

## MODULE DESCRIPTOR

### Module Title

Digital Strategy

Reference	BS3080	Version	4
Created	January 2024	SCQF Level	SCQF 9
Approved	May 2019	SCQF Points	30
Amended	March 2024	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 Assess contemporary developments in digital business and data analysis.
- 2 Explain 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 Demonstrate understanding of the principles and ethics 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 including digital solutions in sustainability; internet-based digital business models in B2C and B2B contexts; impact of digital business on organisational functions; ethics and 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:
<b>A</b>	A
<b>B</b>	B
<b>C</b>	C
<b>D</b>	D
<b>E</b>	E
<b>F</b>	F
<b>NS</b>	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.