

Module Study Guide

Academic Year: 2022-2023

Digital Business

Level: 4

Credits: 5 ECTS; 10 UK credits

Academic Partner:

Marbella International University Centre
(MIUC)

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The Dean responsible for this module is Beata Froehlich, and can be contacted at beata@miuc.org

The External Examiner responsible for this module is Professor Nick Rees (Professor of International Relations and Dean of the School of Humanities and Social Sciences at The University of Buckingham) for International Business and International Relations courses and Dr Eirini Bazaki (Senior Teaching Fellow, Fashion Management Marketing, MA Coordinator: MA Luxury Brand Management/MA Fashion Management/MA Fashion Marketing and Branding Education Curriculum Advisor – Centre for Higher Education Practice (CHEP)) at the University of Southampton

The Academic Partner Link-Tutor responsible for this module is Brenda Theodore-Marks (for International Business and International Relations courses) and Matilde Nardelli (for Marketing and Advertising course), and can be contacted at Brenda.Theodore-Marks@uwl.ac.uk and Matilde.Nardelli@uwl.ac.uk

1 Module overview

1.1 Introduction

All companies worldwide are hiring Digital Business Managers. The main goals of the companies are to build a business plan through a digital approach, maximize impacts, optimize both human economical resources, and save costs in order to increase corporate profits, mainly through e-commerce platforms and web business structures.

For these challenging purposes, the new breed of business managers proceeds in an innovative way, adding new methodologies, concepts, tools, and evolved knowledge of technology to traditional business plans. Moreover, this new business approach affects not only to aspects of the Marketing Mix but as well as the business procedures, processes and departmental management (IT, Sales, Logistics, Administration...) leading to a cultural change within the company, required for its successful integration into the business.

1.2 Module summary content and aims

This module provides students with the knowledge and understanding of the basic fundamentals that digital business managers need to acquire to build up this new vision of how to work in the new demanding digital era, considering the business management under new angles, being all this complementary to traditional business plans.

The module is composed mainly of tutorials and seminars and will run throughout the semester (14 weeks).

1.3 Learning outcomes to be assessed

On successful completion of this module you will be able to:

- LO1. Understand the concepts of digital business, including its role and application in marketing
- LO2. Examine the online market scenario and the new dynamics and behaviour of online consumers and competitors
- LO3. Illustrate the advantages and disadvantages of implementing e-commerce in a business setting and communicate clearly the digital business strategy for potential clients

1.4 Indicative Contact Hours

Teaching Contact Hours	56 hours
Independent Study Hours	144 hours (for modules with 20 UK credits) 44 hours (for modules with 10 UK credits)
Total Learning Hours	200 hours (for modules with 20 UK credits) 100 hours (for modules with 10 UK credits)

1.5 Summative assessment grid

Type of Assessment	Word Count or equivalent	Threshold (if Professional Body-PSRB applies)	Weighting	Pass Mark	Submission due-date & time	Method of Submission & Date of Feedback
Digital Business Report	2500 words +/- 10%	n/a	100%	40	week 16 (date and time TBC)	Via NEO & 10 working days after the assessment

If your course is accredited by a Professional Statutory Regulatory Body (PSRB), the module requirements will specify the elements of assessment that must be passed and may override the University regulations. Please speak to your Course Leader for further advice.

1.6 Assessment brief including criteria mapped to learning outcomes

1.6.1 Assessment 1: Digital Business Report

This assessment aims to assess students' understanding about basic digital business model and how it differs from a traditional business model. In this assessment, students will have to write a final report for a chosen company (any industry) that is taking a traditional business model with the objective to switch into a digital business model in order to improve the performance (profitability and sustainability) of the company.

The report must include the elements specified in the assessment guidelines.

Marking Criteria for Assessment 5: (LO-01, LO-02, LO-03 and LO-04 will be assessed)

- **Knowledge and understanding (40%):** The students should demonstrate a great understanding of what a digital business is and the advantages and disadvantages of such a business model compared to a traditional one.
- **Cognitive Skills (20%):** The students are expected to analyse the relevant information and propose a basic digital platform for a business. Students should demonstrate skills of applying the concepts and theories of a digital business model into the scenario.
- **Practical and professional skills (20%):** Students will need to provide recommendations for the business on how to guarantee customer engagement and customer trustiness in a digital business and how to measure and report the effectiveness of the digital business model.
- **Transferable and key skills (20%):** Students will need to summarise the advantages and disadvantage of the proposed digital business model in the

conclusion and the report needs to be written in a concise and consistent manner.

1.7 Learning materials

The reading list for this module is available on lms in the module area

1.7.1 Core textbook(s):

- Bones, C. and Hammersley, J., 2015, Leading Digital Strategy: Driving Business Growth Through Effective E-commerce. Kogan Pages.
- Chaffey, D., 2014, Digital Business and e-Commerce Management. Pearson.
- Laudon, K. and Traver, C. C. 2016, E-commerce. Pearson.
- Spencer, Stephan, Harding, J. and Sheahan, J., 2014, Social e-Commerce. O'Reilly.

1.7.2 IT, audio-visual or learning technology resources

Prezi presentations, Youtube videos and other academic articles will be available on NEO as supplementary reading/resources.

1.7.3 Other recommended reading:

- Todd, P. 2005, e-Commerce Law. Routledge-Cavendish.

1.7.4 Other resources:

Remember to log into MIUC NEO platform daily to receive all the latest news and support available at your module sites!

2 Things you need to know

2.6 Engagement

During the academic year 2020-21, the health, welfare and safety of all our students and staff is our top priority as Spain continues to deal with the ongoing implications of the COVID-19 outbreak.

Face to-face-teaching, access to MIUC facilities and being part of our unique University community are key parts of the excellent student experience at MIUC. We have been working to create a safe and efficient plan that will allow us to deliver these elements when you start with us in the fall semester, subject to government regulation.

MIUC will be ready to teach in September and we are committed to engaging with you as closely as we can, and to ensuring that you have a rich educational experience that is safe and protected to ensure that you continue to get the most from the University life and the city of Marbella.

Whether you are engaging with teaching and learning activities on site or via the MIUC Virtual Learning Environment, we expect the same level of commitment and engagement from you. If you are unable to attend scheduled on site or online activities or complete activities in the timeframes set out, you should let your module leaders know. You should aim to stick to assessment deadlines; if you are concerned that you will not be able to complete your assessments on time, you should talk to your module leaders. Your engagement, whether online or on site, will be tracked and if we see that you are not engaging, we will get in contact with you. However, we encourage you to let us know if you are struggling so we can work with you to find solutions and get you back on track as soon as possible. Give yourself the best possible chance to succeed by engaging with the full range of learning and teaching activities available to you.

2.7 Need help, just ask

The University recognises that there are times when you may encounter difficulties during your course of study and provisions are made to help you. If you are struggling with meeting deadlines please talk to us, whether it's your course/module leader, personal tutor or any member of staff, speak to them so they can get you the support you need to succeed. You can extend your deadline if you have a good reason why you are not able to submit a piece of coursework on time, [apply online for an extension](#) before your deadline. An extension will allow you an extra 10 working days. If an extension is not sufficient and circumstances beyond your control are preventing you from completing your assessment, then you can, [apply online for mitigation](#).

Please remember late submission without extension or mitigation will result in penalties depending on how late it is, see [Academic Regulations](#).

You are reminded that MIUC applies penalties to students who commit an academic offence, in which case the Academic Offences Regulations will be used to deal with any cases of academic

misconduct including examination offences, plagiarism and other means of cheating to obtain an advantage.

You are encouraged to seek advice from the Students' Union and counselling service which support you with all aspects of your academic experience by providing advice and guidance to ensure you are fully informed of the academic regulations as well as advocate for student views.

You are expected to behave in line with University expectations, irrespective of whether your interactions with staff and other students are in person or online. As you will be engaging with others online and a range of online materials, it is important to consider how to stay safe online and ensure your communications are secure and appropriate. If you have any questions about how to manage your online activities, please contact your module leader.

If you have an issue about the module, you should speak to your Module Leader or Course Leader informally in the first instance. Your Course Representative can also raise your concerns at Course Committees, which take place each semester. If you are unable to resolve it informally, you should refer to the Complaints Procedure which is outlined in the student handbook and consult the Students' Union about it. The University aims to ensure that issues are resolved informally as quickly as possible to have minimum impact on your studies.

2.8 Getting support for your studies

Throughout your course of study, you will have access to a wide variety of sources of support depending on your individual circumstances and needs. Your first point of call for getting general academic support is your Personal Tutor. As well as approaching your Module Leader with any questions specifically related to your module and your Course Leader with questions on your Course, do contact your Personal Tutor for academic advice in relation your studies and your academic development.

Apart from the University-wide support framework, which encompasses the Module Leaders, Course Leader, the Subject Librarian and your Course Administrator, you will also have at your disposal the MIUC Academic Support Team. The Team offers Academic Skills Workshops throughout the year, helping you to develop skills relevant to your degree. Workshops include for instance Essay Planning and Writing; Critical Thinking; Reflective Writing; Group Work and Presentation Skills.

English Language support and One-to-one academic support opportunities are also available. For information about all these services, please consult the Academic Office.

2.9 Student support

In addition to the support listed in the previous section, there is also more help offered by MIUC Student services, consisting of Student Life Department, Internship Support, Life Coaching Service and Counselling service. They offer a wide range of support and services consisting of

extracurricular activities; Careers and internship support; Student Welfare and Counselling.

Contact Student Services for more information at:

Student Life Department: student.life@miuc.org

Internship Support:

Life Coaching Service: Ms. Ana Cattle, ana.cattle@miuc.org

Counselling Service: Ms. Eva Berkovic, eva@miuc.org

2.10 Module evaluation – have your say!

Towards the end of the module you will be invited to provide some anonymous feedback to the Module Leader through a (online) survey. This is your opportunity to give some direct feedback about the module through a series of questions and free text. Your constructive feedback will help the Module Leader and teaching team to understand the module experience from your perspective and helps inform the development of the module.

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