Description 5DIBU001W Digital Business Fundamentals This coursework is worth 25% of the total marks available for this module. This is an individual assignment; therefore, you should not share ideas or material with others, while completing this work. Please note that this is a concept map assignment and includes two parts. Task The title of this Assignment is: An Investigation into the digital business concepts This assessment consists of two parts: 1. A concept map which is drawn by available tools such as Microsoft PowerPoint or online concept map makers. 2. The exhibition and presentation of the concept map in Week 9 in the lecture or seminar session. 5DIBU001W DIGITAL BUSINESS FUNDAMENTALS 2 The description of the task is as follows: Your task is to prepare a concept map to exhibit in the lecture or seminar class1 in Week 9. Using available tools such as Microsoft PowerPoint or online concept map makers, you should map out your understanding of the concepts and methods of digital business (LO1). In addition, this map needs to communicate the applications of these concepts to the contemporary business environment (LO1). The map and presentation should address the following requirements: • Choosing the appropriate concepts and methods of digital business for the map. A significant number of ‘digital business’ concepts such as the definition of digital business, emerging technologies, disruptive technologies, sharing economy, new business models, digital platforms, digital infrastructure, digital enterprise, artificial intelligence, etc. are introduced and explored in this module. The first step of producing your concept map is to (1) choose a number of these concepts for your map. In your presentation, you need to argue (2) why these concepts have been selected and (3) why they can represent your in-depth knowledge of digital business. • Linking these concepts and methods properly. You should identify (1) how the selected concepts need to be linked together on your map. (2) Connecting two concepts on your map needs to be meaningful and (3) what a link means should be elaborated. • Highlighting the application of these concepts and methods to the contemporary business environment. (1) You should identify and discuss the implications of the selected digital business concepts and methods for the business landscape. (2) A few examples should also support these implications. • Reference List. References should be included for all source material you use in this concept map. The reference list should be included in one of the corners of your map in a single integrated list; it must follow the Westminster Harvard Referencing Style. Please see the Assessment folder on Blackboard for the University of Westminster Guide to Harvard Referencing. o At least five published sources of information should be used. Wikipedia is not to be included as a reference source and over-reliance on web-based articles is not considered appropriate for this assignment. 1 Half of the students will exhibit and present their concept maps during the lecture time and the other half during the seminar in Week 9 . In order to find out the exact time of your exhibition and presentation, please check the module Blackboard page. 5DIBU001W DIGITAL BUSINESS FUNDAMENTALS 3 In order to satisfy the requirements this coursework, you should prepare and print your concept map using Microsoft PowerPoint or other tools suitable for this purpose on a A3 sheet . All the above-mentioned requirements are not possible to be addressed and exhibited on your concept map. Therefore, each student has six minutes to present his/her concept map and also elaborate on the required details which cannot all be included in the map. Then, the markers have four minutes to ask any questions regarding the map or/and the provided detail in the verbal presentation.