Unit 14: Digital Business in Practice

Unit code	**R/618/5054**
Unit level	**4**
Credit value	**15**

Introduction

As businesses across industries digitise their operations and processes, digital skills are highly valued by employers. Developing digital skills – ranging from data analysis, digital design, digital marketing and customer relationship management – is vital for progression in higher education but, crucially, also aids employability in a vast array of roles in the business environment.

In today's world, new technologies play an increasingly important role in the economy and in society. To remain competitive, businesses need to continually update and upskill their workers' competences. There is also a responsibility and onus on individuals to keep up to date with the changing digital landscape.

In this unit, students will explore the impact of a range of digital technologies on the workplace. They will examine how these technologies can support businesses aims and services, allow interaction with customers, for example to promote their business, to encourage people to visit their e-commerce site, to buy goods or services, to drive and increase sales and to provide high levels of customer service. The skills generated through an understanding of the practical and necessary use and application of relevant technologies will enable students to present themselves as being digitally literate to employers and give them the confidence to succeed in applying modern, digital methods.

Learning Outcomes

By the end of this unit a student will be able to:

LO1 Examine the digital business environment, emerging trends and contemporary approaches

LO2 Investigate the effectiveness of the use of digital technologies to achieve business objectives

LO3 Develop a transformational digital strategy plan to support the implementation of digital technologies within an organisation

LO4 Present the design of a selected mobile application to support a digital strategy within an organisation.

Essential Content

LO1 Examine the digital business environment, emerging trends and contemporary approaches

Defining digital business:

Definitions of digital business, digitisation and digitalisation of business.

Digital business models.

Integrating business models, the business environment and the internet.

Use of digital technologies:

Cloud computing for access and storage, cloud file sharing and collaboration, record management.

Digital technologies for effective internal communication, e.g. use of Slack, Gmail, Skype for instant messaging and video conferencing.

Artificial intelligence software, e.g. chatbot.

Customer Service Relationship Management using Social media such as Facebook®, Twitter®, LinkedIn®, Instagram® and YouTube®.

Integrated management systems software, e.g. Enterprise Resource Planning (ERP).

Data analytics for audience profiles, e.g. age, gender, income, geographical location.

Data gathering tools and analysis, including Facebook Insights™, Twitter Analytics™ and Google Analytics™ or any other suitable social media analytical tool.

Emerging trends:

Digital systems and their rapidly evolving environment, e.g. Enterprise Resource Planning (ERP), Customer Relationship Management (CRM).

The social networks of individuals and developments in internet technology.

Distributed Ledger Technology (DLT), the impact of Blockchain.

LO2 Investigate the effectiveness of the use of digital technologies to achieve business objectives

The main functions of digital technologies:

A practical application of marketing and brand promotion on products and services.

Sharing information and data-based decision making and performance measurement.

Building relationships with customers/clients.

Knowledge/information.

Performance measurement and planning.

Business networking and interaction with customers.

Effective internal communication and collaboration.

Storage and archiving data and information.

Project management, budgeting, forecasting and target setting: statistical methods for business.

An introduction to financial statements, such as balance sheets, income statements and cash flows, in order to consider the impact of digital business in an organisation.

B2C digital interaction:

The benefits of social media, e.g. increased brand awareness, increased web traffic, targeted sales and increased revenue.

The implementation and assessment of social media strategies to create effective social media marketing campaigns across multiple platforms.

The benefits of good User Interface (UI) and User Experience (UX) design

B2B digital interaction:

Managing brand and transparency using account-based digital advertising in the B2B context.

Different types of e-commerce platforms to provide information to B2B customers on stock levels, products regularly ordered, past purchases, and add-ons for products previously bought.

Account portfolio management, measuring and identifying target accounts, engagement and considerations for tactical advertising and multi-channel penetration.

Risks and issues of the use of digital technologies to support their business aims and services:

Managing negative comments on social media sites and damage to reputation.

Increased use of business and personal resources to manage and control a social media campaign.

Customer complaints and feedback visible and open for scrutiny from the public.

Meeting regulatory requirements for data protection, e.g. GDPR compliant.

The impact of increased vulnerability to cyber criminals and measures to be taken for cyber security.

Negative impact on health.

LO3 **Develop a transformational digital strategy plan to support the implementation of digital technologies within an organisation**

Managing Digital transformation:

Exploration of leadership in the digital era, examining key theories on managerial related to digital business.

Managing uncertain and complex environments.

An analysis of organisations closely associated with the digitalisation of business, e.g. Google/Apple, and digital leadership in other sectors, e.g. retail, finance.

Leading and managing teams in the digital era.

Ethics in information systems and data analytics.

Digital implementation and strategy:

Types of digital innovation.

Examples of digital disruptors.

An opportunity to learn from real-world entrepreneurs.

Assessing and developing new business ideas through the Business Model Canvas.

Testing ideas and assessing customer feedback.

Developing a competitive edge:

Leading transformation and change to deliver added value.

Identifying and prioritising opportunities.

Strategies for embedding new technologies.

The interrelationship between the internet and strategy.

IT and change management.

Risk management and information system.

LO4 Present the design of a selected mobile application to support a digital strategy within an organisation.

Mobile applications:

App marketing and app store optimisation.

Different mobile platforms, e.g. Android, iPhone, iPad, Windows and Hybrid.

Different app design for web app, mobile, tablet.

Design factors for the User Interface (UI) and User Experience (UX).

Design aspects, including storyboarding, user stories, colours fonts.

Phototyping and phototyping tools, e.g. Apache Hadoop and IBM Bluemix.

Identifying new business opportunities, generating feedback and putting real-world learning and theory into practice.

Obtaining start-up finance and initial digital marketing.

Presentation and 'pitching' skills:

Audience awareness, research and sensitivity.

Competitor research.

Business and product narratives.

Structure and time.

Verbal and non-verbal communication to meet audience requirements.

Presentation, behaviour and conduct of presenter, e.g. attire, attitude, business-like skills, suitability for audience, preparation and organisation.

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
LO1 Examine the digital business environment, emerging trends and contemporary approaches		
P1 Explain the range of digital approaches taken by organisations. **P2** Explore the relationship between contemporary approaches to digital business and their impact on meeting KPIs successfully.	**M1** Evaluate the importance of digital business to organisations in a global context.	**LO1 and LO2** **D1** Critically evaluate a range of digital business approaches within global organisations to promote new business growth.
LO2 Investigate the effectiveness of the use of digital technologies to achieve business objectives		
P3 Investigate a range of digital technologies used by organisations to achieve business objectives.	**M2** Assess the effectiveness of the use of digital technologies on business objectives in a range of global organisations.	

Pass	Merit	Distinction
LO3 Develop a transformational digital strategy plan to support the implementation of digital technologies within an organisation		
P4 Illustrate the ways in which digital technologies can support organisations. **P5** Construct a digital strategy plan in order to support the implementation of digital technologies within an organisation.	**M3** Assess the ways in which digital innovation can assist organisations in developing a competitive edge through a digital strategic plan.	**LO2 and LO3** **D2** Formulate a transformational digital strategy plan and an accompanying mobile application design through the consideration of key economic, social, cultural, technological, political, environmental and behavioural data to justify its implementation.
LO4 Present the design of a selected mobile application to support a digital strategy within an organisation.		
P6 Pitch the design of a mobile application that supports the overall digital strategy of an organisation.	**M4** Pitch a mobile application, identifying ways in which they support different digital strategies within organisations.	

Recommended Resources

Textbooks

BOCIJ, P., GREASLEY, A. and HICKIE, S. (2018) *Business Information Systems – Technology, Development and Management for Modern Business.* 6th ed. Harlow: Pearson.

CHAFFEY, D. (2019) *Digital Business and E-Commerce Management: Strategy, Implementation and Practice.* 7th Ed. Harlow: Pearson.

DONALD, M. (2019) *Leading and Managing Change in the Age of Disruption and Artificial Intelligence.* UK: Emerald.

LAUDON, K. and LAUDON, J. (2019) *Management Information Systems: Managing the Digital Firm.* 15th Ed. Harlow: Pearson.

MARR, B. (2016) *Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results.* London: Wiley.

TEGMARK, M. (2018) *Life 3.0: Being Human in the Age of Artificial Intelligence.* London: Penguin.

WODECKI, A. (2018) *Artificial Intelligence in Value Creation: Improving Competitive Advantage.* Switzerland: Palgrave Macmillan.

Websites

www.digitallearn.org	Digital Learning
	Software Applications – Google
	(General reference)
www.facebook.com	Facebook
	(General reference)
www.instagram.com	Instagram
	(General reference)
www.linkedin.com	LinkedIn
	(General reference)
www.thinkwithgoogle.com	Google
	Insights
	Digital transformation
	(General reference)
www.twitter.com	Twitter
	(General reference)
www.youtube.com	YouTube
	(General reference)

Links

This unit links to the following related units:

Unit 8: Innovation and Commercialisation

Unit 44: Business Information Technology Systems

Unit 54: E-Commerce and Strategy

Unit 55: Planning Social Media Campaigns