Module guide:

2.4: Digital Business

Programme: BA (Hons) Professional Management

Module details

Module title:	Digital Business
Module code:	2.4
Module level:	5
Credit value:	20
Assessment:	Assignment
Learning duration:	7 weeks

Introduction

Welcome to this module on Digital Business. This is your reference guide to the content and assessment of this module.
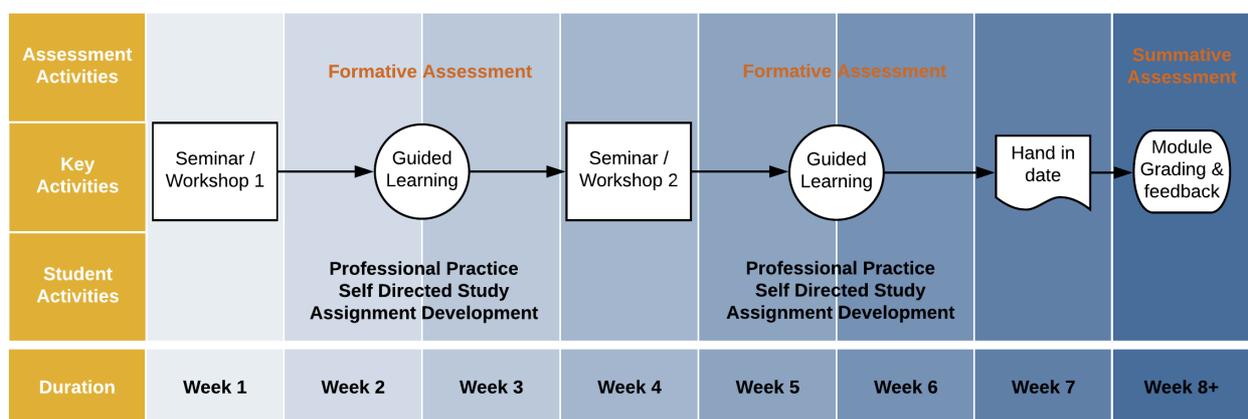
By successfully completing this module, you will be able to:

2.4 (1) Critically evaluate digital technologies and strategies used in organisations
2.4 (2) Analyse the links between digital business and organisational strategy
2.4 (3) Research digital technologies improvements within own organisation
2.4 (4) Create digital business solution linked to organisational strategy based on identified improvements

In order to achieve these learning outcomes, you will need to demonstrate an understanding of the complexities of digital business and the links between this and organisation strategy. Your tutor is there to guide and support you throughout this module, offering advice and guidance where applicable.

Learning strategy

The learning outcomes will be achieved through a combination of seminars, workshops, tutorials, self-directed study, professional practice and reflective review. The learning journey for this module is illustrated below:

Assessment Activities		Formative Assessment			Formative Assessment			Summative Assessment
Key Activities	Seminar / Workshop 1	Guided Learning	Seminar / Workshop 2		Guided Learning		Hand in date	Module Grading & feedback
Student Activities		**Professional Practice Self Directed Study Assignment Development**			**Professional Practice Self Directed Study Assignment Development**			
Duration	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8+

Module guidance

In order to complete this module, you will be required to provide the following:

1. Creation of a digital business solution based on an assessment of digital technologies and recommended improvements linked to current research. You will evidence the creation of your digital business solution through a presentation with supporting notes pages of at least 1500 words.
2. A reflective account of your assessment of improvements you can recommend to your organisation based on your digital technologies research.
3. Two pieces of portfolio evidence consisting of:
   o An analysis of Work products demonstrating the links between digital business and organisational strategy

Assessment guidance

This module will be assessed through a presentation demonstrating your understanding and ability to create digital business solutions. You will understand the complexities of digital business and the links between this and organisation strategy. You will learn how digital business can be used for competitive advantage.

The table below provides an overview of the assessments and how they will be used towards your overall module grade.

Components	Assessment method	Learning outcome	Overview of activity	Marking scheme
Assessment 1	1. Presentation supported with notes pages	2.4 (4) 2.4 (1)	Present a digital business solution you have created showing links to the evaluation of digital technologies and research on improvements within your own organisation.	Marked and graded (40% pass mark)
Assessment 2	1. Reflective review	2.4 (3)	Reflection activity on the improvements you can recommend to your organisation based on your digital technologies research.	Threshold (A pass must be achieved)
Assessment 3	Portfolio evidence: 1. Witness statement 2. Work Products	2.3 (2)	Gather evidence for your portfolio in order to show that you are able to analyse the links between digital business and organisational strategy	Threshold (A pass must be achieved).

You will be required to complete all 3 components and achieve a pass for each in order to successfully complete the module.

Before you start....

What is expected of you:

- Read through and make sure you understand the requirements of the module. Please feel free to ask your tutor any questions if you are not sure or require further clarification. This can be done in person, by email or telephone.

- Ensure that you are aware of hand in dates for your work. If you feel you will not be able to meet these deadlines, please discuss with your tutor who may be able to arrange for an extension. It is essential that you allow time for this and not leave it until the last moment unless of extenuating circumstances.

- Always keep a soft or hard copy of your work.

- Ensure you have completed your individual self-reflections.

- Ensure you have completed all tasks within the allocated timescale. It is highly recommended that you attend the tutorial sessions and keep in touch with your tutor who will support you through your module. If we are not aware of problems you may be having, we will not be able to help you.

Assessment 1

Assessment type: Assignment (Presentation with supporting evidence)
Learning outcome: 2.4 (4) Create digital business solution linked to organisational strategy based on identified improvements
2.4 (1) Critically evaluate digital technologies and strategies used in organisations
Overview: Present a digital business solution you have created based on theory and analysis. This will be the form of a presentation with supporting evidence.
Marking scheme: Marked and graded

Task:

You are required to create a digital business solution linked to organisational strategy.

The outcomes of this business solution should be delivered via a presentation to an audience. The presentation should last no more than 10 minutes with an additional 5 minute for audience questions.

The presentation should include:

1. An introduction to the organisation

2. A description of the organisational strategy

3. An analysis of the organisations current digital business solutions linked to organisational strategy

4. Critical evaluation of at least three different digital technologies and strategies which can be used in different organisations

5. Evidence of the research you have carried out within your own organisation in order to recommend improvements

6. Analysis and evaluation of the research and data you have collected to enable you to draw conclusions to recommend improvements

7. Evidence of how your recommended improvement links to organisational strategy and research

8. Evidence of alternative solutions that were considered

9. A description of the business solution you have created showing how it links to best practice, theoretical models and theories

10. Evidence of the solution you have created, eg this can be through screen shots of the development and production of the digital business solution

The supporting notes should be submitted in Microsoft Word format and include:

- A full reference list, in the Harvard style
- A bibliography of reading and research you have carried out.

Marking and grading

Your assignment will be marked and graded in line with UCQ's marking and grading guidelines which are in your student handbook. Specific to this task, you will be scored on the task elements detailed above, and summarised as follows:

1. Presentation of created business solution
2. Evaluation of digital technologies and strategies used in organisations
3. Analysis of data to develop alternative solutions
4. Appropriate and professional presentation of the business solution
5. Use of and appropriate referencing of research sources

You will need to achieve a minimum pass of 40% in this assessment. A summary of the specific criteria that will be used to grade your work is shown in the table below.

Grade type	Grade criteria	% band
Excellent pass	- A comprehensive and detailed introduction to the organisation and its strategy is outlined - A critical analysis of the organisations current digital business solutions showing comprehensive interrelation between these and how one influences the other is shown - A critical evaluation resulting in reasoned conclusions of at least three different digital technologies and strategies which can be used in different organisations. - Extensive and relevant research within the organisation to recommend viable and suitable improvements to digital business. - A critical analysis and comprehensive evaluation of the data resulting in judgements to enable viable recommendations to be made - Comprehensive and thorough analysis of alternative solutions is carried out - Comprehensive description of the created business solution showing clear links to the best practice, theoretical models and theories researched - Thorough well-detailed description with supporting evidence demonstrating the solution that has been created - Highly effective professional presentation created and delivered to fully meet the audience needs and few errors - Accurate referencing using Harvard referencing style	70%+
Very good pass	- A thorough introduction to the organisation and its strategy. - A critical analysis of the organisations current digital business solutions showing some interrelation between these and how one influences the other is shown - A critical evaluation resulting in some conclusions to be drawn of at least three different digital technologies and strategies which can be used in different organisations - Detailed and relevant research within the organisation to enable mainly suitable improvements to be made linked to digital business.	60%-69%

	• A detailed analysis and evaluation of the data resulting in judgements to enable some viable recommendations to be made • Detailed analysis of alternative solutions is carried out. • Detailed description of the created business solution showing many links to best practice, theoretical models and theories researched • Thorough description with some supporting evidence demonstrating the solution that has been created • Effective professional presentation created and delivered to meet many of the audience needs with few errors • Mostly accurate referencing using Harvard referencing style	
Good pass	• An adequate introduction to the organisation and its strategy • Some critical analysis of the organisations current digital business solutions showing some interrelation between these and how one influences the other • Some critical evaluation resulting in few conclusions to be drawn of at least three different digital technologies and strategies which can be used in different organisations • Some research within the organisation to enable some suitable improvements to be made linked to digital business. • An adequate analysis and evaluation of the data resulting in judgements to enable some viable recommendations to be made • Some analysis of alternative solutions is carried out • Some description of the created business solution showing some links to the best practice, theoretical models and theories researched • Adequate description with limited supporting evidence demonstrating the solution that has been created • Acceptable professional presentation created and delivered to meet some of the audience needs with some errors • Some accurate referencing using Harvard referencing style	50%-59%
Pass	• A basic introduction to the organisation and its strategy. • Some analysis of the organisations current digital business solutions showing limited interrelation between these • Some evaluation resulting in few conclusions to be drawn of at least three different digital technologies and strategies which can be used in different organisations • Limited research within the organisation to enable few suitable improvements to be made linked to digital business • A basic analysis and evaluation of the data resulting in few recommendations to be made, which on the whole are unrealistic • Limited analysis of alternative solutions is carried out • Limited description of the created business solution showing few links to the best practice, theoretical models and theories researched • Basic description with limited supporting evidence demonstrating the solution that has been created • Brief presentation created and delivered to meet few of the audience needs with many errors	40%-49%

	• Little evidence of accurate referencing using Harvard referencing style	
Fail	• A brief and inadequate introduction to the organisation and its strategy • Little description of the organisations current digital business solutions showing no interrelation between these • Limited evaluation resulting in few conclusions to be drawn which are relevant to the organisation • Inadequate research within the organisation to enable few suitable improvements to be made with limited links to digital business. • A basic description of the data resulting in few judgements to enable few viable recommendations to be made • No analysis of alternative solutions is carried out • Limited description of the created business solution showing few links to the best practice, theoretical models and theories researched • Limited description with limited supporting evidence demonstrating the solution that has been created • Inadequate presentation created and delivered to meet few of the audience needs with many errors • Limited accurate referencing using Harvard referencing style	0%-39%

Assessment 2

Assessment type: Reflective review
Learning outcome: 2.4 (3) Research digital technologies improvements within own organisation
Overview: Reflective review exercise on digital technologies
Marking scheme: Threshold (A pass must be achieved)

Task

You are required to complete a reflective review for this module that demonstrates how effective your research into digital technologies has been using both qualitative and quantitative data. You should reflect on the business solution you have created and any other alternatives that could be considered and how this links to best practice In terms of digital technologies.

A template will be provided for this asking you to discuss what you have found out from your assessment of innovation and enterprise within your own organisation allowing you to reflect on this experience, learn from the experience and then plan and try out what you have learned. There is no formal word count for this task, but as a guide, 750 words in total would be appropriate.

1. Reflect on the research you have carried out, in order to create your digital business solution in Assessment 1. Using this research produce a reflection which discusses the improvements to digital technologies within your own organisation.

Marking and grading

Your reflective review is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Presentation of your reflective review	- Use of a clear structure - Accurate spelling and grammar - Visually appealing presentation
Summary of new learning	- Personal account that is informed from reading/theory and links to organisational practice - Accurately referenced
Reflective review content	- Appropriate to module - Your own personal experience - Reflecting on a situation and discussing it
Action plan	- Clear structure - Accurate spelling and grammar - SMART objectives for action plan as to how you would improve your research skills - Review period for action plan - Linked to ongoing personal development

Assessment 3

Assessment type: Portfolio evidence
Learning outcome: 3.3 (2) Analyse the links between digital business and organisational strategy
Overview: Gather evidence for your portfolio in order to show that you are able to understand the links between digital business and organisational strategy
Marking scheme: Threshold (A pass must be achieved)

Task

You are required to complete portfolio tasks and collect evidence to demonstrate your knowledge and understanding of the subject area. Each of the two individual tasks are detailed below.

1. Witness statement

Your witness statement is part of your portfolio evidence and should demonstrate your ability in tasks and undertakings that you carry out as part of your role as a manager and leader in relation to analysing the links between digital business and organisational strategy.

You are required to ask for a witness statement from one of the following people within your organisation:

*   Your direct line manager or a senior manager
*   A member of your team that you lead or manage

A sheet of questions and guidance will be provided and you should give this to a peer who should complete it, providing constructive feedback about you, relating to a specific example where you have demonstrated your ability to analyse the links between digital business and organisational strategy.

Following receipt of the witness statement, you should analyse and reflect on it. Finally, you will be required to draw up an action plan on how you intend to develop any areas that have been identified as learning opportunities.

Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Witness statement	• An appropriate person is selected, and then completes the witness statement
Analysis	• Analysis of the witness statement documented in a structured and logical manner
Personal action plan	• Clear structure • Accurate spelling and grammar • SMART objectives for personal action plan • Review period for action plan • Linked to ongoing personal development

Work product evidence

You will be asked to gather a range of evidence that has naturally occurred in the workplace as a result of day to day activities taking place, specifically related to analysing the links between digital business and organisational strategy. Show how this links to the business solution you have created.

The evidence you chose to gather is at your discretion, but typically evidence may include:

• Analysis of digital business and organisational strategy
• Minutes of meetings linking digital business to organisational strategy
• Any interviews to find out the information.

In all instances, the evidence must show your own individual contribution and how you have benchmarked your data using appropriate tools and techniques. Against each item of evidence, you should provide a brief description and a justification of why you have included it to demonstrate your skills.

Marking and grading

This element is required to be passed. All of the criteria stated in the table below must be met in order to achieve a pass.

Component	Criteria
Gathering of evidence	At least three separate pieces of evidence have been gathered and described.
Justification	Each piece of evidence has had its inclusion justified in terms of how it demonstrates an understanding of digital business and how it links to organisational strategy..

Module reading list

Bones, C., Hammersley, J. (2015) *Leading Digital Strategy: Driving Business Growth Through Effective E-commerce.* 1st ed. Palgrave Macmillian, London.

Chaffey, D. (2014) *Digital Business and E-Commerce Management*. 6th ed. London. Pearson

Dyche, J. (2015) *The New IT: How Technology Leaders are Enabling Business Strategy in the Digital Age.* Mc Graw-Hill Education. London

Humble, J., Molesky, J., and O'Reilly, B. (2015) *Lean Enterprise: How Higher Performance Organisations Innovate at Scale*. O'Reilly Media.

Skilton, M. (2015) *Building the Digital Enterprise: A Guide to Constructing Monetization Models Using Digital Technologies*.

Taylor, D. (2015) *The Secrets of Big Business Innovation.*

Electronic Resources

http://www.managers.org.uk

https://www.gov.uk/business-knowledge-management

http://www.strategyand.pwc.com/global/home/what_we_do/services/it

http://www.mckinsey.com/business-functions/business-technology/our-insights

http://www.pwc.com/us/en/advisory/business-digital-technology-trends.html

http://www.digitaltrends.com/business/