

COURSE EVALUATION

Every group must be composed of 5 or 6 people

-working paper (50% of the evaluation): max 3000 words Word document

deadline for the submission: 12/05/17 at 12:00 am

-presentation (40% of the evaluation): 19/5 from 2 p.m. to 6 p.m.. 30 mins/group

-participation (10% of the evaluation)

TOPIC OF PAPER AND PRESENTATION

OBJECTIVES AND STRATEGIES OF COMPANIES IN THE DIGITAL WORLD AND POSSIBLE FUTURE STRATEGIES

You can choose from this list:

- Google
- Facebook
- Tesla
- Apple
- Alibaba
- Virgin America
- Netflix
- Samsung
- Uber

You have to explain the history of the company, describe the current strategy highlighting the implications and suggest a new digital strategy