Module Descriptor

Title	Global Digital Business		
Session	2026/27	**Status**	
Code	BUSN11123	**SCQF Level**	11
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	James B Johnston		

Summary of Module

The focus on the management of digital businesses will help students know how to manage the opportunities and challenges of successfully developing digital business.

The module will focus on relevant issues such as collaboration with business, information strategy, application portfolio management, managing IT-based risk, social computing, e-business, digital marketing and supply chain management. The module will be structured around case studies drawn from the wider environment. They will expand on and support the lectures and form the basis of analysis in the weekly seminars.

- The purpose of the module is to inform students on the opportunities, challenges and dilemmas faced when organisations decide to consider investing in new technologies.
- The content will adopt a 'managerialist' philosophy to the development and implementation of new technology strategies.
- This assumes that successful technology investments and strategies must now be closely integrated with wider Strategic Management activities given the central role of new technologies in all types of organisations.
- The educational approach will focus on the strategic and managerial issues that face existing organisations and expect students to present their analysis in the form of an individual report and a group 'client centered' presentation.
- The learning materials will be enhanced by consistent use of current industry reports and publications from a variety of professional organisations.

Module Delivery Method	On-Campus[1] X	Hybrid[2] ☐	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley X	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	X☒	Term 2	X☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	By the completion of the module the student will demonstrate a developed knowledge of the latest research and organisational experiences of the management challenges surrounding the concept of global digital business.
L2	By the completion of the module the student will be able to evidence how they have learnt to assimilate and synthesise information and data that is then presented and defended to a potential 'client'.
L3	By the completion of the module the student will demonstrate a developed knowledge of the latest research and organisational experiences of the business challenges surrounding digital business.
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 11** Educational material from both advanced market leading textbooks and industry standard analysis will form the foundation of the knowledge and understanding created during this module.
Practice: Applied Knowledge and Understanding	**SCQF 11** The 2 assessments will focus on a practical management report and business style presentation that will focus on the recommendations of

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	the students as to how an organisation should successfully exploit the opportunities of digital businesses
Generic Cognitive skills	**SCQF 11** Advanced critical thinking models will be applied to all aspects of the learning materials students by the students. Synthesis of arguments from diverse sources of information and data will be required during classes and submission of assessments.
Communication, ICT and Numeracy Skills	**SCQF 11** Their communication, ICT and numeracy skills will be developed during the preparation and submission of both the management report and group presentation that will require specific financial justification.
Autonomy, Accountability and Working with Others	**SCQF 11** Students will be required to work both individually and as a group member during the assimilation and analysis of the lecture, seminar, and assessments

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Independent Study	154
Asynchronous Class Activity	12
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Core textbook:

*Chaffey, D., Edmundson-Bird, D. and Hemphill, T., 2025. Digital Business and E-commerce Management. Pearson UK. The latest media including blogs, social media, books and journal material will be provided via the VLE and UWS Library.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: Academic engagement procedure Where a module has Professional, Statutory or Regulatory Body requirements these will be listed here: In line with the Academic Engagement and Attendance Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on Moodle, and complete assessments and submit these on time. Please refer to the Academic Engagement and Attendance Procedure at the following link: Academic engagement and attendance procedure.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code. The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Management, Organisations People**
Overall Assessment Results	**Graded**
Module Eligible for Compensation	**No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	MOP
Moderator	Eleni Tzouranami

External Examiner	K Ahmed
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	v1.01

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Case study aim is to develop appropriate criticality and develop the core Employability Skills and Personal Development Planning (PDP) Skills
Assessment 2
'Client led' presentation aim is to develop critical thinking skills both in preparation for face-to-face assessment and during presentation
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Case Study	☒	☐	☒	☐	☐	70	7

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Presentation	☐	☒	☒	☐	☐	30	5

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**
Updated core textbook to 2025 edition	April 25	J B Johnston
