

Long Title:	Digital Technology for Business
Module Code:	H7DTB
Credits:	5
NFQ Level:	LEVEL 7
Field of Study:	Business and administration not further defined or elsewhere classified
Module Delivered in	2 programme(s)
Module Coordinator:	MICHAEL BANE
Module editor:	MICHAEL BANE
Module Description:	<ul style="list-style-type: none"> • This module seeks to provide students with a deep appreciation for the impact of technology in business. • Introduce learners to the complex technological tools and platforms that play significant roles in contemporary business. • The key objective of this module is to prepare learners for the rapidly changing and dynamic digital business environment.

Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Understand the significant role of business technologies and their relevance to contemporary marketing practice.
LO2	Students will deepen their understanding of the dynamic environment of networking and digital communication.
LO3	Identify the importance of the evolution of the internet and the resulting social and political issues.
LO4	Show an understanding of the differing realms of business technology and display an awareness of technology management and planning.
LO5	Develop a capacity to build strategy for integration of business technology – to innovate, automate and simplify via case study analysis and/or live projects.

Pre-requisite learning		
Module Recommendations <i>This is prior learning (or a practical skill) that is required before enrolment on this module. While the prior learning is expressed as named NCI module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>		
19541	H6ET	Emerging Technologies for Business
19550	H7DGM	Digital Marketing
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>		
No requirements listed		

Module Content & Assessment

Indicative Content

Networking & Digital Communication

• Telecommunication infrastructure • Local area networks and wide area networks • Online communication and collaboration • The wireless revolution & convergence • Current and future trends in telecommunications and networking

The Evolving Internet

• How does the Internet work? • Evolving tools people use to build Web sites • Trends that are changing the Internet and the way people use it • Social and political issues raised by the growth of the Internet

Computers: Risk: Work, School, Home

• How does the Internet work? • Computer crime & crime prevention • Security & privacy issues in emergent technologies • Digital technology: changing life • The impact of digital technology • The role of digital technology in the home & for leisure

Digital Business

• E-commerce & E-business: Evolving Economy • Describe several basic models of e-commerce and e-business • Discuss factors that have had an impact on success and failure of dot-com enterprises • Explain how Web 2.0 and cloud computing technologies are changing e-commerce • Discuss several ethical issues related to electronic commerce

Information Systems

• Describe the components of a system and the characteristics of an information system • Discuss a business organisation as a system • Describe a business organisation from the viewpoint of the value chain model • Explain how transaction processing systems are used to support business processes • Explain how enterprise resource planning is changing the flow of information within and among business organisations • Describe several ways computers support the work of managers • Discuss several ways a business can use information technology to compete effectively by improving efficiency and by improving its products and services

System Design and Development

• Describe the process of designing, programming, and debugging a computer program • Explain why there are many different programming languages, and give examples of several • Explain why computer languages are built into applications, operating systems, and utilities • Outline the steps in the life cycle of an information system, and explain the purpose of program maintenance • Explain the relationship between computer programming and computer science • Describe the problems faced by software engineers in trying to produce reliable large systems • Explain why software companies provide only limited warranties for their products

Artificial Intelligence

• Explain the two basic approaches of artificial intelligence research • Describe several hard problems that artificial intelligence research has not yet been able to solve • Describe several practical applications of artificial intelligence • Explain what robots are and give several examples illustrating what they can—and can't—do • Speculate about how our world might change as artificial intelligence technology progresses

Assessment Breakdown	%
Coursework	50.00%
End of Module Assessment	50.00%

Full Time

Coursework				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students should work in teams to prepare a business technologies strategy for a small organisation of their choice. This project should consider the value of new technologies to the organisation and outline in detail how the key areas of this course could be harnessed. This is designed to reflect practical situations and develop team working skills.	1,2,3,4,5	50.00	n/a

End of Module Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Terminal Exam	End-of-Semester Final Examination	1,2,3,4,5	50.00	End-of-Semester

No Workplace Assessment

Reassessment Requirement

Repeat examination

Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

Reassessment Description

Learners are required to achieve an overall grade of 40% in the module. If a student fails to meet a particular discrete learning outcome they will be required to repeat the assessment component which contains that particular learning outcome. Learners will be afforded an opportunity to repeat the continuous assessment, project and final examinations at specified times throughout the year

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	No Description	2	Every Week	2.00
Practical	No Description	1	Every Week	1.00
Independent Learning	No Description	89	Per 15 week block	5.93
Total Hours				92.00
Total Weekly Learner Workload				8.93
Total Weekly Contact Hours				3.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

Digital Planet [ISBN: 0132737515]

Supplementary Book Resources

Cindy Krum, *Mobile Marketing*, Que [ISBN: 0789739763]

Reece, M. 2010, *Real-Time Marketing for Business Growth: How to Use Social Media, Measure Marketing, and Create a Culture of Execution*, 1st Edition Ed., Prentice Hall

This module does not have any article/paper resources

Other Resources

Video: Corinne Hoisington (2012) 'A Guided Tour of Hot Technologies,' 3rd Edition- Central Virginia Community College

Video: <http://www.youtube.com/user/mashable>

Video: <http://www.youtube.com/user/TEDtalksDirector>

Website: www.techrepublic.com

Website: www.mashable.com

Website: www.digital-pla.net/

Module Delivered in

Programme Code	Programme	Semester	Delivery
BAHHRD	BA (Honours) in Human Resource Management	4	Optional
BAHMRP	BA (Honours) in Marketing Practice	4	Optional