

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)	N/A

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 leverage the use of digital technology, working in a variety of 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 this course you will be well equipped with the relevant knowledge and skills for these professional roles, or to pursue these areas further through postgraduate study</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. Digital business requires effective collaboration across functional specialisms. During the course, you will have the opportunity to work with business specialists from Business School and digital specialists from School of Computing and Digital Technology at BCU. You will gain essential skills to 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 is covered in the course? 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>

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 tutors, researchers and businesses from both Business School and School of Computing and Digital Technology, applying practical skills to real-life case study materials and live project briefs through our Business Advice Centre (BAC), a hub to engage and support business school students and local businesses, located in the Business School. BAC provides you with an opportunity for you to demonstrate your strengths and business intelligence on projects with “real life” commercial influences. 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 through our established industry links and the new links recognised and fostered by dedicated industry ambassadors recruited by the both schools. STEAM House allows you to bring your ideas to life with technology, business support and industrial expertise.

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.

The delivery of combined expertise from two schools is introduced at all levels:

At level 4, you will develop a fundamental understanding of knowledge and concepts from both digital and business domain modules. You will get an understanding of the workplace and the ways in which employees behave within an organisation (Understanding Organisations and Organisation behaviour); gaining sound knowledge of basic economic concepts and models that can be used to explain and predict the behaviour of various businesses, consumers, markets and national economies (Principles of Economics). You will develop skills and able to use a range of methods and techniques for calculating and analysing data applicable to business (Essential Analysis for Business). Moreover, you will appreciate the systemic relationship between people, organisational cultures and business processes, as well as examine the social and technical factors which underpin the business context of organisations and drive the need for information (Business Information Systems; Business Information Modelling).

At level 5, you will be able to apply key theoretical concepts and frameworks and establish criteria for evaluating a business strategy in a digital business transformation environment (Business Strategy Analysis), its risk and implement change management, innovation and ensure its sustainability based on transparent and ethical behaviour (Business Risk and Change Management; Technology and Innovation Management). Moreover, you will be able to gain both soft and hard skills in competence building (Management Development), in supporting organisations in the management of ES and redesigning of the business processes (Enterprise Systems), and make data-driven logical business decisions (Business Analytics).

At level 6, building on previous knowledge and skills, you will be able to apply data intelligence techniques to construct descriptive and predictive models, informing decision making at a strategic level. This includes identifying process, systems and solutions to both defined and uncertain digital transformation problems (Business Process and Systems; Data Intelligence), design and deliver information security strategies for implementing and managing organisation's

information security requirements (Information Security). In addition, you will be able to identify and evaluate the impact of disruptive technologies on businesses (Emerging and Disruptive Technologies). The Integrated Business project with various route, provides a framework for integrating the principles, tools and methods of your choice, tailored to develop your practitioner skills via research methods, analytical tools and techniques, enhance your employability and enterprising skills and capabilities. 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 collaboration between Business School and School of Computing & Digital Technology contributes to the unique aspects of the BSc (Hons) Digital Business course as below:

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 in Digital Business	Level 4	120
	Diploma of Higher Education in Digital Business	Level 5	240
	Bachelor of Science in Digital Business	Level 6	300
	Bachelor of Science in Digital Business with Professional Placement Year	Level 6	420

8 Derogation from the University Regulations	
	None.

9 Delivery Patterns	
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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 (and placement provider)	4 years	US1076

10	Entry Requirements
	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.

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 and 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 through the collaborative delivery of the course by experts from Business School and the School of Computing and Digital Technology. 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: On successful completion of the BSc (Hons) Digital Business course you will be able to:</p>
K1	Identify 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 both digital business and business techniques to initiate and undertake critical analysis of business scenarios, applying findings to solve digital business problems.
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: On successful completion of the BSc (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 Level 6 / the Bachelors 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,</p>

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.

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 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-world 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 is an integrated business project with different routes offering you options to advance your career. Based on your aspirations, you can choose research, business/community advice, or employability related projects within the digital transformation domain. This brings together expert knowledge and professional expertise from industry and academia, to deliver responsive, and practice-based learning.

15	Course Requirements		
15a	Level 4: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i>		
	Module Code	Module Name	Credit Value

CMP4288	Business Information Systems	20
QME4018	Principles of Economics	20
DBS4000	The Digital Business Environment	20
BUS4086	Essential Analysis for Business	20
CMP4282	Business Information Modelling	20
HRM4001	Understanding Organisations and Organisational Behaviour	20

Level 5:

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
MAN5XXX	Management Development	20
CMP5340	Enterprise Systems	20
BUS5XXX	Business Analytics	20
BUS5XXX	Business Strategy Analysis	20
BUS5XXX	Business Risk and Change Management	20
BUS5XXX	Technology and Innovation Management	20

In order to qualify for the award of BSc (Hons) Digital Business with Professional Placement Year a student must successfully complete the following module:

Module Code	Module Name	Credit Value
PLA5XXX	Professional Placement Year	120

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
BUS6XXX	Emerging and Disruptive Technologies	20
CMP6193	Information Security	20
BUS6XXX	Project Options: Business Advice Project (Major) (40 credits) Business Research Project (Major) (40 credits) Business Start-Up Project (Major) (40 credits) Community Advice Project (Major) (40 credits) Employability Project (Major) (40 credits)	40

		<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>		
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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 Professional Placement Year	

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

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 as specified in timetable *Directed Learning* includes placements, work-based learning, peer group learning external visits, on-line activity, Graduate+, peer learning, as directed on VLE
- *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	17
In-Person	26

Level 5

Workload

19% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	412
Private Study	560
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	57
Exam	14
In-Person	29

Level 6

Workload

Maximum 17% time spent in timetabled teaching and learning activity (depends on project route options)

Activity	Number of Hours
Scheduled Learning	198
Directed Learning	446
Private Study	556
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	83
Exam	0
In-Person	17