

Module specification

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Module code	BUS5A5
Module title	Digital Business Strategy
Level	5
Credit value	20
Faculty	SLS
Module Leader	Owen Dale
HECoS Code	100810
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business & Management	Core
BA (Hons) International Business	Core
BA (Hons) Marketing and Business	Core
BA (Hons) Business and Human Resource Management	Core
BA (Hons) International Tourism and Hospitality Management	Core
BA (Hons) Law and Business	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	30 hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	January 2022 included BA (Hons) Law and Business in programme titles
Version number	2

Module aims

Changes in digital technologies have disrupted entire industries and businesses have often struggled in this new world. Emerging technologies are having a profound impact on businesses as individuals and organisations embrace digital innovations. Yet how a business can fully benefit from this transformation is not always clear. The use of the web, apps, cloud storage, GPS and Internet-connected devices has led to a digital disruption and has transformed the way we live, learn, play and interact. However, these disruptions have also changed the way businesses operate, the way consumers behave and the way we think about business strategy as a concept. This module aims to equip students with the skills needed to build digital competitive advantage in a rapidly changing world. The rules of business have changed and why it is no longer enough for firms to be better or cheaper to gain competitive advantage. These new rules make it essential for companies to re-examine four fundamental aspects of their business to thrive in the digital era—their strategy, value chain, customer engagement, and organization structure.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate and evaluate how digital technologies have disrupted both business models and business landscapes
2	Identify the importance of digital innovation with a business
3	Examine the changing behaviours and motivations of the digital customer
4	Assess the challenges of managing change in the digital organisation

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assignment 1 – Case Study – Total Word Count 2000 Words

Students will be expected to produce a case study example of digital disruption/transformation in practice, using an organisation of their choice.

Assignment 2 – Poster Presentation/Report – Total Word Count 2000 Words

Students will be expected to produce a poster highlighting the transition internally to a digital business and produce a group report outlining these issues.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	Coursework	50%
2	4	Presentation	50%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end this level 5 module in Digital Business Strategy applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying Digital Business Strategy will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in digital business. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Indicative Syllabus Outline

1. Introduction to the 21st century market and digital disruption
2. Defining digital business strategy
3. Digital business models
4. Digitally transforming the organisation
5. Internal digital transformation and the digital organisational culture
6. The digital customer
7. Digital capability
8. Digital leadership
9. Managing Digital change
10. Strategic planning: becoming a data-driven organisation

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Gupta, S. (2018), *Driving Digital Strategy: A Guide to Reimagining your Business*. Boston: Harvard Business Review.

Other indicative reading

Textbook:

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

Brown, W. (2019), *Delivering Digital Transformation: A Manager's Guide to the Digital Revolution*. Berlin: De Gruyter.

Chaffey, D. (2019), *Digital, Business and E-Commerce Management*. 7th ed. Harlow: Pearson.

Fenton, A., Gordon, F. and Griffiths, M. (2020), *Strategic Digital Transformation*. London: Routledge.

Weill, P. and Woerner, S.L. (2018), *What's Your Digital Business Model?: Six Questions to Help you Build the Next-Generation Enterprise*. Boston: Harvard Business Review.

Websites:

The Chartered Institute of Marketing: www.cim.co.uk

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency

Organisation

Leadership and Team working

Critical Thinking

Emotional Intelligence

Communication