

Full Title	Digital Business		
Status	Uploaded to Banner	Start Term	2018
NFQ Level	07	ECTS Credits	05
Module Code	COMP07061	Duration	Semester - (13 Weeks)
Grading Mode		Department	Business
Module Author	Miriam McSweeney		
Co Authors	Phelim Murnion, Fearghal McHugh		

Module Description

Business is digital. Digital business drives business and societal change worldwide, and has led to the creation, destruction, and transformation of businesses. This module is to develop an e-strategy for a digital business and use digital components for business and industry. Students will know how the digital components will impact business and identify how to combine these to develop business online.

Learning Outcomes *On completion of this module the learner will/should be able to;*

1. Demonstrate knowledge of the components required for an ebusiness.
2. Develop an ebusiness strategy.
3. Explain current developments in ebusiness
4. Apply software applications to develop a prototype ebusiness.
5. Review contemporary e-environment issues.

Indicative Syllabus

1. ebusiness types - characteristics, drivers and barriers, current developments in ebusiness 10%
2. ebusiness strategy - evaluation, objectives, definition, developing ebusiness systems, implementation, e-strategy decisions 35%
3. e-management - channel strategy, ebusiness models, Market analysis, revenue model 15%
4. ebusiness infrastructure - ebusiness site/component development, technologies, applications, processes, collaborations, outsourcing, security 25%
5. e-environment - social, legal, ethical, current ebusiness and societal issues 15%

Teaching and Learning Strategy

Lectures & Lab applications

Assessment Strategy

Project to develop an e-strategy and use e-business applications with a 2 hour final exam

Repeat Assessment Strategies

2 hour repeat exam - and project if appropriate (depending on work submitted during the module)

Coursework & Continuous Assessment:			40 %		
Type	Form	Failed Element	Percent	Week (Indicative)	Learning Outcomes
Continuous Assessment	Project	No	40 %	OnGoing	1,2,3,4,5

End of Semester / Year Formal Exam:			60 %		
Type	Form	Failed Element	Percent	Week (Indicative)	Learning Outcomes
Final Exam	Closed Book Exam	No	60 %	End of Semester	1,2,3,4,5

Full Time Average Weekly Workload:			3.00 Hours		
Type	Location	Description	Hours	Frequency	Weekly Avg
Lecture	Lecture Theatre	Lecture	2	Weekly	2.00
Practical	Computer Laboratory	Laboratory	1	Weekly	1.00

Recommended Reading Book List

Chaffey, D., (2014). *Digital Business and E-Commerce Management*. Pearson.
ISBN 0273786547 ISBN-13 9780273786542

Rickman, C., (2012). *The Digital Business Start-Up Workbook: The Ultimate Step-by-Step Guide to Succeeding Online from Start-up to Exit* Capstone.

Hoque, F., (2000). *e-Enterprise: Business Models, Architecture, and Components (Breakthroughs in Application Development)*. Cambridge University Press.

Berk, N., (2009). *Data Analysis with Microsoft Excel(tm): Updated for Office 2007 (Book Only)*. Wadsworth Publishing Co Inc.
ISBN 0495391786 ISBN-13 9780495391784

Programme Membership

GA_BBISG_H08 201800 Bachelor of Science (Honours) in Business Information Systems
 GA_BBISG_B07 201800 Bachelor of Science in Business Information Systems
 GA_BBUAG_H08 201800 Bachelor of Business (Honours)
 GA_BFING_H08 201800 Bachelor of Business (Honours) in Finance and Economics
 GA_BFING_B07 201800 Bachelor of Business in Finance
 GA_BBUSG_B07 201800 Bachelor of Business
 GA_BMASG_B07 201800 Bachelor of Business in Marketing and Sales
 GA_BMASG_H08 201800 Bachelor of Business (Honours) in Marketing and Sales
 GA_BRUAG_B07 201800 Bachelor of Business in Rural Enterprise and Agri-Business
 GA_BRUAG_H08 201800 Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
 GA_KBUSI_H08 201900 Bachelor of Science (Honours) in Business Information Systems
 GA_KBUSI_B07 201900 Bachelor of Science in Business Information Systems