Technology and Business Interaction

Module Information

2022.01, Approved

Summary Information

Module Code	6607TECYPC
Formal Module Title	Technology and Business Interaction
Owning School	Engineering
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	24
Tutorial	18

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

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.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Understand the main forms of business enterprise, ownership and stakeholders, functions and resources and the roles of technology in businesses
MLO2	2	Examine the changing relationship between business activity and the role of the technology manager as the agent of organizational change
MLO3	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
MLO4	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
MLO5	5	Identify strategies for incorporating e-commerce technologies within existing organisations

Module Content

Outline Syllabus	Business objectives setting:• Mission statements, goals, strategy.• Ownership and stakeholders• Resources and functions in businessBusiness 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 dataE-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 optimisationStreamlining 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
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report (individual)	100	0	MLO1, MLO2, MLO3, MLO4, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Karl Jones	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings