BCO217DIGITAL BusinessFinalAssignmentTask brief & rubricsTaskThe actual COVID-19 outbreak is having a huge impact in the global economy. The need for digitalization and digitization on business processes, services and products is more evident than ever. The value for digital driven models is increasing, as companiesengaging on digital innovation and transformation are likely more capable to overcome the actual crisis. Student need to identify from the given list, one company fulfilling atleast one of the following conditions:•Identify an organization under significant threat from actual restrictions, but quickly innovated digitally their operations to mitigate impact.Describe which capabilities they had, and what processes have been implemented to enable positive changes. •Identify one organization that has been affected by the outbreak and recommend how can they leverage digital strategies to grow again.•Identify an organization experiencing significant growth during the outbreak because of its digital business model. Indicate if this growth is just circumstantial and short term or not. Also give recommendations to sustain this growth after normalization. Student must elaborate anessaydescribing and explaining all the elements involved in the business strategy of the company under the actual circumstances.Formalities:•Wordcount: 2000-2500 words.•Font: Arial 12 pts. •Text alignment: Justified.•The in-text References and the Bibliography have tobe in Harvard’s citation style.(Not included in the wordcount)It assesses the following learning outcomes:•analyze the development of competitive advantage through digital technology •identify current trends and technology in digital businesses •understand how digital technologies can be integrated within business•describe the digital business and compare it with non-digital businesses•analyze and assess different approaches to the development of digital platforms.

List of Companies:•Walmart•Tesco•Expedia•Air France•EU Business School•Amazon•Netflix•HBO•Cirque Du Soleil•DAZN•ESPN•McDonalds•KFC•Asos•Burberry•BBVA•Caixabank

RubricsExcellent 90-100%Good 80-89%Fair 70-79%Marginal Fail 60-69%Fail <60%KnowledgeStudentdemonstrates thorough understanding of content.Studentdemonstrates considerable under-standing of content.Studentdemonstrates some understanding of content.Studentdemonstrates limited understanding of content.Studentdemonstratesnounderstanding of content.Critical-thinkingThere is good evidence of critical appraisal of ideas and concepts, the insights are outstanding Evidence of critical analysis is generally weak but is at a reasonable level for this point in Digital Business

There is some evidence of critical appraisal of ideas and concepts, but the analysis and insights are rudimentary in terms of the Digital Business There is very limited evidence of critical appraisal of ideas and concepts and those that are offered are weakThere is limited or no evidence of critical appraisal of ideas and concepts in Digital BusinessEvaluationStudent provides a mature reflection on what they have learned from the classes and their own research Student provides some reflection on what they have learned from the classes and their own research Student attempts to reflect on what they have learned from the classes and their own research Student insufficient reflects on what they have learned from the classes and their own research Student does not reflect on what they have learned from the classes and their own research ApplicationApplies knowledge and skills in familiar contexts with a high degree of effectiveness, providing relevant examples that support points.Applies knowledge and skills in familiar contexts with considerable effectiveness, providing some relevant examples that make a good attempt at supporting points.Applies knowledge and skills in familiar contexts with some effectiveness, providing examples although some may lack relevance or provide limited support.Applies knowledge and skills in familiar contexts with limited effectiveness, few/ irrelevant examples provided.No application of possibleknowledgeorskills.No examples provided.CommunicationUses conventions, vocabulary, and terminology of the discipline with a high degree of effectiveness.Uses conventions, vocabulary, and terminology of the discipline with considerable effectiveness.Uses conventions, vocabulary, and terminology of the discipline with some effectiveness.Uses conventions, vocabulary, and terminology of thediscipline with limited effectiveness.Lack of use ofconventions, vocabulary, and terminology of the discipline.