

Module Information

2022.01, Approved

Summary Information

Module Code	7486BUSME
Formal Module Title	Digital Business Innovation and Sustainability
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
APR-MTP	MTP	April	12 Weeks
JAN-MTP	MTP	January	12 Weeks
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	This module aims to help the students develop their knowledge and skills to innovate. This is especially important within the digital and technology spheres which hold a particular opportunity for scale-up business. Digital business and technology provide high potential areas to scale a business. Alongside the need to innovate students should appreciate the value of building a sustainable future, both with corporate social responsibility and adopting principles for the long-term benefit of the business and its wider contribution to society
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Apply innovation approaches to digital and technological opportunities
MLO2	2	Assess the value of digital and technological innovations to build scale in business growth.
MLO3	3	Critically evaluate sustainable principles applied to a scale up business

Module Content

Outline Syllabus	Innovation strategies Entrepreneurialism and innovation Digital business and technology productivity Digital customer engagement, digital productivity, Big data and insight to inform innovation and change Digital collaborative tools Cyber security Disruptive technologies Sustainable principles, corporate social responsibility Ethical growth Legacy Sustainable business growth
Module Overview	<p>This module aims to help you to:</p> <p>develop your knowledge and skills to innovate</p> <p>focus on digital business and technology as a high potential area to scale-up a business</p> <p>appreciate the value of building a sustainable future, both with corporate social responsibility and adopting principles for the long-term benefit of the business and its wider contribution to society</p>
Additional Information	MBA Scale up.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	digital output	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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