Module Specification

Digital Business Information Systems

Version: 2023-24, v2.0, 18 May 2023

Contents

Part 1: Information

Module title: Digital Business Information Systems

Module code: UMMDF7-15-M

Level: Level 7

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: Electronic business models

Fulfilment in eCommerce

Modelling of data

Key features of online security

Social media planning

eBranding and marketing of virtual businesses

Knowledge dissemination, intellectual property and legal issues

Customer relationship management

Strategies for public, private, non-governmental agencies, and social enterprises

Logistics and supply chain management

Content management systems

Free and open source software

Part 3: Teaching and learning methods

Teaching and learning methods: 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 online 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 will also be an important feature of this module.

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

MO1 Reverse engineer each aspect of a web based business to develop specific appreciation of the different facets of such a business

MO2 Analyse existing online business strategies

MO3 Critically evaluate specific electronic business models that are being used by well known businesses to garner value for different products and services

MO4 Develop a strategy that would take into account various facets of technological and resource capacity implications of an online business

MO5 Critique business strategy that is focused on curating experience to model products and services for future growth

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ummdf7-15-m.html

Part 4: Assessment

Assessment strategy: 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:

Task 1 – Four five hundred word blog posts on key topics will 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 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.

Task 2– Individual Case Study 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.

Assessment components:

Written Assignment (First Sit)
Description: E-portfolio made up of four 500 word blog posts (2000 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Case Study (First Sit)

Description: Individual case study (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Written Assignment (Resit)

Description: E-portfolio made up of four 500 word blog posts (2000 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Case Study (Resit)

Description: Individual case study (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business with Digital Management [NEU] MSc 2023-24

International Business Management [NepalBrit] MSc 2023-24

Business with Digital Management [Frenchay] MSc 2023-24

Business Administration [Frenchay] MBA 2023-24

Business Administration [BIBM] MBA 2023-24

Business Administration [Villa] MBA 2023-24

International Management [Frenchay] MSc 2023-24

Business Administration {Executive MBA} [Sep][PT][Frenchay][2yrs] MBA 2022-23