**University of the
West of England
BRISTOL**

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Digital Business Information Systems					
Module Code	UMMDF7-15-M	Level	M	Version	1	
Owning Faculty	FBL	Field	Operations and Information Management			
Contributes towards	MBA					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard	
Pre-requisites	None	Co- requisites				
Excluded Combinations		Module Entry requirements				
Valid From	1 September 2014	Valid to				

CAP Approval Date	22 May 2014

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: (1) Reverse engineer each aspect of a web based business to develop specific appreciation of the different facets of such a business; (A) (2) Analyse existing online business strategies; (A, B) (3) Critically evaluate specific electronic business models that are being used by well-known businesses to garner value for different products and services; (A,B) (4) Develop a strategy that would take into account various facets of technological and resource capacity implications of an online business(B) (5) Critique business strategy that is focused on curating experience to model products and services for future growth; (A)
Syllabus Outline	1. Electronic business models 2. Fulfilment in eCommerce 3. Modelling of data 4. Key features of online security 5. Social media planning 6. eBranding and marketing of virtual businesses 7. Knowledge dissemination, intellectual property and legal issues 8. Customer relationship management 9. Strategies for public, private, non-governmental agencies, and social enterprises 10. Logistics and supply chain management 11. Content management systems 12. Free and open source software

Contact Hours	• The module delivery can be either face-to-face on a weekly basis, block delivery on a part-time basis and fully online delivery. In the on line delivery students will have access to lectures, filmed interviews, virtual library tours and workshops, access to group tutorials, access to monitored discussion boards, supported videoconference sessions, undertake supported sessions virtually and participate in webinars, blogs and other virtual teaching environments. Some sessions could be delivered simultaneously for both present and remote attendants through conference call and virtual discussion groups. The module will be designed to be followed synchronously and asynchronously. • 2 hour lectorial each week over 12 weeks. Format will be 1hr+ lecture and then a class based seminar activity. For some weeks there will be research that the students would have to undertake and then make presentations to their peers. • Extensive VLE based activity would also be an important feature of this module.
Teaching and Learning Methods	**Scheduled learning** includes lectures, seminars, tutorials, workshops; work based learning; supervised time in studio/workshop. **Independent learning** includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc.

Key Information Sets Information

Key Information Set - Module data

Number of credits for this module				15	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	24	126	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

Coursework: Written assignment or essay, report,
Portfolio: Tasks summarised in one report at the end

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading Strategy	Essential reading: Laudon, K.C., & Laudon, J.P. (2013). *Management Information Systems: Managing the Digital Firm*, Pearson Further reading: Laudon, K.C., & Traver, C.G. (2013). *E-commerce 2013: Business, technology,*

	society, Pearson

Chaffey, D., & Smith, P.R. (2013). *EMarketing Excellence: Planning and optimizing your digital marketing*, 4th edition, Routledge

Barker, M., Barker, D., Bormann, N., & Neher, K. (2013). *Social media marketing: A strategic approach*, International edition, South Western Cengage Learning |
| Indicative Reading List | Beynon-Davies, P. (2013). Business Information Systems, Palgrave Macmillan
Turban, E., Volonino, L., McLean, E., and Wetherbe, J. (2009). *Information Technology for Management: Transforming Organizations in the Digital Economy*, John Wiley & Sons
Klobas, J.E., and Jackson, P.D. (Eds.) (2007). Becoming Virtual: Knowledge Management and Transformation of the Distributed Organization, Physica-Verlag HD
Blume, A. (2010). Your Virtual Success; Finding Profitability in an Online World, Career Press
Putnik, G.D., and Cunha, M.M. (Eds.) (2006). Knowledge and Technology Management in Virtual Organizations: Issues, Trends, Opportunities and Solutions, IGI
Fong, M.W.L. (Ed.) (2005). E-Collaborations and Virtual Organizations, IGI
Kock, N. (Ed.) (2006). Emerging E-collaboration Concepts and Applications, CyberTech Publications
Sparrow, A. (2010). The Law of Virtual Worlds and Internet Social Networks, Gower
de Mesa, A. (2009). Brand Avatar: Translating Virtual World Branding into Real World Success, Palgrave Macmillan
Warner, M., and Witzel, M. (2003). Managing in Virtual Organisations, Thomson Learning
Cunningham, P., and Fröschl, F. (2010). Electronic Business Revolution: Opportunities and Challenges in the 21st Century, Springer
Turban, E., King, D., Liang, T.P., & Turban, D. (2010). Introduction to Electronic Commerce, Pearson
Chaffey, D. (2011). E-Business and E-Commerce Management: Strategy, implementation and practice, FT Prentice Hall

Journals and e-journals
International Journal of Electronic Commerce
Journal of Information Technology
Management Information Systems Quarterly
Information Systems Journal
Journal of Management Information Systems
Information and Management
Information Technology and People
Information Communication and Society |

Part 3: Assessment

Assessment Strategy	The assessment strategy is for individual students to create a strategic growth plan for an organization of choice of the student. In addition students will be expected to provide evidence of learning and reflection on the alterations from a bricks and mortar strategy to clicks and mortar one.

Assessment strategy has been chosen to provide students with the opportunity to investigate in depth their appreciation of creating differentiated online offerings to sustain and garner audience expectations.

Summative assessment includes two elements:
Component A – A 1000 word reflective summary report supported by an E-Portfolio of online submissions based on all micro and macro aspects of the course material covered in the three areas of the module. Outputs of tasks |

	undertaken each week would be digitally uploaded to the e-portfolio to be used as a repository. The weekly uploads would be drawn together to form a portfolio which should be submitted as one submission to Blackboard. **Component B – Individual Case Study** will be an individual case study which will be an analysis of an organisation's virtual business strategy - 2500 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 B succeeds component A)**		
		A:	**B:**
% weighting between components A and B (Standard modules only)		**50%**	**50%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Reflective summary report (1000 words) supported by e-portfolio.	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Individual case study (2500 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. Reflective summary report (1000 words) supported by e-portfolio.	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Individual case study (2500 words)	100%
If a student is permitted a **RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	