

H7TFB: Technologies for Business

Module Code:	H7TFB
Long Title	Technologies for Business APPROVED
Title	Technologies for Business
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	Danielle Mc cartan-Quinn
Module Author:	Denise Ryan
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Introduction to business technology and the use of business technology. Understand the role of technology in business.
LO2	Solve common tasks in key functional areas of business (e.g. Excel, SAGE, etc) by using different software applications. Application of Excel for business analysis and reporting.
LO3	Evaluate and apply the functions of these packages in the areas of HR, Marketing, Financial Accounting and Business Management.
LO4	Understand the broad ethical and legal issues that are raised by widespread use of technologies.
LO5	Have a detailed knowledge of the technologies and procedures necessary to ensure systems are reliable and secure
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	As per programme requirements (outlined in 4.2.2 Minimum requirements for general learning)

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Module Content & Assessment			
Indicative Content			
Overview and purpose technology Types of technology Future strategies and business technology. Trends in technology and the future of technology in business General computing terminology Networking and telecommunications Cloud computing Emerging technologies			
Application of data and metrics software to improve business Commercial off the shelf (COTS) technology. Bespoke application development, internet and e-business User-centric applications Practical techniques to assess the integrity of data and avoid common pitfalls How to analyse data and provide insights Understand the theoretical concepts of big data, data mining etc. Understanding of the General Data Protection Regulation (GDPR) and ethical issues concerning analytics and use of technology. Understand how to manage and secure information systems. Have a detailed knowledge of the technologies and procedures necessary to ensure systems are reliable and secure.			
Role of technology in business strategy Building the business case for technology, creating reports and charts How to build support amongst stakeholders Application of technology and systems for business strategic goals Understand IT infrastructure components, hardware platform trends and emerging technologies. Examine software platform trends and emerging technologies. Use of data and technology i.e. How to build-in monitoring capacity to get insight into online customer behaviour and return on investment, analysis of company financial statements			
Examination of how technology can improve business outcomes How to examine, evaluate and improve business outcomes from the use of technology in areas such as sales, marketing, productivity, human resources, customer service etc. How to design technology systems/solutions through case studies and practical examples System vulnerability and abuse Business value of security and control establishing a framework for security and control Technologies and tools for security.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment	% of total:	100
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Assignment: 2,500 3,000 words (Excluding bibliography and appendices). The project for this module will use the students "Business Challenge" identified in conjunction with the student at the start of the module. The student will be tasked with outlining their business challenge using a situation analysis and enumerating the objectives comprising the challenge. They will further be asked to, with reference to the principal technologies used in Small/Medium-Sized Businesses, select appropriate technologies to meet these objectives. The selection process must reference the business objectives and wider technology/ business to ensure a future proofed solution is being proposed.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description Candidates will attempt the repeat assessment for the module, if they do not successfully pass the module. Learners are required to attempt all assessments attaching to a module. For those modules where all learning outcomes are assessable with a final examination, the student does not have to re-sit failed individual CA components.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	24	Per Semester	2.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	Independent learning	89	Per Semester	7.42
Total Weekly Contact Hours				3.00

Module Resources	
Recommended Book Resources	
<p>Mehta, N. et al. (2019), Swipe to unlock: the primer on technology and business strategy, Ithaca, New York.</p> <p>Trivedi, V. (2019), How to Speak Tech: The Non-Techie's Guide to Key Technology Concepts, CA Apress, Berkeley.</p>	
Supplementary Book Resources	
<p>Barends, E. and Rousseau, D. (2018), Evidence-based management: how to use evidence to make better organizational decisions, Kogan Page, London.</p> <p>Berenson, M., Levine, Szabat, K.A.. (2015), Basic Business Statistics, Global Edition - 13th. Pearson Education.</p> <p>Ferrar, J. and Green, D. (2021), Excellence in People Analytics, How to Use Workforce Data to Create Business Value, Kogan Page, London.</p> <p>Houghton, E. and Green, M. (2018), People analytics: driving business performance with people data, Chartered Institute of Personnel and Development, www.cipd.co.uk/knowledge/strategy/analytics/people-data-driving-performance.</p> <p>Khan, N., Milliner, D. (2020), Introduction to People Analytics, A practical guide to data-driven HR, Kogan Page.</p> <p>Marler, J.H. and Boudreau, J.W.. (2017), An evidence-based review of HR analytics, International Journal of Human Resource Management.</p> <p>Mattox, J.R., Parsky, P. and Hall, C.. (2020), Learning analytics: using talent data to improve business outcomes, 2nd ed. Kogan Page.</p> <p>Slater, N. (2017), Learning analytics explained, Routledge, Abingdon.</p> <p>Tucker, T. (2016), Technology business management: the four value conversations CIOs must have with their businesses, TBM Council, Bellevue, Wash.</p>	
This module does not have any article/paper resources	
Other Resources	
<p>[Journal], McKinsey Global Institute Technology and Innovation Research, https://www.mckinsey.com/mgi/our-research/technology-and-innovation.</p> <p>[Journal], Gartner's Top 10 Strategic Technology Trends, http://www.gartner.com/technology/research/top-10-technology-trends/.</p> <p>[Website], Entrepreneur Technology, http://www.entrepreneur.com/technology</p> <p>[Website], Tech Central, http://www.techcentral.ie</p> <p>[Website], Toolkits, http://shop.cipd.co.uk/shop/bookshop/toolkits</p> <p>[Website], European Commission. Eurostat, http://ec.europa.eu/eurostat</p> <p>[Website], European Central Bank, http://www.ecb.int</p> <p>[Website], Central Statistics Office, http://www.cso.ie</p> <p>[Website], Economic and Social Research Institute, http://www.esri.ie/</p> <p>[Website], World Bank, http://data.worldbank.org/</p> <p>[Website], Institute for Statistics Education, http://www.statistics.com/</p> <p>[Website], OECD. Data, https://data.oecd.org/</p>	
Discussion Note:	