UWE Bristol | University of the West of England

MODULE SPECIFICATION

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Part 1: Information			
Module Title	Digital Business Management		
Module Code	UMMDFY-15-2	Level	2
For implementation from	September 2016		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Operations and Information Management
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Business and Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
In general the syllabus will reflect the range of issues that surround the management of digital systems in a broad spectrum of organisations, including: 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 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. **Teaching and learning methods:** 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.

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.

Each seminar will have a specific activity that will be connected to the lecture topic of the week.

There will be two types of seminar activity:

- 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.
- PC Laboratory based workshops, where students use appropriate standard software like a project management, database management system, spreadsheet on business computing.

Part 3: Assessment

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.

The coursework component requires that:
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.

Identify final timetabled piece of assessment (component and element)	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. 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%

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%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: • Identify information requirements at various levels of business operations and the business information systems able to deliver them. **(A,B)** • Identify the potential for IT applications within a business context. **(A,B)** • Demonstrate an appreciation of current issues in business computing. **(A,B)** • Appreciate ethical aspects of data and information management in business. **(A,B)** • Understand and use decision making models. **(A,B)** • Debate issues relevant to current uses of Information and communications Technology in business **(Seminar preparation for A and B)** • Apply appropriate knowledge and analytical techniques to problems and issues arising from both familiar (routine) and unfamiliar (novel) situations; **(A,B)**
Key Information Sets Information (KIS) Contact Hours Total Assessment	**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
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150	36	114	0	150 | The table below indicates as a percentage the total assessment of the module which constitutes a; **Written Exam**: Unseen or open book written exam **Coursework**: Written assignment or essay, report, dissertation, portfolio, project or in class test **Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique) | Total assessment of the module:	
Written exam assessment percentage	50%
Coursework assessment percentage	50%
Practical exam assessment percentage	0%
	100%	
Reading List	**Indicative Reading List** Beynon-Davies, P. (2013). Business Information Systems, Palgrave Macmillan Laudon, K.C., &Laudon, J.P. (2013). *Management Information Systems: Managing the Digital Firm*, Pearson Turban, E., Volonino, L., McLean, E., and Wetherbe, J. (2009). *Information Technology for Management: Transforming Organizations in the Digital Economy*, John Wiley & Sons McLoughlin, I., Wilson, R., and Martin, M. (2013).*Digital Government at Work: A Social*

	Informatics Perspective, OUP Oxford Articles in inter alia: MIS Quarterly Journal of Management Information Systems European Journal of Information Systems Journal of Information Technology Journal of Strategic Information Systems International Journal of Electronic Commerce Information Technology and People International Journal of Technology Management Journal of Knowledge Management 4

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First CAP Approval Date	22 May 2014			
Revision ASQC Approval Date *Update this row each time a change goes to* ASQC	1 November 2017	Version	2	link to RIA