

Digital Business

Module Code:	OIM7006-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	26
Tutorials	4
Directed Study	70

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

1. To enable managers to enhance their knowledge and gain critical awareness of contemporary issues related to Internet technologies and e-business applications;
2. To enable managers to identify opportunities created by Internet technology and how to capitalise on those opportunities to add value to business;
3. To develop managers with a sound grasp of the commercial issues, to more fully gain knowledge and understanding of technical aspects of e-business.

Outline Syllabus

Defining electronic commerce and electronic business and introduction to the relevant frameworks; Understanding the technological infrastructure underpinning e-business; E-

business applications and their use in business; Managing information security for e-business; Developing and evaluating e-business models; Understanding public policies, legal and ethical issues necessary in the context of e-business management.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1
 - 1a. Critically review the impact of new technologies on business to improve decision-making in a holistic way;
 - 1b. Critically appraise the issues related to business and internet technology management to tackle practical and theoretical e-business related problems;
 - 1c. Apply knowledge of internet technologies and management and organisational implications for business;
 - 1d. Critically evaluate up-to-date knowledge of contemporary e-business and internet technology environments;
 - 1e. Adapt and apply a critical understanding of e-business strategies and models to contemporary practice.
- 2
 - 2a. Critically evaluate current research and advanced scholarship in the field of e-business and business underpinned by internet related technologies;
 - 2b. Evaluate different approaches adopted in the analysis of e-business and develop critiques of these and suggest alternative approaches;
 - 2c. To appreciate the legal and ethical issues that underpin e-business and the management of digital information.
- 3
 - 3a. Demonstrate and apply adaptability and originality in solving problems or finding solutions for business problems and the application of internet related technologies in a business environment;
 - 3b. Show initiative and personal responsibility for managing self-development and personal learning for career development, including written and verbal communication skills, critical analysis, and creative skills.

Learning, Teaching and Assessment Strategy

Critical understanding of current research (learning outcomes 1a, 1d, 2a, 2b, 3b) is developed through critical reading and analysis of the course material and other literature, through coursework exercises and in the individual assignment. Problem solving exercises and case studies are used to improve student skills in the application of appropriate solutions to E-Business problems (learning outcomes 1b, 1c, 3a,). A variety of techniques are employed to assess knowledge and understanding (learning outcomes 1a-1e) including self-assessment exercises, individual assignments and feedback on problem solving exercises. Fundamental knowledge and understanding and subject specific skills (learning outcomes 2a, 2b, 2c) are assessed through the individual assignment as are the students' abilities to apply the knowledge to relevant problems (learning outcome 1e). Personal transferrable skills (learning outcomes 3a, 3b) are assessed through written reports, group work and group presentations, researching the literature, through self-assessment and contribution to discussions and tutorials. Creativity and initiative is assessed through the problem-solving exercises and case studies and also completion of the individual assignment.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual coursework assignment (2000 words)	0-2000 words	100%	Yes

Legacy Code (if applicable)

MAN4077M

Reading List

To view Reading List, please go to [rebus:list](#).