IB2B4-15 Digital Business

23/24

Department
> Warwick Business School

Level
> Undergraduate Level 2

Module leader
> Melody Zou

Credit value
> 15

Module duration
> 10 weeks

Assessment
> Multiple

Study location
> University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available to both WBS and non-WBS students.
Employ a social technical view to look at the role of technology in the workplace and business environment
Present digital business as a combination of technology, processes and social connections inside and outside organisations.
Explain how to manage information and digital media to support communication and collaboration inside organisations.
Explain how to make use of information and technology to conduct an online business

[Module web page](#)

Module aims

Employ a social technical view to look at the role of technology in the workplace and business environment
Present digital business as a combination of technology, processes and social connections inside and outside organisations.
Explain how to manage information and digital media to support communication and collaboration inside organisations.
Explain how to make use of information and technology to conduct an online business

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Networked enterprise

- disruptive technologies in the digital age
- value chain thinking
- context of organization
  Digital workplace
- communication & collaboration & Organisation
- knowledge management
- business intelligence
  Digital business
- e-commerce
- create your own online business
- digital marketing

Learning outcomes

By the end of the module, students should be able to:

- Define digital business as a combination of technology, processes, and people
- Explain the role of information in decision-making and how to manage it using technologies and digital media
- Understand the role of technology and managing knowledge and business intelligence in organisations
- Understand the role of technology and in operating a business online
- Demonstrate a detailed awareness of how technology is enabling and driving changes in the workplace, including changes to business models
- Discuss critically the role of technology in modern organisations and construct arguments regarding the use of digital media to support the modern workplaces
- Understand the key debates on competing technologies regarding the operating context

Indicative reading list

Valacich, J. S., and Schneider, C. 2018. Information Systems Today: Managing in the Digital World, (Eighth edition ed.). Harlow,
England: Pearson.
Laudon, K. C., and Laudon, J. P. 2018. Management Information Systems: Managing the Digital Firm, (Fifteenth edition ed.).
Harlow, England: Pearson.
Boddy, D., Boonstra, A., and Kennedy, G. 2008. Managing Information Systems: Strategy and Organisation, (3rd ed ed.). Harlow,
England: Pearson.
Turban, E., Whiteside, J., King, D., and Outland, J. 2017. Introduction to Electronic Commerce and

Social Commerce, (4th edition
ed.). Cham: Springer International Publishing.
Turban, E., Strauss, J., and Lai, L. 2016. Social Commerce: Marketing, Technology and
Management, (1st ed. 2016 ed.). Cham:
Springer International Publishing
Barringer, B. R., and Ireland, R. D. 2012. Entrepreneurship: Successfully Launching New
Ventures, (4th edition, Global Edition
ed.). Boston: Pearson/Prentice Hall.
Turban, E. 2008. Business Intelligence: A Managerial Approach. Upper Saddle River, N.J.:
Pearson Prentice Hall.
Porter, M. E., and Heppelmann, J. E. 2014. "How Smart, Connected Products Are Transforming
Competition," Harvard Business
Review (92: 11), pp. 64-88.
Porter, M. E., and Heppelmann, J. E. 2015. "How Smart, Connected Products Are Transforming
Companies," Harvard Business
Review (93: 10), pp. 96-16.
McAfee, A. P. 2009. "Shattering the Myths About Enterprise 2.0," Harvard Business Review (87:
11), pp. 1-6.
McAfee, A. P. 2006. "Enterprise 2.0: The Dawn of Emergent Collaboration," MIT Sloan
Management Review (47: 3), pp. 21-28.
Rigby, D. K. 2014. "Digital-Physical Mashups," Harvard Business Review (92: 9), pp. 84-92.

Subject specific skills

Form a plan to deploy workplace technologies which is aligned with the purpose and goals of the
organisation

Transferable skills

Demonstrate written communication skills.
Demonstrate oral communication skills.
Demonstrate problem solving skills.
Use appropriate information technology.
Exhibit leadership, team building and project
management skills

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (13%)
Seminars	9 sessions of 1 hour (12%)
Total	77 hours

Type	Required
Online learning (independent)	10 sessions of 1 hour (13%)
Private study	48 hours (62%)
Total	77 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A3

	Weighting	Study time
Individual Assignment	70%	51 hours
Participation	10%	7 hours
Class test	20%	15 hours

Assessment group R2

	Weighting	Study time
Individual Assignment	30%	
Individual Assignment	70%	

Feedback on assessment

Tutors will provide individual students with detailed written feedback on their assessed coursework

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Availability

Courses

This module is Optional for:

- UECA-3 Undergraduate Economics 3 Year Variants

- - Year 2 of L100 Economics
    - Year 2 of L100 Economics
    - Year 2 of L100 Economics
  - UECA-LM1D Undergraduate Economics, Politics and International Studies
    - Year 2 of LM1D Economics, Politics and International Studies
    - Year 2 of LM1D Economics, Politics and International Studies
    - Year 2 of LM1D Economics, Politics and International Studies
    - Year 2 of LM1D Economics, Politics and International Studies
  - UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
    - Year 2 of L1CA Economics, Psychology and Philosophy
    - Year 2 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
    - Year 2 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
    - Year 2 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
    - Year 3 of L1CA Economics, Psychology and Philosophy
    - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
    - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
    - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
  - UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
    - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
    - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
    - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
    - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
    - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 2 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CA Economics, Psychology and Philosophy

This module is Option list A for:

- Year 3 of UESA-HN12 BEng Engineering Business Management
- Year 3 of UESA-HN15 BEng Engineering Business Management
- Year 4 of UESA-HN13 BEng Engineering Business Management with Intercalated Year