



Module Specification

Digital Business Management

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Part 1: Information

Module title: Digital Business Management

Module code: UMMDFY-15-2

Level: Level 5

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: Operations and Information Management

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

Outline syllabus: 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 and Change management in Information Systems

Information Systems Development, including the Systems

Development Life Cycle

Issues in Business Computing, to include: health and safety – law and education – ethics – security - sustainability

Part 3: Teaching and learning methods

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.

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

MO1 Identify information requirements at various levels of business operations and the business information systems able to deliver them.

MO2 Identify the potential for IT applications within a business context.

MO3 Demonstrate an appreciation of current issues in business computing.

MO4 Appreciate ethical aspects of data and information management in business.

MO5 Understand and use decision making models.

MO6 Debate issues relevant to current uses of Information and communications Technology in business

MO7 Apply appropriate knowledge and analytical techniques to problems and issues arising from both familiar (routine) and unfamiliar (novel) situations.

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](https://uwe.rl.talis.com/modules/ummdfy-15-2.html) via the following link <https://uwe.rl.talis.com/modules/ummdfy-15-2.html>

Part 4: Assessment

Assessment strategy: The end of module online open book examination (24 hour window) 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.

Assessment components:

Examination (First Sit)

Description: Online open book examination in 24 hour window

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Portfolio (First Sit)

Description: E-portfolio of individual tasks + 1 reflective summary of 1,000 words

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Examination (Resit)

Description: Online open book examination in 24 hour window

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Portfolio (Resit)

Description: E-portfolio of individual tasks + 1 reflective summary of 1,000 words

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management [Frenchay] BA (Hons) 2022-23

Business Management and Economics [Frenchay] BA (Hons) 2022-23

Business and Management [Villa] BA (Hons) 2022-23

Business and Law [Frenchay] BA (Hons) 2022-23

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business Management [Frenchay] BA (Hons) 2022-23

International Business Management {Split Delivery} [Frenchay] BA (Hons) 2022-23

Accounting and Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Accounting and Business Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

International Business Management {Dual} [Taylors] BA (Hons) 2022-23

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Accounting and Management {Foundation} [Sep][FT][Frenchay][4yrs] - Withdrawn BA (Hons) 2021-22

Accounting and Management {Foundation} [Sep][SW][Frenchay][5yrs] - Withdrawn BA (Hons) 2021-22

Business and Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business and Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22