Module Specification

Virtual Business

Version: 2023-24, v2.0, 25 May 2023

Contents

Part 1: Information

Module title: Virtual Business

Module code: UMSD89-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

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:
Self-management / time management skills
Communication
Learn and develop high professional standards

Use information technology:
Process and present information using common applications
Review the use of Information Technology

Develop communication skills:
Read and respond to written material
Produce written material
Use a range of different technologies to communicate and collaborate In virtual spaces

Outline syllabus: The module is designed around three themes:

Introduction to Virtual Business:

Introduction to business models that drive virtual enterprises – profiling similarities and differences with those that drive 'bricks and mortar' businesses.

Nature of virtual channels, supply chains and how they enable SMEs in the

emergent business space.

Role of semantic web and technologies that promote greater participation and personalisation.

The Strategy and ICT Interface:

Role of ICT infrastructure and implications on growing virtual enterprises.

Strategies for optimal utilisation of ICTs that would cater to B2B, B2C, B2B2C, C2C, G2C, G2B expectations

Strategic variations in focus and tools in keeping with the transition from scarce to surplus conditions – inter alia models like crowd sourcing, freemium, etc.

Nature of service provision in a buyer driven virtual context.

Business Growth and the Changing Role of ICT:

Drivers of model development for virtual businesses, to include inter alia, capacity, differentiation, commoditisation.

Security implications of sustainable virtual businesses.

Strategic targeting of consumer expectations based on altered consumer behaviour characteristic of greater participation, higher dependence on reviews and acceptance of end to end customisation.

Ethical and legal issues related to virtual businesses.

Coupling of commercial and social expectations on an increasingly diverse and at the same time capable technological interface.

Part 3: Teaching and learning methods

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.

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.

Contact Hours:

The module will be delivered on the basis of 3 hours contact per week.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Identify opportunities presented by emerging ICTs as used by individuals, businesses and other organisations

MO2 Use social network technologies and discuss their use by individuals and organisations

MO3 Plan an Internet / emerging technology strategy for a small and medium sized enterprise

MO4 Identify legal and ethical issues of using ICTs for virtual businesses

MO5 Critically appraise strategic orientations of business models in the transition from a 'bricks and mortar' to a pure 'clicks' environment

MO6 Assess the critical role of emerging technologies in the changing business landscape both local and global contexts

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/umsd89-15-3.html

Part 4: Assessment

Assessment strategy: The assessment strategy is for individual students to create a range of outputs based on lecture topics. This will enable them to investigate in depth their appreciation of creating differentiated online offerings to sustain and garner audience expectations.

The summative assessment consists of a single element – an e-Portfolio - that addresses the micro and macro aspects of the curriculum as outlined in the three themes of the module. The e-Portfolio will consist of five tasks/outputs: three self defined outputs (examples) plus a 1500 word strategic plan for a case study on a live business and a video record of a 10 minute presentation of the portfolio. Formative assessment on the development of these tasks/outputs will be provided in tutorials through the use of case study work and also through live case clinics.

Assessment tasks/outputs should be digitally uploaded to an e-portfolio which will be used as a repository during the module as per a timeline specified in the Module Handbook. The final portfolio should be drawn together from the repository materials to form one submission to be submitted to Blackboard at the end of the module.

Assessment components:

Portfolio (First Sit)

Description: E-Portfolio of 3 online submissions + 1500 word strategic plan for case study (1500 words) + 10 minute video summary

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Portfolio (Resit)

Description: E-Portfolio of 3 online submissions + 1500 word strategic plan for case study (1500 words) + 10 minute video summary

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management {Top Up}[NEU] BA (Hons) 2023-24

Business Management and Economics {Top-Up} [Frenchay] BA (Hons) 2023-24

International Business Management {Top-Up} [BIBM] BA (Hons) 2023-24

International Business Management {Top-Up} [Villa] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2021-22

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management and Leadership [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Accounting and Management [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Accounting and Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Accounting and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Leadership {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Accounting and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Accounting and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20