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MODULE HANDBOOK

2023 - 2024

Module Code: BMG814

CRN: 43115

Module Level: 7

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Aims and Objectives of the Module

Modern business is characterised by ever-increasing supply capabilities, global competition, and customer expectations. In response to these challenges, organisations have been deploying information technologies to create digital enterprises. Creating and managing the digital enterprise involves applying information technologies to reach and interact with customers more effectively, boost employee productivity, and improve operating efficiency.

Information technologies such as the Internet, corporate portals, collaborative tools, mobile and wireless communication media have eliminated traditional boundaries of time and geography and created virtual communities of employees, customers and suppliers, with new demands for products and services. Organisations have been transforming their operations through converting their existing information system architectures into web-enabled systems and automating a range of business processes.

In truth the digital landscape has transformed the way business is conducted on a global stage and impacts all sectors. These changes affect not only the individual company and their products or services, but also entire industries leading to the development of new and diverse business models. All organisations need strategies and actions to develop and sustain a digital business. This module integrates theory and practice and considers key issues including the growth of the mobile digital platform and the rapid expansion in digital traffic. Given the growth in these developments, this module covers topic areas of interest to all students and takes an international approach and includes contemporary coverage of all key issues.

LEARNING OUTCOMES:

Successful students will be able to:

1. Have an in-depth knowledge of the digital enterprise and E-Business and thorough understanding of the implications of E-Business on global trade
2. Demonstrate a critical appreciation of the process of IT enabled change and the role of the IT manager as a change agent. In addition they will be able to show how ICT is used to create the digital enterprise.
3. Demonstrate comprehensive knowledge of the use of business information systems and the role they play in optimising performance, enhancing decision-making and generating competitive advantage.
4. Critically evaluate IT related problems by synthesising data from a variety of sources and through knowledge sharing and team-work develop solutions and formulate practical interventions that can achieve the desired outcomes.

Module Assessment – BMG814 The Digital Landscape

Coursework (100%)

Assignment 1a – Case Study on E-Retailing (55%)

In the first part of assignment 1, you will work in teams of 2, 3 or 4. You will be required to view a series of videos on the future of shopping; research the issues identified and answer the four questions below on E-Retailing. The completed case study should be submitted by Midnight on Friday 16th August 2024. **One member from each team will then be required to upload a copy (MS Word) of the completed case study using the Turnitin Dropbox area on Blackboard.** Links to the four videos on the future of shopping are shown below.

Video 1. Zero waste stores: the future of retailing (6 mins) <https://youtu.be/djX9Enu8038>

Video 2. Future of Shopping: What's in Store? (13 mins) <https://youtu.be/ad-GuV6YIMl>

Video 3. Supermarket 2020: A vision of the future (4 mins) <https://youtu.be/z6Ezl-jhzU>

Video 4. Location-Based Marketing (2.5 mins) <https://www.youtube.com/watch?v=UC5vB7wLXcA>

Now each team must answer the following 4 questions:

1. There is rightly significant interest placed on the use of technology in support of retailing in the future. However, reducing waste and delivering a sustainable zero-carbon lifestyle is increasingly necessary. What are the key benefits of zero waste stores and do they have a role in securing the survival of the high street? (**video 1**).
2. Discuss the importance of 'direct to consumer selling' DTC. In what circumstances would it be useful for companies to use DTC.? Also, explain how Shopify' helped 'Allbirds' avoid channel conflict. (**video 2**)
3. In (**video 3**) above we see Symphony Retail's vision of the Supermarket of the future. Discuss what **your** supermarket of the future would look like and what it should contain.
4. We are told that Location-Based Marketing is about connecting people, places and media (**Video 4**). What are the ethical considerations around businesses knowing every 'place' we visit?

- **Submission Date: Friday 16th August 2024@23:59**
- **Word Limit: 2,500 words (+/- 10%)**
- **Guidance on the assignment will be provided during the module**

Assignment 1b – Peer Review and Personal Reflection (15%)

TEAM DETAILS:

Team Name/Number:	
Your Name:	Your Student Number:
Name: Team Member 1	Name: Team Member 2
Name: Team Member 3	Name: Team Member 4

Please rate **yourself** and **your team** members on how '**you**' feel they performed during the completion of the team assignment. Please allocate a score ranging from (1 = poor performance) to (5 = outstanding performance) across 4 separate categories below:

Team Member	Ideas & Suggestions	Leadership & Task Organisation	Information collection & collation	Preparing & delivering written reports	Total
You					
1					
2					
3					
4					

Use the following scoring system:

1. Provided little effort or did not contribute to this area.
2. Did contribute but the contribution was weak.
3. Delivered a reasonable amount of effort on the category.
4. The contribution was good.
5. The contribution was outstanding.

- **Submission Date: Saturday 24th August 2024@23:59**
- **Word Limit: 600 words (+/- 10%)**

In addition to reviewing, you and your team member's contributions, please write a brief 'personal' reflection on your thoughts, feelings and experiences of working on this team assignment. Use the 4 categories in the scoring grid above to craft your reflection. The reflection should be approximately 600 words (150 words per category).

Ideas and Suggestions (approximately 150 words)

Provide a brief review of your thoughts and feelings of the ideas/suggestions that emerged during this assignment.

Leadership & Task Organisation (approximately 150 words)

What are your thoughts and feelings about the level of Leadership and Task organisation that was shown.

Information Collection and Collation (approximately 150 words)

What was your experience concerning the collection and collation of data/information during the assignment.

Preparing and Delivering Written Reports (approximately 150 words)

How did you feel about the contributions to the preparation and delivery of the final team assignment.

Assignment 2 - Online MCQ Tests (30%)

The final element of coursework will involve each student completing a series of **online** Multiple-Choice Question (MCQ) tests (6 x 10 questions). These will be available (for a **limited** time) in the module content area. The system will allow each student to have **one** attempt at each test. This assessment will be available on **28th August 2024 between 10am-2pm**

Marking criteria for Coursework 1a (55%)

Category	Requirements	Mark
Content	<ul style="list-style-type: none"> The case study report goes into sufficient depth (not superficial) Demonstrates a sound knowledge of the topic area 	/40
Interpretation	<ul style="list-style-type: none"> Provide evidence that you have read the material Good understanding shown Material is original Covered key issues 	/25
Sources	<ul style="list-style-type: none"> Any sources that are used are properly <u>cited</u> Harvard referencing system is used Identify and use at least five relevant sources 	/15
Language	<ul style="list-style-type: none"> Narrative is clear and easy to follow Spelling has been checked Grammar has been checked 	/10
Presentation	<ul style="list-style-type: none"> Good clear presentation style at all times The material is well structured Meets the word limit criteria (2,500 max) 	/10
Total		/100

Marking criteria for Coursework 1b – Peer Review and Personal Reflection (15%)

Category	Marks
Ideas & Suggestions	/25
Leadership & Task Organisation	/25
Information Collection & Collation	/25
Preparing & Delivering Written Reports	/25
Total	/100

Teaching Plan 2023 – 2024

Week	Topic / useful readings
Week 1	<p>E-Business Overview</p> <ul style="list-style-type: none"> - Davenport, T. H., & Kirby, J. (2016). Just How Smart Are Smart Machines? <i>MIT Sloan Management Review</i>, 57, 3, 41-47. - Iansiti, M., & Lakhani, K. R. (2014). Digital Ubiquity: How Connections, Sensors, and Data Are Revolutionizing Business. <i>Harvard Business Review</i>, 92, 11, 91-99. - Goraya, M.A.S., Jing, Z., Shareef, M.A., Imran, M., Malik, A. & Akram, M.S. 2021, "An investigation of the drivers of social commerce and e-word-of-mouth intentions: Elucidating the role of social commerce in E-business", <i>Electronic markets</i>, vol. 31, no. 1, pp. 181-195. <p>Seminar – Introduction and understanding of module assessments</p>
Week 2	<p>E-Marketing</p> <ul style="list-style-type: none"> - Saura, J.R. 2021, "Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics", <i>Journal of innovation & knowledge</i>, vol. 6, no. 2, pp. 92-102. - Jong, K. 2020, "What's Your Digital Marketing Strategy? Actionable Tips, Trends for Audiology", <i>The Hearing journal</i>, vol. 73, no. 12, pp. 23-27. - Mangold, W.G. and Faulds, D.J. (2009) Social media: The new hybrid element of the promotion mix. <i>Business Horizons</i>, 52 (4), 357-365. <p>Seminar –Functionalities of modern E-commerce: case of Currys UK</p>
Week 3	<p>Digital Landscape and its future</p> <p>Chen, S. & Lamberti, L. 2016, "Multichannel marketing: the operational construct and firms' motivation to adopt", <i>Journal of strategic marketing</i>, vol. 24, no. 7, pp. 594-616.</p> <p>Chaffey, D. (2011) <i>E-Business and E-Commerce Management</i> (5th edition). Pearson, Chapter 5.</p> <p>Porter, M.E. (2001) Strategy and the Internet. <i>Harvard Business Review</i>, March, pp 63-78.</p> <p>Enders, A. and Jelassi, T. (2009). Leveraging Multichannel Retailing: The Experience of Tesco.com, <i>MIS Quarterly Executive</i>, 8, 2, 89-100</p> <p>Seminar – Accelerating online Car Sales. Audi UK.</p>

Week 4	<p>E-Business Strategy</p> <ul style="list-style-type: none"> - Broekhuizen, T.L.J., Broekhuis, M., Gijsenberg, M.J. & Wieringa, J.E. 2021;2020;, "Introduction to the special issue – Digital business models: A multi-disciplinary and multi-stakeholder perspective", <i>Journal of business research</i>, vol. 122, pp. 847-852. - Kane, G. C., Palmer, D., Phillips, A. N., & Kiron, D. (2015). Is Your Business Ready for a Digital Future?. <i>MIT Sloan Management Review</i>, 56, 4, 37. - Rigby, D. K. (2014). Digital-physical mashups. <i>Harvard Business Review</i>, 92, 9, 84-92. <p>Seminar Activity: E-Strategy – A case study of Primark.</p>
Week 5	<p>ERP and Supply Chain Management</p> <ul style="list-style-type: none"> - Yang, M., Fu, M. & Zhang, Z. 2021, "The adoption of digital technologies in supply chains: Drivers, process and impact", <i>Technological forecasting & social change</i>, vol. 169, pp. 120795. - Botta-Genoulaz, V. and Millet, P. (2006). An Investigation into the Use of ERP Systems in the Service Sector, <i>International Journal of Production Economics</i>, 99, 202-221. <p>Supply Chain Integration</p> <ul style="list-style-type: none"> - Ardito, L., Petruzzelli, A.M., Panniello, U. & Garavelli, A.C. 2019, "Towards Industry 4.0: Mapping digital technologies for supply chain management-marketing integration", <i>Business process management journal</i>, vol. 25, no. 2, pp. 323-346. - Glassberg, B. and Merhout, J. (2007). Electronic Markets Hypothesis Redux: Where are We Now? <i>Communications of the ACM</i>, 50, 2, 51-55. - Lee, H. (2002). Aligning Supply Chain Strategies with Product Uncertainties, <i>California Management Review</i>, 44, 3, 105-119. <p>Seminar Activity: DTC and ERP Articles</p>
Week 6	<p>Artificial Intelligence and Big Data</p> <p>Obschonka, M. & Audretsch, D.B. 2020;2019;, "Artificial intelligence and big data in entrepreneurship: a new era has begun", <i>Small business economics</i>, vol. 55, no. 3, pp. 529-539.</p> <p>Lin, L. & Hou, Z. 2020, "Combat COVID-19 with artificial intelligence and big data", <i>Journal of travel medicine</i>, vol. 27, no. 5.</p> <p>Seminar activity: Use of AI and Big Data analytics in retail</p>
Week 7	Internet of Things (IOT)

	<p>Rathod, A.Y., Pandya, S. & Doshi, N. 2020, "IoT and Modern Marketing: Its Social Implications", Global IT Research Institute - GIRI, , pp. 407.</p> <p>López de Lacalle, Luis Norberto & Posada, J. 2020, New Industry 4.0 Advances in Industrial IoT and Visual Computing for Manufacturing Processes, MDPI - Multidisciplinary Digital Publishing Institute.</p> <p>Seminar Activity: Assignment guidance.</p>
Week 8	<p>Knowledge Data Management</p> <ul style="list-style-type: none"> - Bell, P. C. (2015). Sustaining an Analytics Advantage. <i>MIT Sloan Management Review</i>, 56, 3, 21-24 - Davenport, T.H., Barth, P. and Bean, R. (2012). How 'Big Data' is Different. <i>MIT Sloan Management Review</i>. 54, 1, 22-24. - McAfee, A. and Brynjolfsson, E. (2012). Big Data: The Management Revolution, <i>Harvard Business Review</i>, 90, 10, 61-67. <p>Seminar activity: Guidance on writing assignment 1b. Also receive feedback on your draft assignment 1a during the seminar.</p>
Week 9	<p>Robotics, Digital Marketing, Cybersecurity</p> <p>To understanding how the digital landscape changes digital marketing, robotics adoption in services and the risks of cyber attacks.</p> <p>Xiao, L. & Kumar, V. 2021;2019;, "Robotics for Customer Service: A Useful Complement or an Ultimate Substitute?", <i>Journal of service research : JSR</i>, vol. 24, no. 1, pp. 9-29.</p> <p>Bogue, R. 2019, "Strong prospects for robots in retail", <i>Industrial robot</i>, vol. 46, no. 3, pp. 326-331.</p> <p>Sallos, M.P., Garcia-Perez, A., Bedford, D. & Orlando, B. 2019, "Strategy and organisational cybersecurity: a knowledge-problem perspective", <i>Journal of intellectual capital</i>, vol. 20, no. 4, pp. 581-597.</p> <p>Seminar Activity: Detailed introduction of MCQs, test format and best practices to answer the multiple choice questions</p> <p>Practice Test (20 Questions)</p> <p>Formative feedback</p>

Week 10	<p>Social Media</p> <ul style="list-style-type: none"> - Liu, X., Shin, H. & Burns, A.C. 2021;2019;, "Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing", <i>Journal of business research</i>, vol. 125, pp. 815-826. - Ismail, A.R. 2017, "The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness", <i>Asia Pacific journal of marketing and logistics</i>, vol. 29, no. 1, pp. 129-144. - - Gallagher, J., and Ransbotham, S. (2010). Social Media and Customer Dialog Management at Starbucks. <i>MIS Quarterly Executive</i>, 9, 4, 197 – 212. - Roberts, D. L., & Piller, F. T. (2016). Finding the Right Role for Social Media in Innovation. <i>MIT Sloan Management Review</i>, 57, 3, 41-46. <p>Seminar activity: Analysis of use of Social Media platform by the businesses</p>
Week 11	<p>Designing Thinking UI/UX</p> <p>HCI, Personas, Mapping the 7Cs framework</p> <ul style="list-style-type: none"> - Bell, P. C. (2015). Sustaining an Analytics Advantage. <i>MIT Sloan Management Review</i>, 56, 3, 21-24 - Davenport, T.H., Barth, P. and Bean, R. (2012). How 'Big Data' is Different. <i>MIT Sloan Management Review</i>. 54, 1, 22-24. - McAfee, A. and Brynjolfsson, E. (2012). Big Data: The Management Revolution, <i>Harvard Business Review</i>, 90, 10, 61-67. <p>Seminar Activity: Mock MCQ Test – 10 Questions - Students to complete the test individually</p>
Week 12	<p>Revision and reflection</p> <p>Seminar: Assignment 1b and preparation for MCQs</p>

The library team can provide one-to-one support in preparation for assessments 1

- Emailing library@qa.com
- By phoning the library 02076 568 448 (please specify your campus: London or Birmingham)

RESOURCE LIST:

Required Reading

Laudon, K.C. and Traver, C.G. (2020) E-Commerce 2019: Business, Technology, Society, Pearson, Harlow, UK.

Chaffey, D. (2019) *Digital Business and E-Commerce Management*, 7th Edition, Pearson, Harlow, UK.

Laudon, K.C. and Laudon, J.P., (2020), *Management information systems: Managing the digital firm*, Pearson, Harlow, UK.

Recommended Reading

Aguiar, Y., (2020) *Digital (r) evolution: strategies to accelerate business transformation*, John Wiley & Sons, Hoboken, N.J.

Byström, K., Heinström, J. and Ruthven, I. eds., (2019). *Information at work: information management in the workplace*. Facet Publishing.

Michaelman, P. (2018) *How to go digital: practical wisdom to help drive your organisation's digital transformation*, Review M.I.T., Sloan Management, MIT Press, Cambridge Mass.

Turban, E., McLean, E. and Wetherbe, J. (2010) "Information Technology for Management: Transforming Organisations in the Digital Economy", Seventh Edition, John Wiley, New York.

Useful Internet Sites

Research Agency	Coverage	Web-site
Fletcher Researcher Ltd.	Market Research	www.fletch.co.uk
Forrester Research	Market Research	www.forrester.com
GartnerGroup	Information Technology Research	www.gartner.com
INSEAD	Business School	www.insead.fr

Meta Group	Information Technology Research	www.metagroup.com
Tower Group	Information Technology Research	www.towergroup.com
Financial Times	Newspaper	www.ft.com
Informationweek	Magazine	www.informationweek.com

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