

**Summary Information**

<b>Module Code</b>	5500YPCBSC
<b>Formal Module Title</b>	The Digital Economy
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 5
<b>Grading Schema</b>	40

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Nigel Glass	Yes	N/A

**Module Team Member**

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

## Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

## Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

<b>Aims</b>	To provide students with both a theoretical and practical understanding as to what key considerations organisation (s) should evaluate in order to create, develop and maintain a web-enabled business. Given the significant development of both web technologies and legislative changes, students will become aware as to how strategic business decisions, need to incorporate such aspects, in order to ensure long term viability.
-------------	--

## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Analyse the relative importance of web technological developments and legislative changes to organisations and how these need to be factored into the development of strategic objectives.
MLO2	Analyse the role of digital analytics as a strategic tool.
MLO3	Analyse how current trends and future technologies can contribute to global success for businesses.

## Module Content

### Outline Syllabus

The module will review the following key areas of e-commerce and how web-enabled technologies are applied but not limited to: Artificial Intelligence applications within a variety of global organisations Big data and what to do with it ? Cloud storage and linkage to digital analytics Customer Related Marketing (CRM) – including e-CRM Digital Analytics – including value to customer metrics E-Business strategies E-Commerce E-Supply Chain and logistical connections EU General Data Protection Regulation (EU GDPR), Future Technologies / Trends of Digital Business – i.e. quick response payments, block chain and distributed ledgers; Apple Pay and AliPay Marketing and CRM Mobile user interaction Omni-channel e-commerce, Privacy and Electronic Communications Regulations Act (PECR); Social media – development into a strategic strength

### Module Overview

#### Additional Information

No Course Notes Were Provided.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Report	70	0	MLO3
Exam	1 Hour Multi-choice Exam	30	1	MLO2, MLO1