

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:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual work based report				

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:
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

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

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