

IB9NC-15 Business Research in the Digital Age

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Joe Nandhakumar

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The objective of the module is to familiarise the research student with recent developments in research at the intersection between digital technology and business topics such as digital innovation, technology management, platform strategy, and data science. The module is intended to generate understanding of the theoretical, empirical, and methodological foundations of business research related to digital technology across different levels of analysis.

Module aims

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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.

The teaching consists of interactive lectures/ seminars. The sessions cover:

Digital Economy/ Business in the Digital Age: Introduction
Innovation as Recombination
Technology Management and Strategy
Data Science and Computational Methods
Digital Platforms
Digital Materiality and Organizing
Crowdsourcing and Open Innovation
Design and Design Thinking for the Digital Age
Theory Generation and Publishing

Learning outcomes

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

- Increased understanding of research issues, theories and methods for investigating business in the digital age.

Indicative reading list

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

Subject specific skills

1. Understand theoretical and empirical aspects of business in the digital age.
2. Understand basic data science and computational methods.
3. Demonstrate ability to independently research a topic related to the business in the digital age and review the relevant literature competently.

Transferable skills

Critically evaluate a range of complex information and competing theories to formulate independent viewpoints.

Write clearly and succinctly, displaying a high level of conceptual understanding, and with appropriate use of referencing.

Study

Study time

Type	Required
Seminars	10 sessions of 2 hours 30 minutes (32%)
Private study	53 hours (68%)
Total	78 hours

Private study description

Self study and reflective learning.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual essay	100%	72 hours	Yes (extension)
Reassessment component is the same			

Feedback on assessment

Module leader feedback

Availability

There is currently no information about the courses for which this module is core or optional.