

Module Details	
Module Title	Digital Business (In Company)
Module Code	OIM5019-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	12
Tutorials	12
Directed Study	176

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
To develop an understanding of the management implications needed for making informed operational and strategic decisions about digital transformation and its business exploitation.

Outline Syllabus
Introduction to digital business; Marketplace analysis for digital business; Digital business infrastructure; The Digital environment; Digital business strategy; Supply chain management; Digital procurement; Digital marketing and social media; Customer relationship management; Change management; Blockchain; Artificial Intelligence; Internet of Things (IoT) and Edge; Computing; Cloud Computing; Big Data and Business Analytics; Industry 4.0.

Learning Outcomes	
Outcome Number	Description
01	1.1 Apply and evaluate fundamentals of Internet technology and its use and applications for business. 1.2 Assess the potential for future applications and the major implications for business practices.
02	Analyse the main applications, impact and business areas in which electronic commerce is currently being used.
03	Use a multi-disciplinary approach to apply Digital Business principles in a business/public/voluntary sector organisation.

Learning, Teaching and Assessment Strategy
Formal taught sessions will be supported by online resources and specific support from the sponsoring organisation as appropriate. Lectures and tutorials will provide the knowledge and understanding and be delivered face to face and through a variety of work based tasks exploring a range of digital business and e-commerce applications on the web. Oral feedback is given to informal group presentations in tutorials based on these topics. The coursework assignment of 4000 words will involve an element of reflective writing.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Assignment (4000 Words)	100%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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