Module Title	Digital Transformation
Course Title	BA (Hons) Business Management Programmes BA Business Management with Business Practice
School	☐ ASC ☐ ACI ☐ BEA ☒ BUS ☐ ENG ☐ HSC ☐ LSS
Division	Business and Enterprise
Parent Course	N/A
Level	5
Semester	Two
Module Code	BAE_5_DTR
JACS Code	
Credit Value	20 credit points
Student Study Hours	Contact hours: 60 Student managed learning hours: 140 Placement hours: 0 **Total Hours: 200**
Pre-requisite Learning	None
Co-requisites	None
Excluded combinations	None
Module co-ordinator	
Short Description	This module introduces students to the basic theory, concepts, and techniques of digital business transformation. It focuses on developing the thought processes and practical skills needed to identify, analyse, evaluate and apply digital technologies in order to address real-world business problems. In addition, this module will enable students to explore the multifaceted nature of digital transformed business, its models, infrastructure, context, and strategies, developing an awareness and appreciation of the key issues that business practitioners need to grapple with in the 21st century.
Aims	The aims of the module are to: • Develop knowledge concerning the use of the up to date technologies and the impact they have on today's business and the wider global economy, locally and internationally. • Explore the strategic and organisational implications of digital transformation. • Provide students with practical hands-on experience of using appropriate digital techniques and tools in real-world business case studies.
Learning Outcomes	On completion of this module a student should be able to: • Discuss and apply key concepts of digital transformation and

	digital technologies.
	• Review and appreciate the role of digital transformation in business in developing sustainable business models and creating competitive advantage.
	• Critically analyse when, why, and how digital transformation should be considered a problem-solving strategy from a business perspective, evaluating appropriate types of digital transformation.
	• Apply analysis and critical thinking to evaluate the use of digital technologies as solutions to real business problems, reviewing the appropriateness and effectiveness of digital transformation strategies, concepts, processes & functions.
Employability	Digital Technologies are now playing an increasingly important role in almost every business sector. Having sound knowledge of various aspects of digital transformation coupled with strong capability of using commercial tools and applications will potentially enhance students' employability within the marketplace.
Teaching and learning pattern	Contact hours includes the following: ☒ Lectures ☒ Group Work: ☐ Seminars ☐ Tutorial: ☒ Laboratory ☒ Workshops ☒ Practical ☒ VLE Activities
Indicative content	The following topics will be underpinned by the latest researched publications and real world developments: 1. Digital Disruption: Business, technology and Society 2. Digital Business Transformation: Strategies and Concepts 3. Digital Technologies: Infrastructure and Services (+ benefits and skills) 4. Digital business models and strategies e.g. platform models, sharing economy, e-commerce 5. Business Intelligence and Big Data (i.e. Data Science, Mining and Visualisation) 6. Cloud Technologies & the IoTs 7. Blockchain, Bitcoin and the Cryptocurrency 8. AI and Machine Learning for Business 9. Security, Ethical and Social Issues in the Digital Age 10. Case studies of technology leaders such as Google, Amazon, Uber and Facebook, as well as start-ups and small businesses.
Assessment method	**Formative assessment:** Feedback will be given during lectures and lab sessions using real life business cases and practical sessions. This will involve: • In-class questioning during lectures.

	• Evaluation of theoretical knowledge and understanding via group presentations [SC1] • Feedback on the initial plan of their individual report [SC2] **Summative assessment:** Students will be assessed by 100% coursework, divided into two sub-components (SC1_50 and SC2_50): • SC1 (50%): Group presentation on the role of digital transformation in business (3-4 students for 15 minutes). • SC2 (50%): Individual report (2,000 words)
Mode of resit assessment	**Summative assessment:** • One piece of coursework (100%): Individual Report (2,500 words)
Indicative Sources	**Core materials:** 1. Chaffey, D. (2019) *Digital Business and E-Commerce Management*, 7th ed. Harlow: Pearson 2. Laudon, C. and Laudon, J. (2020) *Management Information Systems: Managing the Digital Firm*, 16th Ed. Pearson **Optional reading:** 1. Delivering Digital Transformation: A Manager's Guide to the Digital Revolution, 2019. 2. The Digital Transformation Playbook: Rethink Your Business for the Digital Age, 2016. 3. EDGE: Value-Driven Digital Transformation, 2019. 4. Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support, 11th Edition, 2020. 5. Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, 2018.
Other Learning Resources	• [Digital transformation: online guide to digital business transformation](#). • [Top Digital Transformation Resources for Innovation Leaders](#). • Videos on [Digital Disruption](#) and [Digital Transformation](#). • London South Bank University's Intranet and computer based resources - http://www1.lsbu.ac.uk/library/