Liverpool John Moores University

Title: Digital Business Management
Status: Definitive
Code: **6507DAV**   (128042)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: German Academy for Foreign Trade and Logistics

Team	Leader
Ben Matellini	Y

Academic Level:	FHEQ6	Credit Value:	20	Total Delivered Hours:	80
Total Learning Hours:	200	Private Study:	120		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Lecture	40
Workshop	40

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Written Report	50	
Presentation	AS2	Team presentation by Workgroups	50	

Aims

To provide students with the skills necessary to identify and demonstrate awareness of contemporary issues in management of digital businesses.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Written Report	1	2	3
Team presentation by Workgroup	3	4	

Outline Syllabus

Business Models in the Supply Chain
Logistics Systems for Digital Businesses
Business Intelligence and Technology Screening
Innovation and legal foundation of innovation
Digitalization as Organizational Change Process
Designing Adaptive Organizations to Manage Digital Disruption

Learning Activities

Integrated series of formal lectures and tutorials.

Notes

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.