




ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Digital Business Information Systems				
Module Code	UMMDF7-15-M	Level	M	Version	1.1
Owning Faculty	FBL	Field	Operations and Information Management		
Contributes towards	MBA, MSc International Management				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co- requisites		
Excluded Combinations			Module Entry requirements		
First CAP Approval Date	22 May 2014		Valid from	September 2014	
Revision CAP Approval Date	26 March 2015		Revised with effect from	September 2015	

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> (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	<ol style="list-style-type: none"> 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	<ul style="list-style-type: none"> • 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

	<p>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.</p> <ul style="list-style-type: none">• 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	<p>Scheduled learning includes lectures, seminars, tutorials, workshops; work based learning; supervised time in studio/workshop.</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc.</p>																																									
Key Information Sets Information	<table><tr><td colspan="5">Key Information Set - Module data</td><td></td></tr><tr><td colspan="5"></td><td></td></tr><tr><td colspan="4">Number of credits for this module</td><td>15</td></tr><tr><td colspan="5"></td><td></td></tr><tr><td>Hours to be allocated</td><td>Scheduled learning and teaching study hours</td><td>Independent study hours</td><td>Placement study hours</td><td>Allocated Hours</td><td></td></tr><tr><td>150</td><td>24</td><td>126</td><td>0</td><td>150</td><td></td></tr><tr><td colspan="5"></td><td></td></tr></table>	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							
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	<p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p>																																									
	<p>Coursework: Written assignment or essay, report, Portfolio: Tasks summarised in one report at the end</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>																																										
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Reading Strategy	<p>Essential reading: Laudon, K.C., & Laudon, J.P. (2013). <i>Management Information Systems: Managing the Digital Firm</i>, Pearson</p>																																									
	<p>Further reading: Laudon, K.C., & Traver, C.G. (2013). <i>E-commerce 2013: Business, technology, society</i>, Pearson</p> <p>Chaffey, D., & Smith, P.R. (2013). <i>EMarketing Excellence: Planning and optimizing</i></p>																																									

	<p><i>your digital marketing</i>, 4th edition, Routledge</p> <p>Barker, M., Barker, D., Bormann, N., & Neher, K. (2013). <i>Social media marketing: A strategic approach</i>, International edition, South Western Cengage Learning</p>
Indicative Reading List	<p>Beynon-Davies, P. (2013). <i>Business Information Systems</i>, Palgrave Macmillan</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 & Sons</p> <p>Klobas, J.E., and Jackson, P.D. (Eds.) (2007). <i>Becoming Virtual: Knowledge Management and Transformation of the Distributed Organization</i>, Physica-Verlag HD</p> <p>Blume, A. (2010). <i>Your Virtual Success; Finding Profitability in an Online World</i>, Career Press</p> <p>Putnik, G.D., and Cunha, M.M. (Eds.) (2006). <i>Knowledge and Technology Management in Virtual Organizations: Issues, Trends, Opportunities and Solutions</i>, IGI</p> <p>Fong, M.W.L. (Ed.) (2005). <i>E-Collaborations and Virtual Organizations</i>, IGI</p> <p>Kock, N. (Ed.) (2006). <i>Emerging E-collaboration Concepts and Applications</i>, CyberTech Publications</p> <p>Sparrow, A. (2010). <i>The Law of Virtual Worlds and Internet Social Networks</i>, Gower</p> <p>de Mesa, A. (2009). <i>Brand Avatar: Translating Virtual World Branding into Real World Success</i>, Palgrave Macmillan</p> <p>Warner, M., and Witzel, M. (2003). <i>Managing in Virtual Organisations</i>, Thomson Learning</p> <p>Cunningham, P., and Fröschl, F. (2010). <i>Electronic Business Revolution: Opportunities and Challenges in the 21st Century</i>, Springer</p> <p>Turban, E., King, D., Liang, T.P., & Turban, D. (2010). <i>Introduction to Electronic Commerce</i>, Pearson</p> <p>Chaffey, D. (2011). <i>E-Business and E-Commerce Management: Strategy, implementation and practice</i>, FT Prentice Hall</p> <p>Journals and e-journals</p> <p>International Journal of Electronic Commerce</p> <p>Journal of Information Technology</p> <p>Management Information Systems Quarterly</p> <p>Information Systems Journal</p> <p>Journal of Management Information Systems</p> <p>Information and Management</p> <p>Information Technology and People</p> <p>Information Communication and Society</p>

Part 3: Assessment	
Assessment Strategy	<p>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.</p> <p>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.</p> <p>Summative assessment includes two elements:</p> <p>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.</p>

	<p>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.</p> <p>Formative assessment will be provided in tutorials through the use of case study work and also through live case clinics.</p>
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Identify final assessment component and element	(Component B succeeds component A)	
% weighting between components A and B (Standard modules only)	A:	B:
	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.	