

<b>Module code</b>	MGT504	<b>Level</b>	5
<b>Module title</b>	Managing Digital Disruption and Transformation	<b>Credit value</b>	20
<b>Common/Core/ Elective</b>	Core	<b>ECTS Credits</b>	10
		<b>Notional learning hours</b>	200
<b>Courses on which the module is taught</b>	BA (Hons) Business and Management	<b>Teaching Period</b>	Autumn

### 1. Module description

This module explores new and emerging disruptive technologies and the risks posed by the increasing presence of artificial intelligence. You'll learn how to enhance an organisation's digital presence, as well as manage any critical issues that may arise from emerging technologies.

You will explore how the use of digital technology enables organisations to be creative and innovate within changing environments and consider how these activities can equally empower or severely damage an organisation's reputation.

This exposure will also build your awareness of the regulatory requirements concerning the use of personal and commercial data, as well as cybersecurity and compliance frameworks.

### 2. Learning outcomes

*Upon successful completion of this module you will be able to:*

#### **Innovation (MLO 02)**

Analyse and develop value propositions combining curiosity and creativity in the context of digital disruption and transformation arising from emerging technologies.

#### **Communication (MLO 05)**

Communicate effectively both orally and in writing within organisational and international settings of digital disruption and transformation within unfamiliar and well-defined contexts.

#### **Digital Data and Tools (MLO 06)**

Analyse and use digital applications responsibly in unfamiliar, well defined business contexts.

#### **Interdisciplinary Perspectives (MLO 09)**

Investigate and apply perspectives from different disciplines in multifaceted scenarios related to information systems management.

### 3. Learning and teaching methods

This module will give you authentic and meaningful industry and technology engagement, such as tech events, guest speakers, field trips, etc., and practical challenge-based learning experience, such as virtual simulations, gamification. You will explore new and emerging technologies and their applications through hands-on tools and apps, and examine critical issues link to digital disruption and transformation through case studies, industry articles, white papers and software demos. You are expected to be active learners by engaging in experiential, experimental and/or collaborative learning through a variety of activities in the

class. Each week, you will be given a varied guidance and practical session in a workshop format, to direct your learning and support your understanding.

Learning hours	
<b>Directed learning</b>	<b>48 hours</b>
Workshops/ classes	48
<b>Guided/Self-guided learning</b>	<b>152 hours</b>
<b>Total</b>	<b>200</b>

#### 4. Assessment, formative feedback and relative weightings

##### **Summative Assessment 1: Project (Group Assessment)**

**Weight (%):** 40%

**Word Count or Equivalent:** 10 minutes presentation

You will be working in groups to choose a topic pertaining to contemporary digital issues facing organisations, or an emerging digital technology. Each group will research to build and present knowledge in the form of a creative infographic based on a set of criteria.

##### **Summative Assessment 2: Report**

**Weight (%):** 60%

**Word Count or Equivalent:** 2500 words

You will choose a FTSE 350 company or equivalent and conduct an appraisal on the digital strategy and transformation of the company based on a set of questions.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module				
Assessment tasks	LO2	LO5	LO6	LO9
Infographic and Presentation (Group)		X	X	X
Report	X	X	X	X

#### 5. Indicative resources

Laudon, J. and Laudon K. (2018) Management Information Systems: Managing the Digital Firm, Global Edition (15th Edition). Pearson. (available in e-book)

Greenway, A., Terrett, B. and Bracken, M. (2021) Digital Transformation at Scale: Why the Strategy is delivery (2<sup>nd</sup> Edition). London Publishing Partnership. (available in e-book)

Turban, E., Pollard, C. and Wood, G. (2018) Information Technology for Management: On-Demand Strategies for Performance, Growth and Sustainability (11th Edition). Wiley.

Information Systems academic journals such as Journal of Management Information Systems (JMIS), European Journal of Information Systems (EJIS), Information and Management, Management Information Systems Quarterly (MIS Quarterly)