Liverpool John Moores University

Title: Digital Business
Status: Definitive
Code: **6004BUSCO**   (117183)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Christopher Taylor	Y
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Academic Level:	FHEQ6	**Credit Value:**	24	**Total Delivered Hours:**	65
Total Learning Hours:	240	**Private Study:**	175		

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Workshop	45

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Assignment 1 – Report	50	
Report	Report	Assignment 2 – Report	50	

Aims

To enable students to exploit web technologies to deliver organisational goals.

Learning Outcomes

After completing the module the student should be able to:

1	Demonstrate knowledge of information architecture principles.
2	Apply knowledge of best practice principles.
3	Demonstrate understanding of the principal technologies underpinning CMS
4	Apply best practice techniques in managing an online environment.

Learning Outcomes of Assessments

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

| Report 1 | 1 | 2 |
| Report 2 | 3 | 4 |

Outline Syllabus

Usability
Accessibility
Information Architecture
Enterprise systems
Content management
Collaboration tools

Learning Activities

Series of lectures and workshops.

Notes

Digital business