MODULE SPECIFICATION

Part 1: Information			
Module Title	Digital Business Information Systems		
Module Code	UMMDF7-15-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Operations and Information Management
Department	BBS: Business and Management		
Contributes towards	MBA, MSc International Management, MSc Marketing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

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 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.

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.

You will cover:

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
Free and open source software

Part 3: Assessment

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.

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.

Every lecture is followed by either a case study analysis or online research activity. The whole class is divided into small groups and individual groups are responsible to look at a specific question or online business. Each small group develops a set of PowerPoint slides and shares the output as a presentation through screen sharing (so that all teams can see and participate in the interactive discussions)

Summative assessment includes two elements:
Component A – Four five hundred word blog posts on key topics would make up the e-portfolio for this component. So, there would be a blog post due every fortnight on specific important topics on the module. Every lecture is followed by an in-class activity in which students by applying the material in the lecture analyse a real-world scenario. This is then is presented through slides in-class. These slides are uploaded on to the VLE for students to consider when they are developing their blog posts on specific topics.

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.

Formative assessment will be provided in tutorials through the use of case study work and also through live case clinics.

Identify final timetabled piece of assessment (component and element)	Component B		
		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. e-portfolio made up of four 500 word blog posts (2000 words)	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. e-portfolio made up of four 500 word blog posts (2000 words)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Individual case study (2500 words)	100%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: (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)
Key Information Sets Information (KIS) Contact Hours	**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	24	126	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	Total assessment of the module: 		
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%	
Reading List	Reading list link https://uwe.rl.talis.com/lists/335DEE67-416E-FA10-D057-B03AA5FF10D2.html

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First CAP Approval Date	22 May 2014				4
Revision CAP Approval Date	15 December 2016	Version	2	link to RIA	
Revision ASQC Approval Date *Update this row each time a change goes to ASQC*	7 March 2018	Version	3	link to RIA	