

IS7271 - Digital Business and New Technologies

1. Module Code	IS7271	2. Module Title	Digital Business and New Technologies						
3. Module Level	7	4. Module Credit	20 CC 10 ECTS						
5. Delivery Site(s)	Generically for Taught Work-Related shell module (IS7003): Delivery site to be negotiated according to client needs.								
6. Available to / Restrictions	<p>Generically for Taught Work-Related shell module (IS7003):</p> <ul style="list-style-type: none"> • Pre-requisites: Experience in the work place, organisation, association or other institution in which individuals have become aware of the need to develop personal, academic and/or work-based abilities. • Co-requisites: Co-requisites and barred combinations will be determined prior to accreditation of this module. <p>Specifically:</p> <p>Eligibility to study at Level 7. Barred in combination with same subject at levels 4, 5 or 6.</p>								
7. Expected Student Learning Activity and Contact Hours									
<p>Generically for Taught Work-Related shell module (IS7003):</p> <p>The maximum tutor contact will normally be 20 hours, subject to negotiation with the client. The nature of learning activity will vary according to the mode of delivery. Illustrative examples include group workshops, face to face tutorials, on-line tutoring, group seminars - as appropriate.</p> <p>Specifically: 15-20 hours of contact.</p>									
<table border="1"> <thead> <tr> <th>Scheduled hours</th> <th>Placement Hours</th> <th>Independent Guided study</th> </tr> </thead> <tbody> <tr> <td>20</td> <td>0</td> <td>180</td> </tr> </tbody> </table>				Scheduled hours	Placement Hours	Independent Guided study	20	0	180
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20	0	180							
8. Attendance Guidance									
<p>Generically for taught work-related shell module (IS7003):</p> <p>It is expected that students will engage with all andragogic/pedagogic approaches used in the delivery of this module, as negotiated with tutorial staff.</p> <p>It is expected that students will attend all timetabled sessions, appointments and pre-arranged activities which they have negotiated with their tutor.</p>									
9. Module Content									
<p>Generically for taught work-related shell module (IS7003):</p> <p>The content of the module will be negotiated and agreed with the individual / client prior to accreditation using the specification below:</p> <p>The module will explore how the growing pace of technological change and specifically digital technology has and continues to impact the way businesses are managed and on their sustainability over time. Key themes that the module will examine include:</p> <ul style="list-style-type: none"> • Sources of innovation and the management of innovation in terms of how new technologies are adopted and integrated into organisational operational practices. • The process of innovation and the adopting of new ideas. • Analysis and appraisal of opportunities for technological innovation. • Managing innovation within organisations and amongst the workforce. • Digital technologies and information management. • Identifying and overcoming barriers to new innovation. 									

- Evaluating the impact of technological change.

10. Aims

Generically for taught work-related shell module (IS7003):

The module (or multiples thereof) is designed to provide a framework for the approval of an area of study related to any vocational sub-discipline. It provides details of learning outcomes, content and assessment methods that are to be applied in an area of study deemed to be equivalent to a full module. It gives clients of the University an opportunity to accredit specialist learning and relevant subject specific skills, capabilities (and professional competencies where appropriate) required at Level 7, allowing flexibility for specific content to be determined by the relevant parties.

AIMS

The aim of this module is to provide

- *To provide maximum potential for study in specialised areas, whilst providing a rigorous and structured framework for work related learning.*
- *To give students the opportunity to develop and apply subject specific skills and knowledge required for their individual progress.*
- *To provide a mechanism that enables HE to work efficiently and economically in partnership with external organisations to design and deliver modules which meet specific needs.*

Specifically:

This module is designed to give aspiring leaders and managers an understanding of approaches to innovation and digital technologies, their impact upon organisations and how they can be used for organisational improvement and development. It will enable the learner to demonstrate an understanding of innovation and digital technology's impact upon data and knowledge management for analysing business decision making. Learners will also be able to identify service/organisational improvements and opportunities for innovation and growth using quantitative and qualitative analysis of information and data and benchmarking against others in order to:

- Develop a critical understanding of different approaches to innovation and the introduction of digital technologies.
- Explore the impact of innovation and digital technologies on organisational operations and performance.
- Examine the sources of technological innovation and the process for their appraisal.
- Evaluate the impact of digital and other new technologies on organisational performance.

11. Methods of Learning and Teaching and Formative Assessment

Generically for taught work-related shell module (IS7003):

Methods may include tutor-led seminars, lectures and group work, depending on content and conceptual structure. Tutorial/supervisory support will be given, online resources, work-based resources and experiential learning will be used where applicable, together with self-directed learning.

Specifically:

The module will be taught via a combination of lectures, seminars and individual work-based projects. Face to face delivery will be supported by online resources providing tutor directed study support.

12. Learning Outcomes

Generically for taught work-related shell module (IS7003):

By the end of this module the student will be able to:

- 1 Enhance their workplace practice through the application of knowledge and skills gained through their degree programme and elsewhere.*
- 2 Demonstrate the acquisition of appropriate capabilities relevant to the specialist subject area.*
- 3 Use terminology associated with the subject area accurately and in a way which demonstrates sophisticated knowledge and understanding.*
- 4 Critically analyse and apply key ideas and concepts relevant both to the subject area and to professional practice in the field.*

5 Use techniques of critical analysis, synthesis and critical evaluation as is appropriate to the subject matter relating this to workplace contexts and developments, and in so doing developing arguments which move beyond the reiteration of existing views.

6 Identify and use study skills, referencing conventions and techniques commensurate with Level 7 study.

Specifically:

[LO1] Demonstrate an understanding of approaches to innovation and digital technologies and their impact on organisations (generic LOs 1, 2, 5 & 6).

[LO2] Demonstrate a critical understanding of how digital technologies can be used to inform business decision making for organisational improvement and development (generic LOs 1-3, 5 & 6).

[LO3] Understand and critically examine service/ organisational improvements and opportunities for innovation and growth within organisations using qualitative and quantitative analysis of information and data and by benchmarking against others (generic LOs 1-6).

[LO4] Critically evaluate the impact of innovation and digital technologies on organisational performance (generic LOs 1-6).

[LO5] Identify, evaluate and review the use of innovation and digital technologies in an organisation and make recommendations for improvement (generic LOs 1-6).

[LO6] Critically analyse the impact of innovation and digital technologies on data and knowledge management (generic LOs 1-6).

[LO7] Critically evaluate and reflect upon how digital technologies and information can be utilised to improve strategic business decision making decisions, developing arguments that move beyond reiteration of existing views and practices. (generic LOs 1-6).

13. Assessment and Reassessment Components and Weighting

13a. Assessment

	Component	Weighting %	Learning outcome(s) assessed	KIS category
1	Coursework (report + portfolio)	100%%	1,2,3,4,5,6 & 7	Coursework

Generically for taught-work related shell module (IS7003):

An assignment or assignments of notionally 4000-5000 words (weighting 100% coursework). Illustrative examples include an essay, report, oral assessment, portfolio - or a combination - as negotiated between student and tutor.

Specifically:

- A business/financial report, worth 100% of the overall module grade, examining the impact of digital and technological change within a selected organisation, assessing all learning outcomes (equivalent to 3,000-4,000 words).
- Portfolio of evidence to support report findings (equivalent to 1,000 words).

Assessment will address all learning outcomes

13b. Reassessment

resubmission of assessment as defined above.

14. Key References

Chaffey, D (2014) *Digital Business and E-Commerce Management*. London : Pearson

Bones , C and Hammersley, J (2015) *Leading Digital Strategy: Driving Business Growth Through Effective E-commerce*. London : Kogan Page

Morabito, V. (2016). *The Future of Digital Business Innovation*. Switzerland: Springer International Publishing.

Evans, N.D. (2002). *Business Innovation and Disruptive Technology: Harnessing the Power of Breakthrough Technology for Competitive Advantage* London: Prentice Hall.

Uhl, A., & Gollenia, L.A. (2014). *Digital Enterprise Transformation*. Farnham , Surrey: Gower.

Howells, J. (2007). *The management of innovation and technology: the shaping of technology and institutions of the market economy*. London: Sage.

[Downes, L.](#), & Nunes, P. (2014). *Big Bang Disruption: Strategy in the Age of Devastating Innovation*. New York: Penguin.

Sheninger, E.C. (2014). *Digital Leadership: Changing Paradigms for Changing Times*. Thousand Oaks, CA: Corwin.

Anderson, C. (2008). *The Long Tail, Revised and Updated Edition: Why the Future of Business is Selling Less of More*. New York: Hyperion.

Journals

Business and Society

Journal of Digital and Social Media Marketing

European Journal of Marketing

Harvard Business Review

International Journal of E-Business Research

International Journal of Technology Management

Journal of Management Studies

Journal of Global Business and Technology

Journal of Digital Media Management

Journal of Information Technology

Journal of Management Studies

Sloane Management Review

15. Module Leader

Professor Danny Moss

16. Module Assessment Board

Work Based and Integrative Studies Subject Assessment Board

17. Approved by

WBIS Approval Panel

18. Date of Approval

Mon, 25 Apr 2016

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