Digital Business Management

Module Information

2022.01, Approved

Summary Information

Module Code	6507DAV
Formal Module Title	Digital Business Management
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
German Academy for Foreign Trade and Logistics

Learning Methods

Learning Method Type	Hours
Lecture	40
Workshop	40

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 the skills necessary to identify and demonstrate awarenessof contemporary issues in management of digital businesses.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Discuss critically opportunities created by new technologies for incumbents and start-ups.
MLO2	2	Demonstrate an analytical understanding of digital business models.
MLO3	3	Develop Strategies for New Business Creation and Delivery in the Face of Digitalization.
MLO4	4	Effectively apply secondary and primary data, and comprehensively compare managerial issues in planning, organizing, leading and marketing digital businesses.

Module Content

Outline Syllabus	Business Models in the Supply ChainLogistics Systems for Digital BusinessesBusiness Intelligence and Technology ScreeningInnovation and legal foundation of innovationDigitalization as Organizational Change ProcessDesigning Adaptive Organizations to Manage Digital Disruption
Module Overview	
Additional Information	Formal lectures will be supported by group works under supervision of lecturers. Breakout rooms enable students to apply digital solutions for real-life business case studies. Lecturers supervise the solution development process and assess the group presentations. The lecturer team is more practice-oriented and can relate the digital evolution process to the practical experience gained by the students up to the entry of the study programme.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Written Report	50	0	MLO1, MLO2, MLO3
Presentation	Team presentation by Workgroup	50	0	MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Ben Matellini	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings