

# IB2B4-15 Digital Business

**26/27**

**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 for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to [my.wbs.ac.uk](http://my.wbs.ac.uk) using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

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

[Reading lists can be found in Talis](#)

## 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 A5

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Individual Assignment	90%	65 hours	Yes (extension)
Individual Assignment - 3000 word equivalent			
Participation	10%	8 hours	No

### Assessment group R4

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Individual Assignment	100%		Yes (extension)
Individual Assignment replaces assignment and participation.			

### Feedback on assessment

Feedback will be provided via my.wbs.

---

## Availability

### Courses

Course availability information is based on the current academic year, so it may change.

This module is Optional for:

- Year 2 of UECA-L1N3 BSc Economics and Management with Placement Year
- UIBA-N20B BSc in Management
  - Year 2 of N20B Management
  - Year 2 of N20B Management
  - Year 2 of N23K Management with Accounting
  - Year 2 of N234 Management with Digital Business
  - Year 2 of N235 Management with Entrepreneurship
  - Year 2 of N232 Management with Finance
  - Year 2 of N252 Management with Marketing
  - Year 2 of N23L Management with Strategy and Organisation
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 2 of UECA-L1N2 Undergraduate Economics and Management
- UIOA-ESO Undergraduate European Exchange
  - Year 1 of UESO Undergraduate European Exchange
  - Year 1 of UESO Undergraduate European Exchange
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies
- Year 2 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business

- Year 2 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- UIBA-N20F Undergraduate International Management
  - Year 2 of N20F International Management
  - Year 2 of N20F International Management
  - Year 2 of N20S International Management (with Accounting)
  - Year 2 of N20T International Management (with Chinese)
  - Year 2 of N20P International Management (with Entrepreneurship)
  - Year 2 of N20M International Management (with Finance)
  - Year 2 of N20U International Management (with French)
  - Year 2 of N20L International Management (with Marketing)
  - Year 2 of N20V International Management (with Spanish)
  - Year 2 of N20W International Management (with Strategy and Organisation)
  - Year 2 of N20N International Management with Digital Business
  - Year 2 of N20E Management (with Foundation Year)
  - Year 2 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
  - Year 3 of N220 International Management (with Foundation Year)
  - Year 3 of N221 International Management with Accounting (with Foundation Year)
  - Year 3 of N226 International Management with Chinese (with Foundation Year)
  - Year 3 of N223 International Management with Digital Business (with Foundation Year)
  - Year 3 of N224 International Management with Entrepreneurship (with Foundation Year)
  - Year 3 of N222 International Management with Finance (with Foundation Year)
  - Year 3 of N227 International Management with French (with Foundation Year)
  - Year 3 of N225 International Management with Marketing (with Foundation Year)
  - Year 3 of N228 International Management with Spanish (with Foundation Year)
  - Year 3 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
  - Year 3 of N20J Management (Foundation Year and Placement)
  - Year 3 of N20K Management (Foundation Year and UPP)
  - Year 3 of N23H Management with Digital Business (with Foundation Year and Placement Year)
  - Year 3 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
  - Year 3 of N23G Management with Finance (with Foundation Year and Placement Year)
  - Year 3 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
  - Year 3 of N20E Management (with Foundation Year)
  - Year 3 of N23N Management with Accounting (with Foundation Year and Placement Year)
  - Year 3 of N23M Management with Accounting (with Foundation Year)

- Year 3 of N23E Management with Digital Business (with Foundation Year)
- Year 3 of N23F Management with Entrepreneurship (with Foundation Year)
- Year 3 of N23D Management with Finance (with Foundation Year)
- Year 3 of N252 Management with Marketing
- Year 3 of N254 Management with Marketing (with Foundation Year)
- Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
  - Year 2 of N20M International Management (with Finance)
  - Year 2 of N20B Management
  - Year 2 of N20D Management (Undergraduate Partnership Programme)
  - Year 2 of N20C Management (with Placement Year)
  - Year 2 of N20Q Management with Accounting (with Placement Year)
  - Year 2 of N236 Management with Digital Business (with Placement Year)
  - Year 2 of N235 Management with Entrepreneurship
  - Year 2 of N237 Management with Entrepreneurship (with Placement Year)
  - Year 2 of N232 Management with Finance
  - Year 2 of N233 Management with Finance (with Placement Year)
  - Year 2 of N253 Management with Marketing (with Placement Year)
  - Year 2 of N23L Management with Strategy and Organisation
  - Year 2 of N20R Management with Strategy and Organisation (with Placement Year)
- UIOA-EOS Undergraduate Overseas Exchange
  - Year 1 of UEOS Undergraduate Overseas Exchange
  - Year 1 of UEOS Undergraduate Overseas Exchange
- Year 1 of UIOA-EUS Undergraduate USA Exchange