Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

Module name	Digital Business
Module code	BM2206
School	Cass Business School
Department or equivalent	Undergraduate Programme
UK credits	15
ECTS	7.5
Level	5

MODULE SUMMARY

Module outline and aims

Digital technologies are transforming organizational processes and business models in several industries. 'Born digital' entrepreneurial firms such as Uber have often led the way in the transformation, but the vast majority of organizations are not 'born digital'. How can these organizations use digital technologies to innovate and succeed? The aim of this module is to provide you with the fundamental knowledge and skills you need to address this question. We will explore the business implications of digital technologies and what is required for you to manage the transition to digital business.

At the end of this module you should:

- understand how digital technologies are revolutionising business
- understanding how organisations can use digital technologies to innovate and succeed
- be able to appreciate challenges firms face when facing digital disruption and how to respond to these challenges.

Content outline

The content is arranged around three pillars:

1. Processes: From the early days of digital business the focus has been on efficiency in managing organizational processes. Today these form the standards on which agile organizations are built.

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2. Business model: With the emergence of the Internet, the way businesses engage with customers has been in a constant state of change. Dominant models (even the early Internet models) have been challenged by new models based on new technology. Further new models can be expected to emerge in the coming years.
3. Organizations: The Generation Y workforce (those born from 1982 onwards) are changing our organizations. From virtual collaborative networks to new perspectives on knowledge management, privacy and security to ubiquitous access - our own expectations are changing.

Along with these three pillars we will also discuss the founding concepts on managing technology and some mega-trends in digital technologies and innovation that are likely to impact your business in the future.

To enhance your learning experience modules are designed to reflect contemporary issues in the business and financial world. As such, a degree of flexibility is expected in the exact content in terms of scope and coverage to ensure relevance to current circumstances.

Pre-requisites

There are no strict prerequisites, but you should have familiarity with core concepts of management such as marketing, organisation behaviour and strategy, and additionally some awareness of key concepts in innovation and technology management

WHAT WILL I BE EXPECTED TO ACHIEVE?

Learning outcomes should capture what the student is expected to know or be able to demonstrate by the end of the module and should:

- *be written at threshold level and at the credit level to be studied*
- *be styled so as to complete the sentence below*
- *be matched to specific content and/or assessment tasks*

On successful completion of this module, you will be expected to be able to:

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Knowledge and understanding:

- Understand and appreciate the causes of technological innovation
- Interpret the issues surrounding the introduction of new technology within an organisation
- Demonstrate an understanding of the impact of new technology on business models
- Appraise the business processes appropriate for digital innovation

Skills:

- Demonstrate an ability to manage in an environment characterised by the application of new and evolving technology
- Understand how to take into account both organisational and technological factors in developing business processes
- Propose and evaluate new business approaches and developing business models

Values and attitudes:

- Demonstrate an understanding of the specific ethical challenges introduced by digital business
- Apply digital technology in a responsible manner
- Demonstrate an appreciation of ethical issues as they relate to both the subject matter and the wider business world.

HOW WILL I LEARN?

A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will also have the opportunity to participate in class discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.   Lectures constitute the backbone of the module, while the coursework enables students to apply their learning in real world context thereby emphasising development of managerial and entrepreneurial skills.

Key learning and teaching resources will be put on the module website on Moodle.

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In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures and tutorials. You may also spend time working through sample exercises and questions. In addition you will be preparing and undertaking your coursework assignments and preparing for your final examination.

Teaching pattern:

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lecture	Lecture	22	128		150
Totals		22	128		150

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

This module is assessed by Coursework and Examination.

Coursework will be in the form of a practical exercise drawing on concepts from the module. You will be expected to apply concepts to an organization with which you are familiar. Within this you will need to address specific issues related to the three pillars of processes, business models and organizations. While carrying out the coursework you will be encouraged to do further reading around these three pillars beyond the module material, and to explore how these and the theory covered in the module can provide insights into your chosen organization.

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At the end of the module you will sit one final 135 minute exam during the University exam period.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Written assignment, including essay	30%	0	N/A
Final Exam	Written exam	70%	0	N/A

Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found

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above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Core text:

Laudon K and Laudon J (2016). *Management information systems: managing the digital firm* 14th edition. Harlow: Pearson

Supplementary texts:

Davenport T, Harris J, and Morison R (2010): *Analytics at work. Smarter decisions: better results.* Boston, Harvard Business School Press.

Turban E (2012): *Electronic commerce 2012: a managerial perspective and social networks perspective.* London, Pearson.

Westerman G, Bonnet D and McAfee A (2014). *Leading digital: turning technology into business transformation.* Boston, Harvard Business School Press.

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