

Module Details	
Module Title	Digital Business (In Company)
Module Code	OIM5019-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	10
Tutorials	15.5
Directed Study	174.5

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
<p>To develop an understanding of the management implications needed for making informed operational and strategic decisions about digital transformation and its business exploitation. The module content will also support the development of mapped Knowledge, Skills and Behaviours, as set out in the relevant apprenticeship standard, and highlighted in the syllabus below.</p>

## Outline Syllabus

Introduction to digital business;  
 Marketplace analysis for digital business;  
 Digital business infrastructure;  
 The Digital environment;  
 Digital business strategy;  
 Supply chain management;  
 Digital procurement;  
 Digital marketing and social media;  
 Customer relationship management;  
 Change management;  
 Blockchain;  
 Artificial Intelligence;  
 Internet of Things (IoT) and Edge;  
 Computing;  
 Cloud Computing;  
 Big Data and Business Analytics;  
 Industry 4.0.

Specific Knowledge elements of the relevant apprenticeship standard to be delivered:

E1.1 Critically evaluate the impact of innovation and digital technologies on organisations.

E1.2 Evaluate the use of these for organisational development.

E1.3 Review the use of innovation and digital technologies in own organisation and make recommendations for improvement.

E2.1 Analyse the impact of innovation and digital technologies on data and knowledge management.

E2.2 Demonstrate how this can be utilised for making business decisions.

Content will also help support development of the following Skills from the relevant apprenticeship standard:

E3 Identify service/ organisational improvements and opportunities for innovation and growth, using qualitative and quantitative analysis of information and data and benchmarking against others.

## Learning Outcomes

Outcome Number	Description
01	Apply and evaluate fundamentals of Internet technology and its use and applications for business; Assess the potential for future applications and the major implications for business practices.
02	Analyse the main applications, impact and business areas in which electronic commerce is currently being used.
03	Use a multi-disciplinary approach to apply Digital Business principles in a business, public or voluntary sector organisation.

## Learning, Teaching and Assessment Strategy

Lectures and tutorials will provide the knowledge and understanding through a variety of work based tasks exploring a range of digital business and e-commerce applications on the web. Oral feedback is given to informal group presentations in tutorials based on these topics. In line with programme learning and teaching strategy this module adopts a blended approach to learning and involves 3 main approaches.

1. On campus, face to face teaching over a block week. This will be a mix of lectures and tutorials and will include group work within tutorials.
2. An element of distance learning between face to face sessions. for this 20-credit module this will consist of 2 x one-hour sessions run as assessment workshops to allow you to seek clarity on assessment criteria, feedback on assessment progress and interact with fellow apprentices regarding the assessment.
3. Work based learning. You will be set tasks based on applying on-going learning to your work experience.

The above will also be supported by on-line resources and specific support from the sponsoring organisation as appropriate. During directed study you will be expected to read for further knowledge gain and complete work-based tasks and research to help develop your individual coursework and collect relevant evidence that you can apply to the skills and behaviours associated with this subject area and the standard.

The coursework assignment of 4000 words will involve an element of reflective writing.

### Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Assignment (4000 Words)	100%

### Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

#### *Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*