

## MODULE DESCRIPTOR

### Module Title

Digital Business

Reference	BS4331	Version	3
Created	March 2019	SCQF Level	SCQF 10
Approved	July 2019	SCQF Points	15
Amended	July 2019	ECTS Points	7.5

### Aims of Module

To enable students to distinguish and critically appraise the key e-business concepts and techniques and how these can be applied to organisations.

### Learning Outcomes for Module

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

- 1 Critically evaluate the key concepts of digital business.
- 2 Explain how various Internet-based business models relate to organisational processes.
- 3 Critically appraise appropriate business or organisational situations where digital business can be applied.
- 4 Critically assess the benefits of digital business research in business or organisational contexts.

### Indicative Module Content

Rationale for the use of digital technology in business and the accrued benefits, looking at dissemination and intermediation. Internet-based digital business models in B2C and B2B contexts, including; retail, auctions, marketplaces, supply chain integration, application service provision. Process based view of the organisation looking at the impact of digital business on: sales; marketing; HRM; supply chain and other organisational functions. Use of academic approaches to measuring and providing insight into digital business issues. Implementation issues.

### Module Delivery

The module will consist of lectures with supportive seminars/tutorials and student centred learning which takes the form of directed reading, independent research and set activities to support the tutorial work. Much of the reading, research and activities will be web-based.

<b>Indicative Student Workload</b>	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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: 50%  Outcomes Assessed: 3, 4   
 Description: Individual Written Assessment

### Component 2

Type: Coursework  Weighting: 50%  Outcomes Assessed: 1, 2   
 Description: Individual Presentation

## MODULE PERFORMANCE DESCRIPTOR

### Explanatory Text

The Module is assessed by two components: C1 - Coursework - 50% weighting. C2 - Coursework - 50% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	At least 70% on weighted aggregate and at least 35% in each component
<b>B</b>	At least 60% on weighted aggregate and at least 35% in each component
<b>C</b>	At least 50% on weighted aggregate and at least 35% in each component
<b>D</b>	At least 40% on weighted aggregate and at least 35% in each component
<b>E</b>	At least 35% on weighted aggregate
<b>F</b>	Less than 35% on weighted aggregate
<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 CHAFFEY, D., 2015. *Digital business and e-commerce management: strategy, implementation and practice*. 6th ed. Harlow: Pearson Education Limited.