

**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Digital Business Management				
Module Code	UMMDFY-15-2	Level	2	Version	1
Owning Faculty	FBL	Field	Operations and Information Management		
Contributes towards	BA(Hons) Business and Management				
UWE Credit Rating	15	ECTS Credit Rating		Module Type	Standard
Pre-requisites	None		Co-requisites	None	
Excluded Combinations			Module Entry requirements		
Valid From	1 September 2014		Valid to		

<b>CAP Approval Date</b>	22 May 2014
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>Identify information requirements at various levels of business operations and the business information systems able to deliver them. <b>(A,B)</b></li> <li>Identify the potential for IT applications within a business context. <b>(A,B)</b></li> <li>Demonstrate an appreciation of current issues in business computing. <b>(A,B)</b></li> <li>Appreciate ethical aspects of data and information management in business. <b>(A,B)</b></li> <li>Understand and use decision making models. <b>(A,B)</b></li> <li>Debate issues relevant to current uses of Information and communications Technology in business <b>(Seminar preparation for A and B)</b></li> <li>Apply appropriate knowledge and analytical techniques to problems and issues arising from both familiar (routine) and unfamiliar (novel) situations; <b>(A)</b></li> </ul>
Syllabus Outline	<p>In general the syllabus will reflect the range of issues that surround the management of digital systems in a broad spectrum of organisations, including:</p> <p>Introduction to information systems IS and IT in organisations Organisational Information systems and Management Information Systems Database Management Systems Data and system security Electronic business Knowledge management</p>

	Human-Computer interaction and interfaces Project & Change management in Information Systems Information Systems Development, including the Systems Development Life Cycle Issues in Business Computing, to include: health & safety – law & education – ethics – security - sustainability.																									
Contact Hours	Total contact hours - 36 hours delivered through a combination of Lectorials, and Workshop/Seminars																									
Teaching and Learning Methods	<p><b>Teaching and learning methods:</b></p> <p>Lectures provide an outline of all of the material to be covered and a more thorough exposition of the more complex technical, organisational and social concepts are provided through seminars. Lectures will be made available also as podcasts on BB for students to follow at any time on the specific topic that is being covered. All lectures will have blended material embedded within them.</p> <p>There will be a module handbook, up to date material will be made available as study units on the VLE, along with relevant articles and video material. There will also be various interactive VLE exercises that the students will be able to engage in to prepare for their assessments.</p> <p>Each seminar will have a specific activity that will be connected to the lecture topic of the week.</p> <p>There will be two types of seminar activity:</p> <ul style="list-style-type: none"><li>• Seminar room based. Preparation and delivery of short presentations on business and IT topics that have been covered within lectures as well as case study material. Students will also be expected to make presentations of online submissions based on research undertaken by them.</li><li>• PC Laboratory based workshops, where students use appropriate standard software like a project management, database management system, spreadsheet on business computing.</li></ul> <p><b>Scheduled learning</b> includes lectures, seminars, tutorials, workshops; supervised time in a workshop.</p> <p><b>Independent learning</b> includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p>																									
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table><tr><th colspan="5">Key Information Set - Module data</th></tr><tr><td colspan="5">Number of credits for this module</td></tr><tr><td colspan="4"></td><td>15</td></tr><tr><th>Hours to be allocated</th><th>Scheduled learning and teaching study hours</th><th>Independent study hours</th><th>Placement study hours</th><th>Allocated Hours</th></tr><tr><td>150</td><td>36</td><td>114</td><td>0</td><td>150</td></tr></table> <p>The table below indicates as a percentage the total assessment of the module which</p>	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	36	114	0	150
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	<p>constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam <b>Coursework:</b> Online portfolio of work based on seminar activity</p> <p>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:</p> <table><tr><td colspan="4">Total assessment of the module:</td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr><tr><td colspan="4">Written exam assessment percentage</td><td>50%</td></tr><tr><td colspan="4">Coursework assessment percentage</td><td>50%</td></tr><tr><td colspan="4">Practical exam assessment percentage</td><td>0%</td></tr><tr><td></td><td></td><td></td><td></td><td>100%</td></tr></table>	Total assessment of the module:										Written exam assessment percentage				50%	Coursework assessment percentage				50%	Practical exam assessment percentage				0%					100%
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Reading Strategy	<p><b>Reading Strategy</b></p> <p>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. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively. As mentioned above podcasts of each lecture will be made available through the VLE for students to brush up on specific topics. Relevant journal papers for each topic will be made available through the VLE. Electronic copy of the essential reading will be made available through UWE library.</p>																														
Indicative Reading List	<p>Beynon-Davies, P. (2013). Business Information Systems, Palgrave Macmillan</p> <p>Laudon, K.C., &amp;Laudon, J.P. (2013). <i>Management Information Systems: Managing the Digital Firm</i>, Pearson</p> <p>Turban, E., Volonino, L., McLean, E., and Wetherbe, J. (2009). <i>Information Technology for Management: Transforming Organizations in the Digital Economy</i>, John Wiley &amp; Sons</p> <p>McLoughlin, I., Wilson, R., and Martin, M. (2013). <i>Digital Government at Work: A Social Informatics Perspective</i>, OUP Oxford</p> <p>Articles in inter alia:</p> <p>MIS Quarterly</p> <p>Journal of Management Information Systems</p> <p>European Journal of Information Systems</p> <p>Journal of Information Technology</p> <p>Journal of Strategic Information Systems</p> <p>International Journal of Electronic Commerce</p> <p>Information Technology and People</p> <p>International Journal of Technology Management</p> <p>Journal of Knowledge Management</p>																														

### Part 3: Assessment

Assessment Strategy	<p>The end of module examination covers the range of topics in the syllabus. A variety of approaches will be used, including: case analysis to assess appreciation of organisational digital business management, essay-type questions to assess in depth specific key topics covered in lectures and seminars plus compare and contrast questions to assess broad grasp of subject matter.</p>
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	<p>The coursework component requires that:</p> <p>Students utilise the Blackboard VLE to make a number of weekly submissions that evidence their participation and understanding of seminar and workshop activities, including reflection on the management implications of tasks undertaken. Students will be required to submit a number of pieces at the end of the module in the form of an E-Portfolio plus a 1000 word reflective summary, which makes a synthesis of the work achieved on the module.</p>
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Identify final assessment component and element	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>50%</b>	<b>50%</b>
<b>First Sit</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Examination (closed book – 2 hour long written exam)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. e-Portfolio of individual tasks submitted online + 1 reflective summary of 1000 words linking all tasks	100%	

Resit (further attendance at taught classes is not required)	
Component A(controlled conditions) Description of each element	Element weighting (as % of component)
1. Examination (closed book – 2 hour long written exam)	100%
Component B Description of each element	Element weighting (as % of component)
1. e-Portfolio of individual tasks submitted online + 1 reflective summary of 1000 words linking all tasks	100%
If a student is permitted an <b>EXCEPTIONAL RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.	