

## Liverpool John Moores University

Title: The Digital Economy  
Status: Definitive  
Code: **5500YPCBSC** (126819)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Polly Wilson	Y

**Academic Level:** FHEQ5  
**Credit Value:** 20  
**Total Delivered Hours:** 45  
**Total Learning Hours:** 200  
**Private Study:** 155

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report	70	
Exam	Exam	1 Hour Multi-choice Exam	30	1

### Aims

*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:

- 1 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.
- 2 Analyse the role of digital analytics as a strategic tool.
- 3 Analyse how current trends and future technologies can contribute to global success for businesses.

## Learning Outcomes of Assessments

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

Report		3	
1 Hour Multi-choice Exam	1		2

## 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; ApplePay 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*

## Learning Activities

In order to stimulate the students they will be actively involved in identifying the rationale behind key digital strategic decisions of a range of organisations throughout the semester within lectures and seminars.

They will analyse in detail, what web-enabled tools are used and consider how these contribute to the development of e-commerce and the overall success of an organisation.

Reviewing what types of digital analytics are used by selected case study organisations and how these link to the development of marketing, logistics and development of a strategic strength.

The module is fully supported by Canvas including lecture notes, case studies, internet links and appropriate literature sources.

Students will link apply knowledge gained through the level 5 core module of sustainability and the circular economy, in addition to level 4 core modules – namely business and the economy; principles of marketing and data analysis for business.

## **Notes**

No Course Notes Were Provided.