

Summary Information

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|---------------------|-----------------------------|
| Module Code | 7020LBSMGT |
| Formal Module Title | Digital Business Management |
| Owning School | Business and Management |
| Career | Postgraduate Taught |
| Credits | 20 |
| Academic level | FHEQ Level 7 |
| Grading Schema | 50 |

Teaching Responsibility

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|-----------------------------------|
| LJMU Schools involved in Delivery |
| Business and Management |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Workshop | 33 |

Module Offering(s)

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

Aims and Outcomes

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|------|---|
| 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 |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|---|
| MLO1 | 1 | Critique the mainstream technologies utilised in the contemporary digital organisation. |
| MLO2 | 2 | Systematically analyse and discuss the role of digital, and information, technologies in organisational activities. |
| MLO3 | 3 | Critically evaluate how information systems and associated digital technologies improve organisational performance, both strategically and operationally. |
| MLO4 | 4 | Critically examine issues associated with managing an organisation's information resources and digital technologies. |

Module Content

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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 |
| Module Overview | 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 make themselves more effective, responsive, resilient and efficient. |
| Additional Information | |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|------------------|--------|--------------------------|---------------------------------|
| Report | 4500 word Report | 100 | 0 | MLO1, MLO2, MLO3, MLO4 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
| Chin Ong | Yes | N/A |

Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
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