

## Liverpool John Moores University

Title: Digital Business  
Status: Definitive  
Code: **7000BUSDB** (120807)  
Version Start Date: 01-08-2017

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

Team	Leader
Francis Muir	Y
Christopher Taylor	
Jack OFarrell	

**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 48  
**Total Learning Hours:** 200      **Private Study:** 152

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	48

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	CW1	Consultancy report incorporating practical IT components, 2,500-3,500 words	100	

### Aims

*To develop students ability to analyse, design and deploy web based solutions in line with organisational strategic aims*

### Learning Outcomes

After completing the module the student should be able to:

- 1 To develop skills and knowledge to support business analysis and the strategic deployment of web based solutions
- 2 To develop a range of digital marketing and advertising tools effectively.
- 3 To evaluate software tools that can be used to maximise a business's digital customer interactions.

### **Learning Outcomes of Assessments**

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

Digital commerce assignment	1	2	3
-----------------------------	---	---	---

### **Outline Syllabus**

*Issue analysis*  
*User centred design techniques and principles*  
*Information architecture*  
*Search engine optimisation*  
*Social media marketing*  
*Email marketing*  
*Online advertising*  
*Analytics*  
*Legal issues*

### **Learning Activities**

Lectures, business scenario activities, practical work

### **Notes**

This module examines the digital technologies supporting online business and the methods used to develop digital solutions