

Module Information

2022.01, Approved

Summary Information

Module Code	6002LBCDA
Formal Module Title	Digital Business and New Technologies
Owning School	Leadership and Organisational Development
Career	Undergraduate
Credits	30
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Online	30
Placement	10
Workshop	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	This module aims for students to understand the use of data and systems in digital business. Will enable students to identify digital opportunities and devise digital strategy to respond to changes in markets and competition.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the impact of innovation and digital technologies on organisations
MLO2	2	Apply analytical approaches to identify improvements to and opportunities for innovation
MLO3	3	Review the application of innovation and digital technologies to an organisation

Module Content

Outline Syllabus	Digital business Digital customer New technologies and innovation strategies Data sources, data analytics and qualitative and quantitative techniques Big data Data cleaning Data visualisation New technologies Innovation strategies Development for strategic priorities to deliver business at speed in a technological environment Creating value through innovation and technology Stages and strategic process of creativity Impact of Digital Business on Knowledge Management
Module Overview	This module aims for you to understand the use of data and systems in digital business. It will enable you to identify digital opportunities and devise digital strategies to respond to changes in markets and competition.
Additional Information	Formative assessment will take place at stages during the preparation of the portfolio.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	2000 word report - review of t	50	0	MLO1, MLO2, MLO3
Portfolio	2000 Word report analysing the	50	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Chris Taylor	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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