

Module specification

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Refer to the module guidance notes for completion of each section of the specification.

Module code	ONL504
Module title	Digital Business Strategy
Level	5
Credit value	20
Faculty	SLS
HECoS Code	100810
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business and Management	Core
BA (Hons) Management, Accounting & Finance	Core
BBA (Hons) Business Administration	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 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	20 hrs
Placement / work based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	12/08/2020
With effect from date	04/01/2021
Date and details of revision	
Version number	1

Module aims

Changes in digital technologies have disrupted entire industries and businesses have often struggled in this new world. Digital disruption has 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 business world has changed and it is more difficult for firms to gain competitive advantage. This modern business environment 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	Assess how digital technologies have disrupted both business models and business landscapes.
2	Analyse the importance of digital innovation within the business environment.
3	Critically evaluate the changing behaviours and motivations of the digital customer.
4	Recognise and 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 750 Words

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

Assignment 2 – Poster Presentation – Total Word Count 750 Words

Students will be expected to produce a poster highlighting the transition internally to a digital business.

Assignment 2 – Report – Total Word Count 1500 Words

Students will be expected to produce a written report highlighting the opportunities arising from digital transformation for an organisation of their choice.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Case Study	25
2	4	Poster Presentation	25
3	2 & 3	Report	50

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. Students are assessed using a range of assessment formats to suit online delivery but still enabling them to work creatively. This includes a case study, a poster presentation and a final report.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range of digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a help-line for additional support and chat facilities through Canvas for messaging and responding.

Indicative Syllabus Outline

- Introduction to digital disruption
- Digital business models
- Internal transformation
- The Digital customer
- Digital capability
- Managing Digital change

Indicative Bibliography:

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

Essential Reads

Gupta, Sunil. *Driving Digital Strategy: A Guide to Reimagining Your Business*. Boston: Harvard Business Review Press, 2018.

Other indicative reading

Textbooks:

Digital Leadership: A Leadership Solution for Achieving Digital Business Goals Paperback – 2015 by C Bones (Author), J Hammersley (Author)

Digital Business and E-Commerce Management Paperback – 2019
by D Chaffey (Author)

Digital Marketing Strategy: An Integrated Approach to Online Marketing – 2019 – 2nd Edition
by S Kingsnorth (Author)

Digital Marketing: Strategy, Implementation & Practice – 2019 – 7th Edition by D Chaffey (Author), F Ellis-Chadwick (Author)

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. [Click here to read more about the Glyndwr Graduate attributes](#)

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