

### Summary Information

Module Code	7506VLUMGT
Formal Module Title	Digital Business Management
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
Van Lang University

### Learning Methods

Learning Method Type	Hours
Workshop	33

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

### Aims and Outcomes

Aims	To explore, from the perspective of the non-IT manager, how organisations (public and private) make use of digital technologies to improve business performance, operations, products and services, gain competitive advantage and compete, and make themselves more effective, responsive, resilient and efficient
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Critique the mainstream technologies utilised in the contemporary digital organisation.
MLO2	2	Systematically analyse and discuss the role of digital, and information, technologies in organisational activities.
MLO3	3	Critically evaluate how information systems and associated digital technologies improve organisational performance, both strategically and operationally.
MLO4	4	Critically examine issues associated with managing an organisation's information resources and digital technologies.

### Module Content

Outline Syllabus	Based upon Laudon, K. and Laudon, J. (2020), 'Management Information Systems – Managing the Digital Firm', 16 Global Ed, Pearson. Induction/ Introduction/ Digital Transformation & Digital Business Models; Information systems & Digital technologies in Global Business Today; Global E-Business and Collaboration; Information systems & Digital technologies, Organisations and Strategy competing with digital technologies (responsive, effective & efficient); Ethical, Social and Privacy issues with Information systems & Digital technologies - Cybersecurity and Risk Management Technology; Application in the Digital Age: E-Commerce, Digital Markets & Digital Goods; Application in the Digital Age: Knowledge Management and AI Application in the Digital Age: Enhancing Decision Making, Business Intelligence; Digital Technologies in the Supply Chain; Managing Global Systems
Module Overview	
Additional Information	

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	4500 word Report	100	0	MLO1, MLO2, MLO3, MLO4

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Philip Kelly	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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