

The Digital Economy

Module Information

2022.01, Approved

Summary Information

Module Code	5700SERCBM
Formal Module Title	The Digital Economy
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
South Eastern Regional College

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	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.
MLO2	2	Analyse the role of digital analytics as a strategic tool.
MLO3	3	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)	Module Learning Outcome Mapping
Essay	Report	70	0	MLO3
Exam	1 Hour Multi-choice Exam	30	1	MLO1, MLO2

Module Contacts

Module Leader

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

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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