

Liverpool John Moores University

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Title: Technology and Business Interaction
Status: Definitive
Code: **6607TECYPC** (129170)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

| Team | Leader |
|------------|--------|
| Karl Jones | Y |

Academic Level: FHEQ6 **Credit Value:** 10 **Total Delivered Hours:** 42
Total Learning Hours: 100 **Private Study:** 58

Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 24 |
| Tutorial | 18 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|----------------|---------------|---------------|
| Report | AS1 | Report writing | 100 | |

Aims

To impart awareness and understanding of the structure and workings of an organization from the standpoint of business functions and key interactions as it responds to the impact of the competitive effects of new technology.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the main forms of business enterprise, ownership and stakeholders, functions and resources and the roles of technology in businesses
- 2 Examine the changing relationship between business activity and the role of the technology manager as the agent of organizational change
- 3 Elaborate the workings of the primary business functions, in particular the conflicts and interactions imposed by everyday business activity, and the multiplying effect of new technology on these interactions
- 4 Demonstrate the nature and purpose of business planning, the importance of the customer service equation, and the role of technology as a driver in these aspects
- 5 Identify strategies for incorporating e-commerce technologies within existing organisations

Learning Outcomes of Assessments

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

| | | | | | |
|---------------------|---|---|---|---|---|
| Report (individual) | 1 | 2 | 3 | 4 | 5 |
|---------------------|---|---|---|---|---|

Outline Syllabus

Business objectives setting:

- *Mission statements, goals, strategy.*
- *Ownership and stakeholders*
- *Resources and functions in business*

Business driven technology and exploring business intelligence

- *The role of technology in business*
- *The role of manager in spurring innovation, initiating, controlling and planning change*
- *Value, accessing, controlling data*

E-Commerce

- *E-Commerce Concepts and Issues*
- *E-Commerce Infrastructure*
- *E-Commerce Analysis*
- *Identify the difference between the "types" of e-commerce available to organisations and the importance of identifying the correct type for the organisation*
- *Discuss the techniques for search engine optimisation*

Streamlining business operation

- *Competitive Advantage*
- *Strategic analysis tools -SWOT, STEP and Porter's 5 Forces model.*
- *Understanding of marketing and significance of customer service*
- *Market research, as tools to understanding the shape of the business both current and potential.*

Innovation and transformation

- *Creative innovative organizations*

Learning Activities

Lectures, tutorial discussions, case studies, videos.

Notes

The module is designed to provide the student with an awareness and appreciation towards technology in business, its impacts and importance in business operation in today's competitive environment.