

Liverpool John Moores University

Title: Digital Business
Status: Definitive
Code: **7000LBSDB** (124788)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Francis Muir	Y
Chris Taylor	
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Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Seminar	40

Grading Basis: 50 %

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
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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

Seminars will include short lectures, business scenario activities, practical work

Notes

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