

**Summary Information**

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

**Module Contacts****Module Leader**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
Chin Ong	Yes	N/A

**Module Team Member**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Partner Module Team**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
Van Lang University

## Learning Methods

Learning Method Type	Hours
Seminar	40

## Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

<b>Aims</b>	To develop students ability to analyse, design and deploy web based solutions in line with organisational strategic aims
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	To develop skills and knowledge to support business analysis and the strategic deployment of web based solutions
MLO2	To develop a range of digital marketing and advertising tools effectively.
MLO3	To 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)	Learning Outcome Mapping
Portfolio	Digital commerce assignment	100	0	MLO3, MLO1, MLO2