Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Managing the Digital Business
Status: Definitive
Code: **7476BUSME** (125693)
Version Start Date: 01-08-2021

Owning School/Faculty: Leadership and Organisational Development
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Azar Shahgholian	Y

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

Delivery Options
Course typically offered: S1 & S2 & Summer

Component	Contact Hours
Workshop	48

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	2500 word report	100	

Aims

This module aims for students to understand the inter-relationship of key management functions in a digital business and their impact on effective management. This module provides a basis upon which students can assess how individuals can maximise the way they manage in a digital organisation.

Learning Outcomes

After completing the module the student should be able to:

1   Assess the impact financial management has upon management processes within a digital business.
2   Critically evaluate the management of core processes in the digital business to deliver value.
3   Integrate the functions of marketing, finance, HR and operations to enhance management practice within a digital business.
4   Reflect on the inter-relationship of different functions to manage a digital business effectively

Learning Outcomes of Assessments

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

2500 Word Report   1   2   3   4

Outline Syllabus

Financial digital business strategies, models, scenarios, and trend identification
Evaluate financial and non-financial information to improve digital management processes
Setting budgets, KPI's and allocating resources
Accounts and budget presentation
Financial business case and development tools
Financial governance and legal requirements, Health and Safety, well-being and compliance requirements.
The digital supply network
Process design and development in a digital setting
Procurement, logistics and the supply chain through digital means
Information systems in business operations
Measuring operational performance
Operational excellence and its impact of digital business growth
Digital business and technology productivity
Cyber security
Impact of disruptive technologies
Digital drivers for change

Learning Activities

Workshops will have an action-learning core with tutor input and flipped classroom environments. Critique of application of theory to practice and critical reflection

Notes

Module part of the MSc Leadership and Management