

Liverpool John Moores University

Title: Digital Business Management
Status: Definitive
Code: **7020LBSMGT** (128075)
Version Start Date: 01-08-2021

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

Team	Leader
Ioanna Yfantidou	Y
Philip Kelly	

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 33
Total Learning Hours: 200 **Private Study:** 167

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	33

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	report	Report	100	

Aims

To explore, from the perspective of the non-IT manager, how organisations (public and private) make use of digital technologies to improve business performance, operations, products and services, gain competitive advantage and compete, and make themselves more effective, responsive, resilient and efficient

Learning Outcomes

After completing the module the student should be able to:

- 1 Critique the mainstream technologies utilised in the contemporary digital organisation.
- 2 Systematically analyse and discuss the role of digital, and information, technologies in organisational activities.
- 3 Critically evaluate how information systems and associated digital technologies improve organisational performance, both strategically and operationally.
- 4 Critically examine issues associated with managing an organisation's information resources and digital technologies.

Learning Outcomes of Assessments

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

4500 word Report	1	2	3	4
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Outline Syllabus

Based upon Laudon, K. and Laudon, J. (2020), 'Management Information Systems – Managing the Digital Firm', 16 Global Ed, Pearson.
Induction/ Introduction/ Digital Transformation & Digital Business Models; Information systems & Digital technologies in Global Business Today; Global E-Business and Collaboration; Information systems & Digital technologies, Organisations and Strategy competing with digital technologies (responsive, effective & efficient); Ethical, Social and Privacy issues with Information systems & Digital technologies - Cybersecurity and Risk Management Technology; Application in the Digital Age: E-Commerce, Digital Markets & Digital Goods; Application in the Digital Age: Knowledge Management and AI Application in the Digital Age: Enhancing Decision Making, Business Intelligence; Digital Technologies in the Supply Chain; Managing Global Systems

Learning Activities

Workshops, case studies, group work

Notes

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