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MODULE DESCRIPTOR

Module Title

Digital Strategy

Reference	BS3080	Version	3
Created	September 2023	SCQF Level	SCQF 9
Approved	May 2019	SCQF Points	30
Amended	September 2023	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

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:	Examination	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	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

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, K.C. and Laudon, J.P., 2022. *Management information systems: managing the digital firm (17th ed.)*. Harlow: Pearson.