

## Digital Business

### Module Information

2022.01, Approved

#### Summary Information

Module Code	7500DIMDB
Formal Module Title	Digital Business
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
Dimensions International College Pte Ltd

#### Learning Methods

Learning Method Type	Hours
Seminar	40

#### Module Offering(s)

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

#### Aims and Outcomes

Aims	To develop students ability to analyse, design and deploy web based solutions in line with organisational strategic aims
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	develop skills and knowledge to support business analysis and the strategic deployment of web based solutions
MLO2	2	develop a range of digital marketing and advertising tools effectively.
MLO3	3	evaluate software tools that can be used to maximise a business's digital customer interactions.

### Module Content

Outline Syllabus	Issue analysis User centred design techniques and principles Information architecture Search engine optimisation Social media marketing Email marketing Online advertising Analytics Legal issues
Module Overview	
Additional Information	This module examines the digital technologies supporting online business and the methods used to develop digital solutions

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Digital commerce assignment	100	0	MLO1, MLO2, MLO3

### Module Contacts