteria and Mark scheme. Guidance for improvement will be given in writing on the Assessment Feedback Form or on the StudyNet Feedback Form within 4 weeks of submission. Plagiarism or collusion offences will be handled in line with the relevant HBS policies.

For each day or part day up to five days after the published deadline, coursework relating to modules submitted late will have the numeric grade reduced by 10 grade points until or unless the numeric grade reaches 40. If a submission is more than 5 working days after the published deadline, a grade of zero will be awarded. Where the numeric grade awarded for the assessment is less than 40, no lateness penalty will be applied |

Detailed Brief for Individual Assessment

The Title of the Assignment

Report on the Existing Digital Activities and Strategies of a Chosen Organisation

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Purpose of the Assignment

The purpose of the assignment is to use the material you have studied in units 1 – 5 and your local workshops to draft a report on the existing digital activities and strategy of an organisation of your choice.

Introduction to the Work/Scope/Context

This coursework assignment requires you to choose an organisation you wish to find out more about and, using secondary sources e.g. websites, news items, articles etc. and academic texts and journals available via the online library in StudyNet, write a report on their existing digital activities and strategies and the issues facing the organisation in developing/improving its e-business strategy.

As a minimum, you must use the resources in units 1 – 5 and your first five local workshops.

Your report should at least include the following four sections:

1. a brief summary of the organisational background including what type of e-business model the organisation currently operates;

2. the organisation's current e-supply chain;

3. the organisation current e-business strategy including its mission and how it measures strategic success; and

4. in the final section, you should identify the issues facing the organisation in developing its e-business strategy.

Your Specific Instructions

1. Identify an organisation that you are familiar with - it may be an organisation you work for or have worked for or it may be an organisation you are interested in. You will need to do some research into the organisation so you need to consider what information is publicly available on the organisation e.g. through its website, news articles or other documentation. This should be through secondary sources, you shouldn't approach or question the organisation direct.

2. Research into the background of the organisation and its current e-business activities – its e-Business model, e-Supply chain and e-Business strategy. Again, you don't need to do any primary research, existing secondary sources will be adequate.

3. Using module materials to inform your analysis, draft a report on its existing e-Business activities and strategy using the four sections in the advice above.

4. Referencing: in-text citation and a full 'end-of-document' reference list is required for your report.

5. Use the assessment criteria and marking scheme to check the mark allocation for this assignment and prepare accordingly.

6. You should save your report using the following naming convention - "Family name SRN" e.g. Sim_0987565.

7. Submit your CW1 assignment in the form of a report via the 'Assignment' section within the Canvas Module site. Please submit/upload your report as a Microsoft Word file only.

8. The word limit is 1,500 words (plus or minus 10%) which excludes title page, contents list, any executive summary and references and the contents of any table and/or words used to label

diagrams/graphs. Please note that the use of tables should be used appropriately to support your investigation and analysis and should not be used to extend the word count of your report.

9. CW1 will be marked out of 100 and is worth 50% of the overall marks for this module.

10. Use the marking scheme below and the UG Grading Criteria for HBS Coursework (Report) to support your preparation and delivery of your report.

11. Ensure that you check your email frequently and the Announcement section within the Canvas module site. There will be either a narrated PowerPoint or a live online coursework briefing session that you can attend (the date and time will be confirmed but at least 2 weeks prior to the assignment submission deadline).

Approach to the assignment

You need to make sure you are using module material and theories in analysing the current e-business strategy of the organisation. This is an academic activity as well as a practical application of module material so please include full in text referencing and a reference list at the end of your report using the Harvard referencing system. You can choose to write the report as though you are an internal or external consultant, but the audience should be the senior management team.

Tips:
- Choose a real organisation. Do not attempt to make one up or write about a very new start up because it is difficult to identify the current strategy and the issues they face;
- Choose models or frameworks from units 1 – 5 and your first five local workshops to draft your assignment;
- You will get good marks from the application of these models and frameworks to your chosen organisation. Read the marking criteria to find out how marks are awarded.

Take care to write in your own words and not cut-and-paste from module materials or from the organisation's materials.

Marking Scheme	Weighting
Report Presentation and Structure Generally, follows the recommended structure and does not exceed the recommended maximum word count of 1,500 words (plus or minus 10%). Written is a clear error-free academic language. Follows a logical flow of the argument. Presents this assignment in a report format.	10
Harvard Referencing Uses a variety of credible academic and industry sources and follows the Harvard Referencing system/protocol to include in-text citation and an end reference list.	10
Knowledge and Understanding Demonstrates knowledge and understanding of the units and core text referred to in the assignment brief – units 1 – 5 and your first five local workshops	40
Integration and Application of Material Integration and application of the conceptual material and frameworks (including academic texts and journals) to your chosen organisation in a way that generates insight for the reader	25
Analysis and Critical Evaluation Analysis and critical evaluation to inform issues identified as part of your findings in the final section/conclusion to your report.	15
Total	100

Student Support and Guidance

- For further help, attend the online session on the course work. If you have any further questions, contact your module leader by email or via Class Discussions.

- Use the Grading Criteria and Mark Scheme to help improve your work.

- Use the CASE website www.studynet.herts.ac.uk/go/CASE/

- Make full use of Library search to identify relevant academic material and the 'Subject Toolkit for Business' which contains links to other Information Databases and the Information Management contact details.
  (http://www.studynet1.herts.ac.uk/ptl/common/LIS.nsf/lis/4DAF5390094771C2802575ED004212BF)

- Some tutors allow students to test their work using Turnitin. Guidance on submission to Turnitin via StudyNet can be found by using the following link.
  http://www.studynet1.herts.ac.uk/ptl/common/asu.nsf/resource+library/TURNITIN+FOR+STUDENTS+2016+USER+GUIDE.pdf/$FILE/TURNITIN+FOR+STUDENTS+2016+USER+GUIDE.pdf

CW1 Assessment Brief and Marking Scheme – Digital Economy (SDL)

UG Grading Criteria for HBS Individual Report   Module Code: 6WBS0036   Lecturer: Student ID number:_____

Penalty: Moderator:
Total Mark Awarded:

REPORT	Presentation & structure	Intellectual Curiosity	Content/ Terms/ Findings/ Definitions/ Calculations	Application & Integration	Discussion /Analysis /Critical evaluation &/or Reflection
Task details	**Follows report structure & keeps to word limit of 1500 words**	**Follows Harvard style for in-text citation & Reference List Use a minimum of THREE sources of academic quality (textbooks and/or journals)**	**Demonstrates knowledge and understanding of the units and core text referred to in the assignment brief – units 1 – 5 and your first five local workshops**	**Integration & application of the conceptual material and frameworks to organisation chosen in a way that generates insight**	**Analysis and critical evaluation to inform issues identified in the final section of your report**
Marks	**10**	**10**	**40**	**25**	**15**
90-100 Outstanding	**Outstanding** presentation & report structure, with numbered paragraphs, list of contents/figures &appendices. Articulate & fluent academic writing style with ideas cross referenced. No grammatical / spelling errors.	**Outstanding** selection of quality sources, well beyond core & recommended resources. Outstanding standard of referencing within text & consistent use of Harvard referencing system. Accuracy of in-text references & full details shown in Reference list.	**Outstanding** exploration of topic showing outstanding knowledge & understanding through thorough & appropriate research. Impressive choice and range of appropriate content.	**Outstanding** business insight & application. Outstanding integration of literature/data into work. Very impressive breadth and depth.	**Outstanding** level of discussion/analysis/ critical evaluation &/or reflection. Highly developed/ focused work, with thorough consideration of all possibilities and aspects of the topic.
80-89 **Excellent**	**Excellent** presentation & report structure, with numbered paragraphs, list of contents/figures, appendices & cross referencing. Articulate & fluent academic writing style. Only minor errors.	**Excellent** selection of quality sources. Evidence of independent searching beyond core & recommended resources. Excellent standard of referencing within text & consistent use of Harvard referencing system. Accuracy of in-text references & full details shown in Reference list.	**Excellent** level of knowledge & understanding demonstrated. Evidence of appropriate reading. Covers all relevant points & issues.	**Excellent** business insight & application. Excellent integration of literature/data into work. Impressive breadth and depth.	**Excellent** level of discussion/analysis/ critical evaluation &/or reflection. Clearly developed points all of which are relevant to the topic.
70-79 **Very Good**	**Very good** presentation & report structure, paragraphing, use of numbering, list of contents/figures, appendices & cross referencing. Fluent academic writing style. Very few grammatical errors & spelling mistakes.	**Very good** selection of quality sources beyond the recommended resources. Few irrelevant/poor quality sources used. Very good standard of referencing within text & consistent use of Harvard referencing system. Accuracy of in-text references & full details shown in Reference list.	**Very good** level of knowledge & understanding demonstrated. Covers most relevant points & issues. Few errors / omissions in content/calculations.	**Very good** business insight & application. Very good integration of literature/data into work. Very good use of literature/data with breadth and depth.	**Very good** level of discussion/analysis/ critical evaluation &/or reflection. A few less relevant ideas/points or would benefit from further development &/or evaluation/comparison.
60-69 **Good**	**Good** presentation & report structure, use of numbering & appendices. Writing is mainly good with some flow and spelling &/ or grammatical errors seldom impede understanding.	**Good** selection of mostly quality sources but some irrelevant/poor quality sources used beyond the recommended reading. Good standard of referencing within text & consistent use of Harvard referencing system. Accuracy of in-text references & full details shown in Reference list.	**Good** grasp of the topic & some of its implications presented. Good knowledge & understanding is demonstrated. Minor errors / omissions in content/ calculations.	**Good** business insight & application. **Good** integration of literature/data into work. Good use of literature/data with adequate breadth and depth.	**Good** level of discussion/analysis/ critical evaluation &/or reflection but more ideas/points could be addressed or developed further.
50-59 **Clear Pass**	**Clear** presentation & report structure with paragraphing that is effective for the most part and use of numbering & appendices. Writing is mainly clear but some spelling &/ or grammatical errors may slightly impede understanding.	**Some** quality sources used to clear effect, but some may be inappropriate. Limited attempt to go beyond recommended reading. Harvard referencing system is mostly consistently, though there may be minor inaccuracies.	**Sound** grasp of the main topic with clear knowledge and understanding of the main issues demonstrated. There may be some errors/omissions in content/calculations	**Sound** business insight & application. Integration of literature/data into work. Use of literature/data with some breadth and depth.	**Sound** level of discussion/analysis/ critical evaluation &/or reflection but some irrelevant points and more ideas/points could be addressed /developed further.
40-49 **Marginal Pass**	**Satisfactory** basic report structure. Not always written clearly & has grammatical &/ or spelling errors which impede understanding. **See CASE with feedback**	**Satisfactory:** Some quality sources used. Research did not go beyond the recommended sources. Satisfactory referencing within text & some inconsistent use of Harvard referencing system. **See CASE/ Information Managers (LRC) with feedback**	**Satisfactory** content / level of knowledge of the topic. Addresses most of the task. Some errors / omissions in content/ calculations. May benefit from further research.	**Satisfactory** business insight & application. Limited integration with literature/ data. Use of literature/data but limited in breadth or depth.	**Satisfactory** basic evidence of discussion/analysis/ critical evaluation &/or reflection but some points irrelevant or superficially made so need further development. **See CASE with feedback**

30-39 **Marginal Fail**	**Weak** report format. Limited or poor structure. Muddled work with many spelling & / or grammatical errors. **Must see CASE with feedback**	**Weak:** Limited evidence of appropriate research. Some use made of recommended reading, but the majority of sources are irrelevant/of poor quality. Weak use of Harvard referencing system with errors & inconsistently applied. **Must see CASE/ Information Managers (LRC) with feedback**	**Weak:** Limited content / knowledge/ calculations. Limited or muddled understanding of the topic/question. Does not meet all the learning outcomes.	**Weak:** Unsatisfactory evidence of business application & insight Work needs to show better links between practical application and theory.	**Weak:** Limited evidence of discussion/analysis/ critical evaluation &/or reflection.More development & comment needed. May need to do more than describe. **Must see CASE with feedback**
20 – 29 **Clear Fail**	**Inadequate** report format and poor paragraphing / signposting. Inappropriate writing style. Poorly written &/or poor spelling & grammar. **Must see CASE with feedback**	**Inadequate:** Little evidence of appropriate research. Few quality sources used from recommended reading. Inadequate use of Harvard referencing with many errors &/or inconsistencies. **Must see CASE/ Information Managers (LRC) with feedback**	**Inadequate:** Lacking in relevant content/ knowledge/calculations. Content irrelevant / inaccurate. Does not meet all the learning outcomes.	**Inadequate:** Lacks evidence of business application & insight. Some literature irrelevant to topic.	**Inadequate:** Lacking / inadequate level of discussion/ analysis/critical evaluation & /or reflection. Descriptive. **Must see CASE with feedback**
0 – 19 **Little or Nothing of merit**	**Nothing of merit:** Poorly written work, lacking structure, paragraphing / signposting. Many inaccuracies in spelling & grammar. **Must see CASE with feedback**	**Nothing of merit:** No evidence of research. No use made of recommended reading. Sources are irrelevant & of poor quality. No or little attempt to use the Harvard referencing system. **Must see CASE/ Information Managers (LRC) with feedback**	**Nothing of merit:** Unsatisfactory level of knowledge demonstrated. Content used irrelevant / not appropriate/ to the topic. Does not meet the learning outcomes.	**Nothing of merit:** No evidence of appropriate business application & insight.	**Nothing of merit:** Unsatisfactory level of discussion/analysis/critical evaluation &/or reflection **Must see CASE with feedback**
KEY ACTIONS **To achieve a higher grade, next time you need to…** **(Where to go?) Who can help?)**	**1.** **2.** **3.**				

Hertfordshire Business School
Useful Assessment Verbs for Exams and Assignments

Term	Meaning
KNOWLEDGE	
Classify	Arrange into groups/divide according to class/type
Define	Explain precisely; state the meaning of; give details to show boundaries/distinguish it from others
Describe	State a detailed account; information showing what/why/when/where/how/who something/ one is
Identify	Name, specify, point out, pick out key facts, features, criteria, etc
List	Catalogue; name items in a sequence; mention briefly
Record	Register data, make accurate note of facts, evidence
State	Express main points carefully, completely, briefly and clearly; specify
Summarise	Give an account/overview of the topic /main points of; make a short general statement about

Term	Meaning
COMPREHENSION	
Calculate	Work out/find out using your judgement; determine; weigh reasons carefully
Compare	Examine two or more things / ideas in order to focus on their relationship/likeness/similarities & only mention/acknowledge differences
Discuss	Consider from several points of view & explore implications; put the case for and against a proposition & end with some statement of your own position
Explain	Make clear and understandable; give reasons for; interpret and account for
Express	Clearly state, show an opinion/a fact/a feeling
Indicate	Show; point out; draw attention to; give evidence of; make clear;
Prepare	Get ready, set up, practise and/or make something, e.g. a presentation
Present	To introduce & deliver/depict/portray/display/demonstrate/show, put forward arguments for and expound a case, to being to notice
Quantify	Express/measure the amount or quantity of
Recognise	Identify, recall, recollect, acknowledge, spot, notice, endorse, accept as valid, appreciate, pick out
Relate	Show/establish how things are linked to & impact upon each other, and to what extent they are alike
Report	Give an account of, inform, recount, relate, record
Review	Make a survey of, examining the subject critically; consider and judge carefully
Translate	Interpret, convert, decode and explain

APPLICATION	
Apply	Explain something, e.g. theory, with links, evidence and examples, e.g. from the real business world so shows something is understood
Demonstrate	Show clearly by giving evidence/proof/examples. Develop the idea by reasoning and example
Derive	Obtain results/draw from/ develop
Find	Discover something, e.g. information, reveal meaning, locate, obtain
Forecast	Predict, estimate or calculate possible results linked to criteria, complete or incomplete facts or reasoning
Highlight	Emphasise, stress, underline, show up, focus, attention on, give prominence to
Illustrate	Make clear by using examples; use figures or diagrams to explain; show the meaning of something by giving related examples
Implement	Put into practice or action a plan, apply, employ, instigate
Plan	Arrange something or event with aims, times, stages, sequence, outcomes
Produce	Make, create, construct something or make clear case for
Reconcile	Bring together, settle/resolve issues e.g. levels of acceptance of a statement/proposition
Schedule	Plan and identify the order of actions or events within a set timescale, agenda, calendar, rota, list
Solve	Unravel the issues, work out the answer, decipher and explain
Tabulate	Put things in a table or chart to show clear results/information
Use	Employ, apply something, apply and draw on experience, knowledge
Validate	Confirm, authenticate, certify, endorse, support with evidence
Verify	Make sure that something is accurate/true; check; prove that with evidence…

ANALYSIS	
Analyse	'Take apart' an idea or statement; 'unpack'; deconstruct; examine in depth & consider how the parts interrelate, give reasons & answers to questions (e.g. Who? What? Where? When? Which? Why? How?)
Argue	Make a case based on appropriate evidence to support a point of view
Compare and contrast	Compare two or more objects/things/people to focus on their similarities and their differences
Debate	Question/dispute/deliberate/argue a view or case
Differentiate	Explain/show how something is different from something else
Distinguish	Identify the differences between/separate/discriminate
Examine	Consider; look closely at a question to find out
Interpret	Give an account of the meaning; use your judgement indicating relationships to others or way of looking at
Propose	To offer or put forward for consideration or acceptance, something to be undertaken
Question	Query subject matter; make enquiries to identify and address issues/problems, to consider and doubt facts and possibilities, complete and incomplete knowledge/understanding
Test	Question and check out material/views; investigate and experiment to assess evidence, try to prove

SYNTHESIS	
Create	Generate/construct/design/invent some original thought/idea/thing/product
Design	Devise/plan/invent/draw up plans/propose/formulate
Determine	Find out something exactly; establish/decide
Explore	Discover more about; look carefully for; investigate; seek for/after; attain by search
Formulate	Express/compose/devise something by means of a formula or model or specific words/definitions
Integrate	Incorporate, put together things; combining ideas, theories and /or practices
Justify	Argue/defend/support an issue or case; provide explanations and reasons/facts/information/ strong evidence and examples
Organise	Put in some order, sort out people, plans, facts, issues; arrange/systemise
Structure	Organise and arrange ideas/things in a clearly formulated way; construct obvious shape, by a plan with organisation/ composition
Synthesise	Consider different materials/views to bring common points together

EVALUATION	
Advise	Give suggestions based on your judgement/views about future actions, with explanations /evidence/ reasons
Appraise/ Assess	Judge the importance/value/ quality/worth of something and give reasons
Conclude	Give an answer/ summary, a final account, reach a decision about something showing the key steps/points/ reasons/judgements that assisted you in reaching your view/answer
Critically…/ Critique	Comment on the merit of data/theories/opinions/relevance; judge evidence; weigh up strengths / benefits and faults/weaknesses
Estimate	Predict; form an opinion as to the degree/nature/ value/size/amount of
Evaluate	Make an appraisal as to the worth of; judge effectiveness/value/quality/nature/use of/amount of
Judge	State opinion/view based on evidence/examples; ascertain to what distance/amount; to what extent; to what degree
Recommend	Suggest possible actions/routes/outcomes; linked to and based on previously shown knowledge and understanding, may include your views and advise
Reflect	Consider and assess strengths & weaknesses/usefulness/quality/ performance and draw conclusions