Module Specification

Digital Business

Version: 2025-26, v1.0, 05 Jun 2024

Contents

Part 1: Information

Module title: Digital Business

Module code: UFCE8T-30-2

Level: Level 5

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: Web Programming 2026-27

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Digital business systems are key to the functioning of modern organisations, in customer facing, supplier-facing and internal processes.

Features: Not applicable

Educational aims: In addition to the Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following:

Demonstrate key transferable skills in IT in context

Demonstrate key transferable skills in problem formulation and decision making

Outline syllabus: The module covers both theoretical and practical aspects of digital business within organisations:

Fundamentals – definitions of the meaning and scope of digital business. Introduction to business use of the Internet, including the benefits and barriers to adoption and how widely it is used. Introduction to new business models and marketplace structures enabled by electronic communications.

Strategy – approaches to developing digital business strategy, including the differences from traditional strategic approaches, the relationships with IS strategy, and the relationships with overall commercial management.

Supply chain management – a supply chain perspective on strategy, and how technology can be applied to increase supply chain and value chain efficiency and effectiveness.

Procurement – the benefits and practical issues of adopting digital procurement.

Marketing – a sell-side eCommerce perspective to digital business, reviewing differences in marketing required through digital media structured around developing a digital marketing plan.

Customer relationship management – marketing techniques that apply to digital business for acquiring and retaining customers.

Change management – managing the organisational, human and technology changes required in the move to digital business.

Social, cultural, ethical, political, and legal issues surrounding digital business.

Internet technology infrastructure for digital business – fundamental concepts of client, server, databases and Cloud Computing.

Software Tools and Techniques for digital business – Software architecture, languages and database management systems.

Designing and Building business Systems – requirement analysis, tool selection and use, testing, documentation standards.

Implementing and Supporting business Systems – assessing and minimising implementation risks and the impact on the business. Ongoing management, monitoring and evaluation of the effectiveness of business systems once they have been implemented.

Part 3: Teaching and learning methods

Teaching and learning methods: A combination of lectures, tutorials, workshops and student-centred learning is employed in this module. Weekly lectures which will be used to introduce key material and provide background material for laboratory based practical sessions. Materials will be provided through a range of media, including VLE and the Internet.

In the business-focused part of the module the practicals will concentrate on applying digital business concepts to a study of real-life organisations through online research.

In the technically-focused part of the module students will build on their basic knowledge of programming and scripting tools from modules studied previously, extending this toolkit and carrying out a series of exercises in which they design and build a small on-line ecommerce application.

Students will be expected to work independently and use their independent study

time to build on the exercises and to deepen their understanding of issues related to digital business and emerging Internet technologies.

Scheduled learning includes lectures, seminars, practical classes and workshops. Independent learning includes hours engaged with essential reading, independent study and practice, assignment preparation and completion.

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

MO1 Evaluate and analyse the significance of digital business and its strategic importance to business opportunities and performance.

MO2 Critically analyse and specify the requirements for an integrated digital business application.

MO3 Select and use appropriate software tools for the purposes of designing, developing and implementing a business application.

MO4 Document the process of developing a business application to a professional standard.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

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/ufcf6x-30-2.html

Part 4: Assessment

Assessment strategy: The assessment strategy will consist of one coursework assessment only. The Portfolio will be based on work covered in lectures and tutorials, with guidance offered to the students during tutorials.

Summative assessment:

Portfolio based on teaching blocks 1 and 2.

Component 1 - Writing a report of maximum 2500 words analysing relevant business context.

Component 2 - Creating a prototype digital web-based business application.

Formative assessment:

In teaching block 1, tutorials are used to explore and discuss the lecture material and case studies, and feedback will be given.

In teaching block 2, practicals involve working on a series of programming tasks with tutor feedback.

Assessment tasks:

Portfolio (First Sit)

Description: Component 1 - A report of maximum 2500 words

Component 2 - A prototype digital web-based business application.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Component 1 - A report of maximum 2500 words

Component 2 - A prototype digital web-based business application.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Computing [Frenchay] BSc (Hons) 2024-25

Business Computing {Foundation} [Frenchay] BSc (Hons) 2023-24