

Summary Information

Module Code	7458BUSME
Formal Module Title	Digital Business Innovation
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	Overall this module aims to enable students to understand digital business, how innovation and the development of strategic priorities to deliver business at speed in an environment where digital technology and information is reshaping traditional business models.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Identify and justify digital business models as a means to adapt traditional approaches.
MLO2	2	Critically analyse data and information, abstracting meaning from information and sharing knowledge
MLO3	3	Develop an appreciation for innovation within organisations and be able to facilitate an environment that promotes innovation and creativity

Module Content

Outline Syllabus	Information systems in business operations Enterprise systems and ERP Web 2.0, 3.0 and the Internet of Things Digital business and technology productivity Digital Communication Big Data and insight to inform innovation and change Cyber security Impact of disruptive technologies Digital drivers for change Creating an environment for innovation
Module Overview	This module aims to: enable you to understand digital business understand how digital technology is reshaping traditional business models focus on innovation and the development of strategic priorities to deliver business at speed in a digital environment
Additional Information	This module is part of the MBA programme.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	2500 Word Report	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Azar Shahgholian	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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