

DRAFT Course Specification

Course Summary Information		
1	Course Title	BSc (Hons) Digital Business
2	Course Code	US1074
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description
	<p>Digital business is all about the adoption of new technologies to transform businesses and gain competitive advantages in a continuously changing global environment. It is transforming business by integrating digital technologies and business processes in a digital economy.</p> <p>Businesses are now adopting new technologies, for example the Internet of Things (IOT), Artificial Intelligence and Blockchain to gain competitive advantages in the fourth industrial revolution (industry 4.0), which builds on the preceding three but uses new digital technologies. In essence, businesses will require people who have the capability to work in the roles, but not limited to Digital Business Transformation, Technology & Innovation Management, Business Data Analytics & Intelligence, Business and Technical Sales, Business Risk and Change Management or Project Management. By the time you complete BSc (Hons) Digital Business you'll be well prepared for these varied roles, with the relevant knowledge and skills.</p> <p>This course is designed to develop your digital capabilities, theoretical background and business skills which are required to pursue a career in the digital transformation of business. Hence, the course will equip you with the professional skills that are specifically aligned to the increasing job opportunities in business as it is digitally transformed and changed. This course will enhance your career prospects by ensuring you are business oriented, have a significant understanding of contemporary technological capabilities and have acquired the skills to envisage, plan and manage digital transformation.</p> <p>What's covered in the course?</p> <p>Your learning on this course will revolve around empowering you with skills required to apply new technologies to create and add new value in business models, customer experiences and the internal capabilities of business that support its core operations. This includes both digital-only businesses and traditional players that are transforming, or intend to transform, their businesses with digital technologies.</p> <p>The efficient and effective application and management of new technologies, people and processes is critical in the digital corporate arena. You will work collaboratively with academic</p>

tutors, researchers and businesses, applying practical skills to real-life case study materials and live project briefs through our Business Advice Centre (BAC), a hub located in the Business School. You will have opportunities to connect and collaborate worldwide with leaders and researchers from small and medium-sized enterprises (SMEs), academia, government, non-profit organisations and corporations.

The course will cover design, development and application of new business models and you will learn how to create a competitive edge for businesses based on unique combinations of digital and physical resources, identifying how businesses can do things that others cannot in ways that build comparative advantages.

New world organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. This course is committed to developing your employability by bridging the gap between business skills and technical proficiency. It also provides those seeking a career in digital business with the relevant knowledge, experience and academic accreditation to expedite your career advancement. The unique aspects of the BSc (Hons) Digital Business course are:

1. Developing graduate skills required to review common elements of digital businesses and contrast them against traditional business models, enabling you to identify some of the trends that differentiate digital from traditional businesses and processes.
2. Developing your knowledge base and skills to utilise existing technologies to enhance efficiency, gather data and provide a better customer experience, with a focus on creating competitive advantage for that business.
3. Enabling you to recognise the importance of digital change and the cultural shift that is required when implementing and managing digital services, which necessitates organisational restructuring and making strategic decisions.
4. Exploring new business models that put customer experience at the heart of the digital strategy.
5. Understanding how Digital Transformation is changing the way organisations use and think about technology, moving technology from a supporting player to a leading player in innovation, revenue and market growth.

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Science with Honours Digital Business	Level 6	360
	Bachelor of Science with Honours Digital Business with Professional Placement Year	Level 6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Digital Business	Level 4	120
	Diploma of Higher Education Digital Business	Level 5	240
	Bachelor of Science Digital Business	Level 6	300

8	Derogation from the University Regulations
	None.

9	Delivery Patterns		
Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full time	City Centre	3 years	US1074
Full time with Professional Placement year	City Centre	4 years	US1076

10	Entry Requirements
<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/, or may be found by searching for the course entry profile located on the UCAS website.</p>	

11	Course Aims
	<p>The BSc (Hons) Digital Business has been designed to develop your capabilities in business application of digital technologies, theoretical underpinning and management skills to pursue a career in Digital Business. In the current digital environment, this course reflects the increasing market need for degree holders combining digital technology management with business management knowledge & skills, supporting you to acquire the digital competencies sought by the current and the future labour market. It is particularly aimed at students who want to enhance their skills and career prospects by becoming business orientated but with sufficient understanding of the latest technology capabilities to envisage, plan and manage digital initiatives in an ever-changing business environment.</p> <p>The course brings the University's established expertise in the domain of digital business. It will help aspiring digital business students acquire applied academically robust knowledge and cutting-edge capabilities, which empowering you to undertake digital business challenges and lead at the forefront of digital transformation.</p>

12	Course Learning Outcomes
	<p>Knowledge and Understanding:</p> <p>On successful completion of the BA (Hons) Digital Business course you will be able to:</p>
K1	Infer the major theories, principles, technologies, models and concepts that enable Digital Transformation.
K2	Interpret the practices of digital business within a wider business context, a defined digital business environment and business economics.
K3	Apply the theory and practice of data modelling and analysis to business and implement frameworks of business intelligence decision making, and their application in business strategy formulation.
K4	Utilise principles of digital business practice in an operational context and use a range of digital business and business techniques to initiate and undertake critical analysis of business scenarios, applying findings to solve a set digital business problem.
K5	Critically evaluate the concepts, domains, opportunities and challenges behind the design, planning and implementation of an integrated digital strategy in a contemporary global setting, as well as the ethical and sustainability impact of digital business decisions.
	<p>Skills and Other Attributes:</p> <p>On successful completion of the BA (Hons) Digital Business course, you will have acquired skills in the following areas, with the ability to:</p>
T1	Critically evaluate the relationships between business requirements, resources and theoretical frameworks to define appropriate tools for planning and facilitating digital transformation initiatives.
T2	Critically review the commercial application of technological knowledge and carry out digital transformation plans.
T3	Employ analytical and problem solving techniques to solve real-life digital transformation challenges and propose relevant, secure and sustainable solutions.
T4	Apply lifelong learning skills and strategies required to maintain an up-to-date awareness of emergent technologies, market developments and best practice.
T5	Gather, synthesise and analyse information from a variety of appropriate resources to solve problems individually and as part of a research and design team.

13	Level Learning Outcomes
	<i>Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:</i>
4A	Utilise knowledge and understanding of the major theories, principles, concepts of Digital Transformation and Business Information systems.
4B	Discuss organisations and economics of businesses within a wider business context.
4C	Apply key transferable business information modelling skills essential to a career in digital transformation.
4D	Illustrate digital transformation knowledge and transferable skills within a defined digital transformation environment.
	<i>Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:</i>
5A	Discuss the adoption and application of enterprise systems in organisations.
5B	Differentiate a range of digital transformation strategies and utilise principles of digital transformation practice in an operational context.
5C	Use a range of digital transformation and business techniques to initiate and undertake business risk analysis and decision making by applying findings from data modelling to solve a set digital transformation problem.
5D	Analyse effective technology and innovation management and present information, arguments and analysis in a variety of forms.
	<i>Upon completion of 60 credits at Level 6 / the Bachelor's Degree, students will be able to:</i>
6A	Critically evaluate and formulate evidence-based arguments using digital transformation knowledge, understanding and skills, and identify solutions to both defined and uncertain digital transformation problems.
6B	Justify and apply from a range of disruptive and emerging technologies to business problems using digital transformation concepts and other relevant work, accurately and reliably.
6C	Critique data intelligence for decision making for business scenarios.
6D	Compose and apply professional and academic skills to create and justify compelling digital transformation solutions.

14	Course Learning, Teaching and Assessment Strategy
	<p>Learning and Teaching</p> <p>Learning and teaching approaches used throughout the course seek to foster inclusivity and diversity where different backgrounds, cultures, and learning styles of students and staff are encompassed, seeking to better prepare all students for a global, diverse and complex future work environment.</p> <p>Approaches to teaching will vary according to the particular module, its content and module aims but will primarily adopt a range of methods, supplementing the traditional approaches by drawing on interactive, collaborative and blended learning, including innovative live scenarios from industry partners. The range will incorporate lectures, tutorials, seminars, supplemented with workshops, guest/expert speakers, and, as appropriate, masterclasses. External speakers drawn from industry will supplement lectures and provide additional talks, with live case studies and scenarios provided. Activities will include individual and team exercises and practical assignments seeking to develop professional skills as well as subject knowledge.</p> <p>All modules are supported by the University's virtual learning environment (VLE - Moodle) where all module lectures and study materials with the additional learning and reading material is accumulated. The VLE will provide functionality that will enable a hybrid approach, where the dominant face-to-face approach is supplemented and supported through discussion forums and</p>

portfolio development. Through this synchronous and asynchronous option, students will be able to engage with both their formal learning and with developing understanding in their own time, individually or in teams, when working collaboratively/cooperatively. Additionally, students will be recommended to also utilise the training/materials available through the University library e-sources to help consolidate their learning.

Assessment

The uniqueness of the assessments on this course is that they relate to real work tasks. A wide range of assessment methods are used to ensure students develop, strengthen and sustain the skills and knowledge that enable them to progress from one stage to the next. As part of this, students will learn how to undertake assessments through understanding learning outcomes and assessment criteria.

Types of assessments include formative and progressive summative assessments. Assessment methods utilised on this course have been chosen to contribute to high standard of teaching and learning and align assessment criteria with learning outcomes of the respective module. Assessment methods include but not limited to tasks such as coursework assignments, poster presentations, research and consultancy reports, live briefs, written exams and simulation. Summative assessments are designed to assess knowledge and understanding, and evaluate student performance in achieving a given module's purpose and learning outcomes. As a formative tool, assessment and particularly the associated feedback are used to assist and support student learning and skills development. All modules are designed to incorporate formative assessment as an important tool in enhancing student engagement and achievement.

The final project can take either standard dissertation route or a Business Advice Centre project in digital transformation, bringing together expert knowledge and professional expertise from industry and academia, to deliver responsive, and practice-based learning.

15	Course Requirements																																																
15a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>CMP4288</td><td>Business Information Systems</td><td>20</td></tr><tr><td>QME4XXX</td><td>Principles of Economics</td><td>20</td></tr><tr><td>BUS4XXX</td><td>The Digital Business Environment</td><td>20</td></tr><tr><td>BUS4XXX</td><td>Essential Analysis for Business</td><td>20</td></tr><tr><td>CMP4282</td><td>Business Information Modelling</td><td>20</td></tr><tr><td>BUSXXX</td><td>Understanding Organisations and Organisational Behaviour</td><td>20</td></tr></table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MAN5XXX</td><td>Management Development</td><td>20</td></tr><tr><td>CMP5340</td><td>Enterprise Systems</td><td>20</td></tr><tr><td>BUS5XXX</td><td>Business Analytics</td><td>20</td></tr><tr><td>BUS5XXX</td><td>Business Strategy Analysis</td><td>20</td></tr><tr><td>MAN5XXX</td><td>Business Risk and Change Management</td><td>20</td></tr><tr><td>MAN5XXX</td><td>Technology and Innovation Management</td><td>20</td></tr></table> <p><i>In order to qualify for the award of BSc (Hons) Digital Business with Professional Placement Year a student must successfully complete the following module:</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PLA5XXX</td><td>Professional Placement Year</td><td>120</td></tr></table>	Module Code	Module Name	Credit Value	CMP4288	Business Information Systems	20	QME4XXX	Principles of Economics	20	BUS4XXX	The Digital Business Environment	20	BUS4XXX	Essential Analysis for Business	20	CMP4282	Business Information Modelling	20	BUSXXX	Understanding Organisations and Organisational Behaviour	20	Module Code	Module Name	Credit Value	MAN5XXX	Management Development	20	CMP5340	Enterprise Systems	20	BUS5XXX	Business Analytics	20	BUS5XXX	Business Strategy Analysis	20	MAN5XXX	Business Risk and Change Management	20	MAN5XXX	Technology and Innovation Management	20	Module Code	Module Name	Credit Value	PLA5XXX	Professional Placement Year	120
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Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
BUS6XXX	Business Process and Systems	20
CMP6192	Data Intelligence	20
MAN6XXX	Emerging and Disruptive Technologies	20
CMP6193	Information Security	20
BUS6XXX	<p>The Integrated Business Project</p> <p>With the project options that include:</p> <p>Business Advice Project (Major) (40 credits)</p> <p>Business Research Project (Major) (40 credits)</p> <p>Business Start-Up Project (Major) (40 credits)</p> <p>Community Advice Project (Major) (40 credits)</p> <p>Employability Project (Major) (40 credits)</p> <p>Business Research Methodology and Practice (20 credits) and Business Research Project (20 credits)</p> <p>Business Research Methodology and Practice (20 credits) and Business Start-Up Project (20 credits)</p> <p>Business Research Methodology and Practice (20 credits) and Community Advice Project (20 credits)</p>	40

15b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 4

SEMESTER ONE	SEMESTER TWO
Core Business Information Systems (20 credits) The Digital Business Environment (20 credits) Principles of Economics (20 credits)	Core Essential Analysis for Business (20 credits) Business Information Modelling (20 credits) Understanding Organisations and Organisational Behaviour (20 credits)

Level 5

Core Management Development (20 credits) Enterprise Systems (20 credits) Business Analytics (20 credits)	Core Business Risk and Change Management (20 credits) Technology and Innovation Management (20 credits) Business Strategy Analysis (20 credits)
Optional PLA5XXX Professional Placement Year (120 credits)	

Level 6

Core Business Process and Systems (20 credits) Data Intelligence (20 credits)	Core Information Security (20 credits) Emerging and Disruptive Technologies (20 Credits)
Core The Integrated Business Project (40 Credits)	

Level 6 (Year 3) Project Routes

Level 6 Project Routes(s) – You are required to choose one project route						
	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6
S1	Business Advice Project (Major)	Business Research Project (Major)	Business Start-Up Project (Major)	Community Advice Project (Major)	Employability Project (Major)	Business Research Methodology and Practice
S2						1. Business Research Project OR 2. Business Start-up Project OR 3. Community Advice Project

Part-time structure

Year 1	Semester 1	L4 Business Information Systems (20 credits)	L4 The Digital Business Environment (20 credits)
	Semester 2	L4 Essential Analysis for Business (20 credits)	L4 Understanding Organisations and Organisational Behaviour (20 credits)
Year 2	Semester 1	L4 Principles of Economics (20 credits)	L5 Business Analytics (20 credits)
	Semester 2	L4 Business Information Modelling (20 Credits)	L5 Business Strategy Analysis (20 credits)
Year 3	Semester 1	L5 Management Development (20 credits)	L5 Enterprise Systems (20 credits)
	Semester 2	L5 Business Risk and Change Management (20 credits)	L5 Technology and Innovation Management (20 credits)
Year 4	Semester 1	L6 Business Process and Systems (20 credits)	L6 Data Intelligence (20 credits)
	Semester 2	L6 Information Security (20 credits)	L6 Emerging and Disruptive Technologies (20 Credits)
Year 5	Semester 1	L6 The Integrated Business Project (Either 40 credits or 2*20 credit modules chosen from the project options)	

16 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

21% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	252
Directed Learning	452
Private Study	496
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	57
Exam	0
In-Person	43

Level 5

Workload

20% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	240
Directed Learning	464
Private Study	496
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	57
Exam	14
In-Person	29

Level 6

Workload

20% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	240
Directed Learning	402
Private Study	558
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	83
Exam	0
In-Person	17