



Assessment: 4
What did I Learn from Digital Enterprise?

BY: Hardik Alkesh Ghadiali

POSTGRADUATE DIPLOMA IN BUSINESS
APMG 8119: DIGITAL ENTERPRISE
2017

Course Learning

- *Understand the basic concept of Digital world with the help of theory and practical practices.*
- *Covered the digital enterprise and it's related problems in contexts of consumer market, organization model, social media, community and digital technology in business world.*
- *Learned holistic and real examples of digital enterprise perspectives to understand today's new digital world of doing business.*

Learning outcomes from Assessments

1	Critique a range of contemporary issues and opportunities facing the consumer in a digital business environment.
2	Critique a range of contemporary issues and opportunities facing the enterprise and their model of value creation in business.
3	Analyse the role of contemporary technologies in marketing and enterprise value creation.
4	Critique a range of contemporary issues and opportunities facing society and stakeholders in a digital environment.
5	Evaluate and reflect on the evolution and development of the digital enterprise in business environment, markets and society.

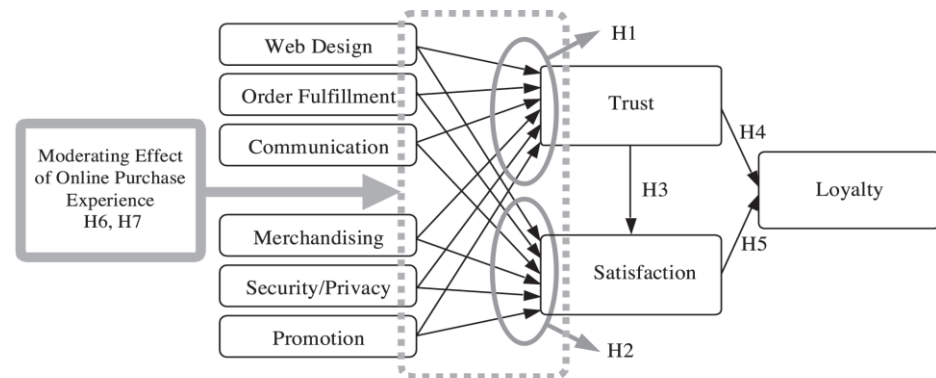
Assessment: 1

Customer Experience Analysis

With the help of different case studies and class discussion of New Zealand based online businesses, selected our choice of local online business and applied with the theory of Customer experience map.

This assessment helped to learn following aspects of digital world,

1. Difference between Market place and Market Space.
2. Customer buying behavior towards Market Space.
3. Issues and opportunities of digital world in context of customers.



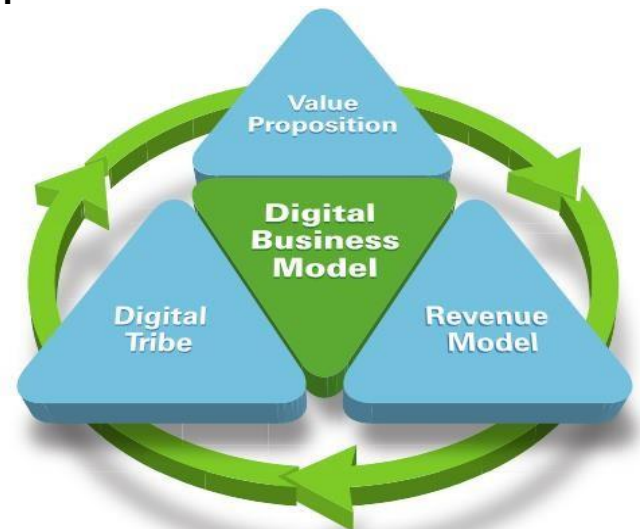
Assessment: 2

Company Business Model

In this assessment we did analysis of New Zealand based eBusiness that has a fully functional eCommerce service to customers online using Digital tribe and Digital business model theory.

This assessment helped to learn following aspects of digital world,

1. Online business market and industry in New Zealand.
2. Value creation of online business for customers.
3. Revenue creation model of online business.
4. SWOT analysis for online business.
5. Risks and opportunities for the online businesses.



Assessment: 3

Critique copyrights & Data ownership

With the help of Megaupload case study, gained knowledge about “Unethical online websites” and “New Zealand copyright Acts”.

This assessment helped to learn following aspects of digital world,

1. NZ copyrights acts.
2. Data ownership and privacy of online data.
3. Unethical and illegal online businesses.
4. Idea about Online traffic of users and how this industry works.



Personal experience

I have learned many new concepts of Digital world of business and also New Zealand's business culture of Market Space.

Now I know many theories and techniques related to Digital enterprise like,

- How this industry works?
- How people reacts to online business?
- New Zealand Digital business culture and Acts of copyrights.
- Business models and theories like KPMG tool, Digital tribe, etc.
- Historical cases and big players of online business websites.
- Who are related to this business like Users, Date owners, Website stakeholders, Shareholders, Competitors, etc.
- Customer's value creation, consumer buying behavior towards online businesses.

It was an amazing experience to learn about interesting and innovative digital market of business which is new generation of doing business now a days.

Thanks to Unitec.

**Special thanks to professor,
Dr. Nitin Seth.**