

Module Documentation



COMP07061

Digital Business

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COMP07061

Digital Business

Short Title	Digital Business		
Full Title	Digital Business		
Attendance	N/A	Discipline	481 COMPUTER SCIENCE
Coordinator	Fearghal McHugh	Department	Business
Co Author(s)	Phelim Murnion		
Official Code	COMP07061	NFQ Level	07
		ECTS Credit	05

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.

Teaching and Learning Strategies

Lectures & Lab applications

Assessment Strategies

Project to develop an e-strategy and use e-business applications with a 2 hour Final Exam

Repeat Assessment Procedures

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

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

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 society issues 15%

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	60 %
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End of Semester / Year Formal Examination	40 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Class Assessment Class Assesment	1,2,3,4,5	60	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Final Exam	1,2,3,4,5	40	End of Term

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Not Specified	Lecture	2	Weekly	2.00
Laboratory Practical	Not Specified	Lab	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Chaffey, Dave., (2012) Ebusiness and Ecommerce Management

Rickman, (2012), The digital business Startup, capstone publishing

Hoque, Faisal, (2000) E-enterprise : business models, architecture, and components, Cambridge : Cambridge University,

Kenneth N., (2009), Data analysis with Microsoft Excel : updated for Office 2007, London : Cengage Learning

Siegel, Carolyn F. (2004), Internet marketing : foundations and applications, Boston; New York : Houghton Mifflin

Module Alternate Book Resources

None

Module Other Resources

None

Module URLs

None

Additional Information

None

Approval Information

School Approval by Carmel Brennan on 01-04-2015

Academic Council on 01-04-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BBISG_H08	201500	Bachelor of Science (Honours) in Business Information Systems
GA_BBUAG_H08	201500	Bachelor of Business (Honours)
GA_BBUSG_B07	201500	Bachelor of Business
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BFING_H08	201500	Bachelor of Business (Honours) in Finance and Economics
GA_BRURA_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-business
GA_BFING_B07	201500	Bachelor of Business in Finance
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BRURA_B07	201500	Bachelor of Business in Rural Enterprise and Agri-business
GA_BHUMA_B07	201500	Bachelor of Business in Human Resources
GA_BWITH_H08	201500	Bachelor of Business (Honours) with a European Language
GA_BWITH_B07	201500	Bachelor of Business with a European Language

GA_BHUMA_H08	201500	Bachelor of Business (Honours) in Human Resources
GA_BBISG_B07	201500	Bachelor of Science in Business Information Systems
GA_BRUAG_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
GA_BRUAG_B07	201500	Bachelor of Business in Rural Enterprise and Agri-Business