MODULE DESCRIPTOR

SECTION A: MODULE DETAILS

Module Title	**Digital Business & New Technologies**		
Short Title	**Tech**		
Module Code	**BM565**	**Date of First Approval**	**September 2018**
Responsible Department	**Business, Law & Computing**	**Date of Version**	**September 2018**
FHEQ Level	**Level 5: Diploma**	**Version No.**	**1**
Credit Value	**15 Credits**	**Expected Length**	**15 weeks**
Status	**Approved**	**Regime of Delivery**	**Campus Based**

Semester taught	S1	☒	S2	☒	S3	☐	SB	☐	S1A	☒	S2A	☒	SBA	☐
	T1	☐	T2	☐	T3	☐	T4	☐	Other ☐		Other ☐		Other ☐	

SECTION B: MODULE DESCRIPTION

Brief Description

Digital business and new technologies have transformed the world of work and social interactions beyond all expectations within a very short period of time and the pace of these changes is not slowing down, if anything they are getting faster. The business graduate's role and skill sets are thus changing and often in ways that will emerge rapidly and without warning. Being aware of these technological changes and possessing the skills to use and integrate them into their work to improve efficiency and deliver commercial insight, is becoming a more important business skill employers are looking for.

This module focuses on the changing digital and technological environments that presently exist and that are emerging due to the rapid rise in a world driven by sharing data and ever-increasing levels of human-technological integration within our everyday lives. Topics will be examined to provide insight and application opportunities in order to move beyond simple theoretical concepts. The module allows the student to place and examine these developments within their degree area and where applicable their business function be that Finance & Accounting, Marketing, Human Resources or Business Management.

The module will equip the student with the skills to use and comprehend the outputs of these and other technologies that will equip them with the management skills they need as well as offer the opportunity for integration and sue in other modules such as dissertation or consultancy project.

Indicative Content

Theories and key drivers
   Moore's Law, Negroponte Convergence Model, AI, machine learning. Linked with rise of social media, globalisation, etc. What makes digital so vital across all sectors

Applications and audiences
   E commerce, E management, E marketing, E finance. What technology is doing in these sectors and what impact is it having

Input and Outputs
   Types of technology and software and uses, so what is a network, a platform, a database, what is big data, cloud computing, difference data as numeric, video audio. Application and examples by degree type

   Differences between interface & technology (mobile, laptop smart TV, etc.) and server farms and large scale main frames

   What does this mean to the way the sector uses digital and the structures of them. Application and examples by degree type

Practical Skills
   Use of spreadsheets, databases (Excel and Access exercises) Opportunity to understand coding and languages and what they get used for.

Real World 1 week
   One day conference and demos from Industry, with break out workshops by type of degree

SECTION C: MODULE OUTCOMES

On successful completion of the module, the student will be able to:
1.	Critically evaluate the role of present and future technologies in the business environment
2.	Apply concepts and theories of technology to specific industries, markets, businesses or operational roles to gain commercial insight and/or inform business operational practice
3.	Demonstrate an understanding of the significance of digital and new technologies in an ever changing global business environment and the challenges these present to managers

Key Skills Matrix	Developed	Assessed
Information Acquisition	☒	☒
Critical thinking, analysis and synthesis	☒	☒
Self-reflection	☒	☐
Communication Skills: Oral	☒	☒
Communication Skills: Written	☒	☒
Information & Communications Technology (ICT)	☒	☒
Numeracy & Quantitative Skills	☒	☒
Problem Solving & Decision Making	☒	☒
Independent & Self-managed Learning	☒	☒
Working with Others	☒	☒

SECTION D: MODULE STRATEGY

Employability / Career Development Statement
Students will develop their employability skills by gaining both an understanding of the key concepts and theories as well as practical skills in the use of and analysis of outputs that will enhance the decision making and practice within their chosen industries and functions. Their career paths can be developed from being able to apply the processes and skills employed in the profession. Generic skills enhanced by this module will include independent learning, research techniques, analysis and evaluation skills, critical thinking, team work, time management, planning & learning processes.

Learning & Teaching Strategy
The module will use lectures to develop insight and knowledge of the various topics from a generic perspective which will be followed by seminars that focus on the student's degree area and functional specialisms in order to embed the learning and knowledge within their chosen degree fields. Seminars will use a mixture of theoretical and practical hands on activities to enable the student to put their knowledge into practice. The use of online activities, primary research including e-research methods and integrative case studies bridging the theoretical and practical learning environments will be used. The use of guest speakers from industry, visits and conference proceedings will be integrated into the lecture series which will be varied and topical given the nature of change and opportunities that arise during the course of the module. Accordingly teaching will focus on face-to-face and virtual tutorials, supported by specific lectures on new developments delivered by staff and Industry personnel.

Assessment Strategy
Students will adopt the coursework that offers the best scope for their chosen career path and learning styles.

Coursework 1: 60% weighting:
Students will select an appropriate technological topic from the lecture series and write a 2,000 word report review on the emerging themes, trends and arguments emerging about that concept.

Coursework 2: 40% weighting:
The student will build on the research from the first assignment, to create a presentation demonstrating the application of that technological topic to a chosen sector/profession. |

SECTION E: SCHEDULED LEARNING AND TEACHING

Notional Hours	
1 Credit is equivalent to 10 notional learning hours (30 credits = 300 learning hours). All hours should be calculated based on what an individual student might be expected to receive.	
Category (Please refer to QAA Guidance in completing this section)	*Total Hours*
Scheduled Learning and Teaching Activities (SLTA)	
Lectures (incl. virtual and face to face contact)	15
Seminars (incl. virtual and face to face contact)	30
Tutorials – per individual student (incl. virtual and face to face contact)	
Project supervision (incl. virtual and face to face contact)	
Demonstration (incl. virtual and face to face contact)	
Practical classes and workshops	
Supervised time in studio/workshop/rehearsal space	
Fieldwork, e.g. survey work, data collection	
External visits, e.g. visits to sites, museums or collections	
Sub-total: SLTA	**45**
PLUS Guided Independent Study (GIS)	**105**
PLUS Placements / Study Abroad / Work based Learning	
TOTAL (Sub-total of SLTA plus GIS, plus Placements)	*150*

SECTION F: ASSESSMENTS

Summative Assessment Regime				
ID	KIS Category/Activity Type & Brief Description (Please refer to: QAA Guidance in completing this section)	Learning Outcomes Assessed	Weighting % or P/F	Indicative Week No.
CW1	Coursework: Report: Individual 2000 word report	1, 3	60%	10
PR1	Practical Exam: Oral Assessment and Presentation: 15 minute presentation (including questions)	2	40%	15

Module Pass Requirements:
Standard Regs apply

SECTION G: ACADEMIC RESOURCES

Key Texts

- Chaffey, D., and Smith, P.R. (2011) *Emarketing Excellence*. 3rd ed. Oxford: Butterworth Heinemann
- Ryan, D. and Jones, C. (2012) *Understanding Digital Marketing*. 2nd ed. London: Kogan Page
- De Kare-Silver, M. (2014*) Digital Insights 2020: How the digital technology revolution is changing business and all our lives*. (N.k.) Matador.

Journals (including e-Journals)

- Brand Republic
- Journal of Marketing Communications

Databases

- Mintel
- WARC World Advertising Research Centre
- MIT Media Lab