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MODULE DESCRIPTOR

Module Title

Digital Business

Reference	CB4331	Version	1
Created	February 2020	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.

Indicative Student Workload	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
Actual Placement hours for professional, statutory or regulatory body		

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 calculation of the overall grade for this module is based on 50% weighting of C1 and 50% weighting of C2 components. An overall minimum grade D is required to pass the module.

		Coursework:						NS
		A	B	C	D	E	F	
Coursework:	A	A	A	B	B	C	E	
	B	A	B	B	C	C	E	
	C	B	B	C	C	D	E	
	D	B	C	C	D	D	E	
	E	C	C	D	D	E	E	
	F	E	E	E	E	E	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 CHAFFEY, D., HEMPHILL, T., and EDMUNDSON-BIRD, D., 2019. Digital business and e-commerce management: strategy, implementation and practice. 7th ed. Harlow: Pearson Education Limited.