

## MODULE DESCRIPTOR

### Module Title

Digital Business

Reference	BS3005	Version	4
Created	December 2023	SCQF Level	SCQF 9
Approved	May 2019	SCQF Points	30
Amended	March 2024	ECTS Points	15

### Aims of Module

To enable students to understand the value and application of digital technologies and data analysis within the business environment to support innovation.

### Learning Outcomes for Module

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

- 1 Identify and evaluate contemporary developments in digital business and related technological advances.
- 2 Critically discuss the impact and value of digital technologies to an organisation.
- 3 Evaluate the benefits of data analysis within organisations for decision making and competitive advantage.
- 4 Demonstrate knowledge of how to develop a digital business/organisational strategy that is future proof.
- 5 Understand the principles of cybersecurity and data protection and the significance of ethical practice to these areas.

### Indicative Module Content

Innovations in digital technology and data analysis; rationale for the use of digital technology in business; internet-based digital business models in B2C and B2B contexts; impact of digital business on organisational functions; cybersecurity.

### Module Delivery

The module is delivered in Blended Learning mode using structured online learning materials/activities and directed study, facilitated by regular online tutor support. Workplace Mentor support and work-based learning activities will allow students to contextualise this learning to their own workplace. Face-to-face engagement occurs through annual induction sessions, employer work-site visits, and modular on-campus workshops.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	30	N/A
Placement/Work-Based Learning Experience [Notional] Hours	240	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>	240	

**ASSESSMENT PLAN**

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

**Component 1**

Type:  Weighting:  Outcomes Assessed:   
 Description:

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

Component 1 comprises 100% of the module grade. To pass the module, a D grade is required.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	<input type="text" value="A"/>
<b>B</b>	<input type="text" value="B"/>
<b>C</b>	<input type="text" value="C"/>
<b>D</b>	<input type="text" value="D"/>
<b>E</b>	<input type="text" value="E"/>
<b>F</b>	<input type="text" value="F"/>
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module

Corequisites for module

Precluded Modules

**INDICATIVE BIBLIOGRAPHY**

- 1 DORNBERGER, R., 2018. Business Information Systems and Technology 4.0, New trends in the Age of Digital Change. Cham: Springer.
- 2 ALTER, S., Information systems : foundation of e-business (pages 40 - 83) 2002, 4th ed. Upper Saddle River, NJ :Prentice Hall.
- 3 BOCIJ, P., GREASLEY, A., HICKIE, S. Business information systems : technology, development and management for the modern business. 2019 6th edition. Harlow, England :Pearson
- 4 BODDY, D. et al,2008. 3rd ed. Managing Information Systems: strategy and organisation: Harlow, England, Prentice Hall
- 5 LAUDON, K. et al, 2021. Management Information Systems 17th ed. Harlow :Pearson Education Limited
- 6 LAUDON, K and LAUDON, J., 2019. Managing the Digital Firm: Upper Saddle River, NJ, Pearson