University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Virtual Business					
Module Code	UMSD89-15-3		Level	3	Version	1
Owning Faculty	FBL		Field	Strategy and International Business		
Contributes towards	BA (Hons) Business Enterprise & Innovation Management; BA (Hons) Business Studies; BA (Hons) Business Management					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard	
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements			
Valid From	September 2012		Valid to			

CAP Approval Date	

Part 2: Learning and Teaching

Learning Outcomes
 	
On successful completion of the module the student will be able to:
 	
• Identify opportunities presented by emerging ICTs as used by individuals, businesses and other organisations (A)
• Use social network technologies and discuss their use by individuals and organisations (A, B)
• Plan an Internet / emerging technology strategy for a small and medium-sized enterprise (B)
• Set up a simple accessible web site/business media presence (A)
• Discuss the legal and ethical issues of using ICTs (B)
• Understand the critical role of emerging technologies in the changing business landscape both local
 	
In addition the educational experience may explore, develop, and practise but not formally discretely assess the following:
 	
Refine business diagnostic skills
Develop interpersonal communication and managerial skills
Explore and practice negotiation and influencing skills
Refine presentation skills
Develop key professional skills, including:
    o Self management / time management skills
    o Communication
    o Learn and develop high professional standards
Use information technology:
    o Process and present information using common applications

	o Review the use of Information Technology
	Develop communication skills:
	    o Read and respond to written material
	    o Produce written material
	    o Use a range of different technologies to communicate and collaborate In virtual spaces

Syllabus Outline	The module is designed around three themes:
	
	Introduction to Virtual Business
	  • Introduction to information and communication technologies (ICTs) and their role in small and medium-sized businesses
	  • Web 2.0 and examples of Web 2.0 technologies; Web3.0 technologies and applications for future businesses
	  • The use of blogs, wikis and their business implications, linkage to business strategy and business models.
	
	The Strategy and ICT Interface
	  • Strategic and organisational implications of virtual business and relationship to business models
	  • Models of co-creation innovation and use of peer-to-peer (p2p) technologies for business knowledge building - Kazaa music, disruptive technologies
	  • Developments in communications technology and role in business service provision
	
	Business Growth and the Changing Role of ICT
	  • Growing importance of mobile technology and 'v' commerce and links to business strategy and business model development
	  • Issues and challenges of developing, using, building and growing web-based sites and services
	  • Business opportunities of emerging technologies and related ethical and business implications including sustainability
	  • Ethical and legal issues relating to virtual business
	  • Consideration of developments in on-line behaviour and related ethical dimensions
	  • A look to the future – technological developments and relationship to changing business models

Contact Hours/Scheduled Hours	Module contact will be 3 hours per week of a combination of lectures and seminars. Live Case Clinics will be organised as part of the module and will be assessed through the Learning Portfolio.
Teaching and Learning Methods	Extensive use will be made of Blackboard for weekly guided independent study work; to support students' learning; and to facilitate interactions between students. Basic material will be covered in lectures, with practical sessions where necessary. Extensive use will be made of a range of (emerging) web 2.0 technologies, the VLE, and podcasts / webcasts. Students will have the opportunity to build and contribute to wikis, upload user generated content, videoconference, use social networking sites for study groups, discussion purposes and share practical skills. They will also attend webinars/seminars/activities in virtual communities such as Second Life, YouTube and Social Networking Sites. Students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module. Virtual Business is a 15 credit standard module. This equates to 150 hours of study. The following table provides a rough breakdown of how these hours might reasonably be spent:

	1. Attendance at **scheduled learning** activities:	
	Lectures	18
	Seminars	18
	2. Independent learning includes hours engaged with essential reading, workshop preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.	
	Seminar preparation activities – reading, research and specified activities	24
	Blackboard	15
	3. Assessment	
	E-Portfolio	
	5 Learning Portfolio exercises	25
	Individual Case Study	
	Empirical research, interview and data collection for the individual company case study and teaching note	50
	TOTAL	150

Reading Strategy*	The essential reading will be specified in the module handbook and on Blackboard at the start of the module, this is currently (but may be subject to change): Reynolds J, Mofazali R, (2004) *The Complete E-Commerce Book: Design, Build and Maintain a Successful Web-based Business,* 2nd edition, R & D; **Further Reading** All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Further reading beyond the core texts is required on this module to bring a depth and breadth of knowledge and understanding; to explore the topic from different perspectives; and to make clear links between relevant theory and practice. As well as books (see module handbook for indicative reading), the library provides access to a wide range of journals and other electronic resources.
Indicative Reading List	The list below provides some indicative additional texts. More comprehensive guidance is provided in the module handbook. Holden, G, (2005) *Starting an Online Business for Dummies* Hungry Minds Inc,U.S, Kline D, Burstein D, (2005) *Blog!: How the Newest Media Revolution Is Changing Politics, Business, and Culture*, CDS Books Jaokar A, Fish A, (2007) *Mobile Web 2.0: The Innovator's Guide to Developing and Marketing Next Generation Wireless/mobile Applications* Futuretext Jenkins, H (2006) *Convergence Culture: Where Old and New Media Collide,* New York University Press Scoble R, Isreal S, (2006) *Naked Conversations : How Blogs are Changing the Way Businesses Talk with Customers,* Hungry Minds Inc, U.S, Weinberger, D. (2003) *Small Pieces Loosely Joined: A Unified Theory of the Web*, Perseus Books **Journals and e-journals** The Journal of Information Communication and Society

Part 3: Assessment			
Assessment Strategy	The assessment strategy has been chosen to engage students with the practical and theoretical aspects of virtual business. Summative assessment includes two elements: **Component A - Individual E-Portfolio** will provide an electronic portfolio where structured exercises will be assembled. Students will build an integrated website, personal portfolio and use free cloud tools to develop virtual business strategies for a real or imagined business. The e-portfolio will also incorporate written reflections on live case clinics (held in tutorials). Not less than 1500 words. **Component B - Individual Case Study** will be a case study along with a teaching note on an organisation (the unit of study) and will involve analysis of the organisation's virtual business strategy, incorporating, amongst other issues, the requirements of the business to deal with sustainability and ethical issues. Not less than 3000 words. Formative assessment will be provided in tutorials through the use of case study work and also through live case clinics.		

Identify final assessment component and element	**Component A - Individual E-Portfolio**	

	A:	**B**:
% weighting between components A and B (Standard modules only)	40%	60%

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Individual E-Portfolio (Not less than 1500 words)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Individual Case Study and teaching note (Not less than 3000 words)	100%

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Extended Portfolio Reflective commentary (Not less than 1,500 words)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Resubmission of Individual Case Study and teaching note including separate reflective commentary on feedback incorporated into case study. (Not less than 3000 words)	100%

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.