

IB2B4-15 Digital Business

24/25

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

In this module, we demonstrate the essential role of digital technology and information systems as drivers of business and innovation in organizations. We present digital business as a combination of technology, processes, and social connections inside and outside organizations.

[Module web page](#)

Module aims

Employ a social-technical view to understand the role of IT in the business environment.

Present digital business as a combination of technology, processes, and social connections inside and outside organizations.

Discuss the contemporary phenomena and issues related to IT.

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

Business intelligence & analytics:

data, database management

business intelligence & analytics

knowledge management

E-commerce & digital marketing:

e-commerce (AR/VR/MR)

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
- Comprehend the role of technology and managing knowledge and business intelligence in organisations
- 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
- Comprehend the key debates on competing technologies regarding the operating context

Indicative reading list

Valacich, J. S., Schneider, C. 2022., Hashim, M. Information Systems Today: Managing in the Digital World, (Nineth edition ed.). Harlow, England: Pearson.

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.

Scheepers, R., Lacity, M.C. and Willcocks, L.P., 2018. Cognitive Automation as Part of Deakin University's Digital Strategy. MIS Quarterly Executive, 17(2).

Chaffey, D. and Ellis-Chadwick, F., 2019. Digital Marketing. Pearson UK.

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

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.

Rigby, D. K. 2014. "Digital-Physical Mashups," Harvard Business Review (92: 9), pp. 84-92.

Research element

In the latest project assessment, students will be encouraged to read the conference proceedings to engage with the latest research findings and transfer this to real-life practice.

Interdisciplinary

Positioned in the business context, this module offers interdisciplinary insights from Management, Marketing, and Computer Science.

International

This module deliberately chooses cases from worldwide to promote developing countries (e.g. India, China) and distal neighbors (e.g. Australia).

Subject specific skills

Demonstrate database management.

Demonstrate data visualization & analytics.

Demonstrate programming.

Transferable skills

Demonstrate written 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 (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 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 A4

	Weighting	Study time
Individual Assignment	70%	51 hours
Individual Assignment - 2500 word equivalent		
Participation	10%	7 hours
Class test	20%	15 hours

Assessment group R3

	Weighting	Study time
Individual Assignment	30%	
Individual Assignment	70%	

Feedback on assessment

Feedback will be provided via my.wbs.

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