

Liverpool John Moores University

Title: Digital business
Status: Definitive
Code: **4706SERCBS** (123142)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Adrian McGrath	Y

Academic Level: FHEQ4 **Credit Value:** 10 **Total Delivered Hours:** 22
Total Learning Hours: 100 **Private Study:** 78

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	CW1	1500 word report	100	

Aims

This module aims to familiarise students with the opportunities digital technologies offer organisations.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the role of digital technologies in business

2 Demonstrate the application of digital marketing techniques.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

1500 word report 1 2

Outline Syllabus

E-commerce
E-business
Digital marketing
CRM
SEO

Learning Activities

Workshops and practical IT sessions

Notes

This module is supported by Blackboard.