## MODULE DESCRIPTOR

### Module Title

Digital Context of Business

| | | | |
|---|---|---|---|
| Reference | BS2005 | Version | 1 |
| Created | November 2021 | SCQF Level | SCQF 8 |
| Approved | May 2019 | SCQF Points | 15 |
| Amended | August 2021 | ECTS Points | 7.5 |

### Aims of Module

To enable students to discuss new developments in digital technology and data analysis and their application within the business environment.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

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|---|---|
| 1 | Understand contemporary developments in digital business and data analysis. |
| 2 | Discuss the impact and value of digital technology and data analytics to a business. |
| 3 | Evaluate the benefits of analysing business data for decision making and competitive advantage. |
| 4 | Demonstrate knowledge of how to develop an effective digital business strategy. |
| 5 | Understand the principles of cybersecurity, governance, risk and ethics within a digital business environment. |

### Indicative Module Content

Overview of changing digital environment; Innovations in digital technology and data analysis; data analytics and data visualisation; developing a digital business strategy; cybersecurity, cyber risk and IT systems management.

### Module Delivery

Topics are introduced in the lectures and developed in tutorials for which students are expected to undertake directed independent learning.

| Indicative Student Workload | Full Time | Part Time |
|---|---|---|
| Contact Hours | 36 | N/A |
| Non-Contact Hours | 114 | N/A |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 150 | N/A |
| *Actual Placement hours for professional, statutory or regulatory body* | | |

## ASSESSMENT PLAN

*If a major/minor model is used and box is ticked, % weightings below are indicative only.*

### Component 1

| | | | | | | |
|---|---|---|---|---|---|---|
| Type: | Examination | Weighting: | 100% | Outcomes Assessed: | | 1, 2, 3, 4, 5 |
| Description: | Closed book examination | | | | | |

## MODULE PERFORMANCE DESCRIPTOR

### Explanatory Text

The module is assessed by one component: C1 - Examination - 100% weighting. Module Pass Mark = Grade D.

| Module Grade | Minimum Requirements to achieve Module Grade: |
|:---:|---|
| **A** | A |
| **B** | B |
| **C** | C |
| **D** | D |
| **E** | E |
| **F** | F |
| **NS** | Non-submission of work by published deadline or non-attendance for examination |

### Module Requirements

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| Prerequisites for Module | None. |
| Corequisites for module | None. |
| Precluded Modules | None. |

## INDICATIVE BIBLIOGRAPHY

| | |
|---|---|
| 1 | Dornberger, Rolf., 2018. *Business Information Systems and Technology 4.0, New trends in the Age of Digital Change.* Cham: Springer. |
| 2 | Laudon, Kenneth C., 2022. Management Information System: managing the digital firm. Seventeen Edition. Pearson |