

MODULE DESCRIPTOR

Module Title

Digital Business

Reference	BS3055	Version	2
Created	August 2021	SCQF Level	SCQF 9
Approved	July 2019	SCQF Points	30
Amended	August 2021	ECTS Points	15

Aims of Module

To enable students to critically appraise new innovations in digital technologies 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:

- 1 Identify and evaluate contemporary developments in digital business and data analysis.
- 2 Critically appraise how digital technologies can impact on and add value to a business.
- 3 Evaluate the benefits of data analysis within businesses for decision making and competitive advantage.
- 4 Demonstrate knowledge of how to develop an effective digital business strategy.
- 5 Understand the principles of cybersecurity and the importance of managing secure IT systems.

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

This module is delivered in supported online distance learning mode using a range of structured learning materials/activities and directed study, facilitated by regular online tutor contact, allowing students to contextualise their learning to their own workplace where appropriate.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	N/A	30
Non-Contact Hours	N/A	270
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	N/A	300
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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:	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 2002, 4th ed. Upper Saddle River, NJ :Prentice Hall. (pages 40 - 83)
- 3 BOCIJ, P; GREASLEY, A,; HICKIE, S. Business information systems : technology, development and management for the modern business. 2019 6th edition. Harlow, England :Pearson