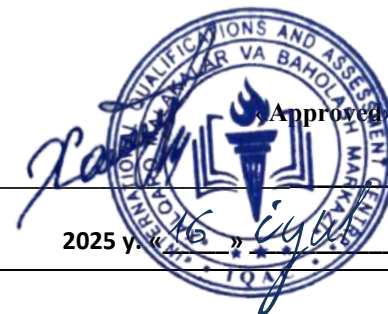




**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



Programme	Level 6 BA (Hons) BUSINESS ADMINISTRATION		
Unit Number/ Unit Title	Unit 8 DIGITAL ECONOMY		
Cohort Code:	L06DGE-U8		
Unit Level	LEVEL 6		
Total GLH	Total qualification time 120/ Total Guided learning hours 48/ Self-guided learning hours 72		
Credits/Hours	12 CATS/ 6 ECTS		
Lecturer			
Start Date		End Date	

Unit Aims	Provide students with a foundational understanding of HR management in an international context, addressing global workforce challenges, cultural diversity, and labor standards.
Differentiation Strategies (e.g. planned activities or support for individual learners according to their needs)	<p>Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include:</p> <ol style="list-style-type: none"> 1. Progressive tasks 2. Digital resources 3. Verbal support 4. Variable outcomes 5. Collaborative learning 6. Ongoing assessment 7. Flexible-pace learning
Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.

Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	Teaching and Learning Materials
	<ul style="list-style-type: none"> • <i>"The Digital Economy: Rethinking Promise and Peril in the Age of Networked Intelligence"</i> by Don Tapscott • <i>"Big Data: A Revolution That Will Transform How We Live, Work, and Think"</i> by Viktor MayerSchönberger, Kenneth Cukier • <i>"The Age of Surveillance Capitalism"</i> by Shoshana Zuboff

Learning Outcome	Assessment Criteria
LO1. Understand the fundamentals of the digital economy.	1.1 Define the digital economy and its key components. 1.2 Explain the impact of digital transformation on traditional business models.
LO2. Analyze the role of e-commerce and digital marketing in the modern economy.	2.1 Discuss the principles of e-commerce and its impact on consumer behavior. 2.2 Evaluate digital marketing strategies and their effectiveness.
LO3. Assess the influence of data and analytics in business decision-making.	3.1 Explain how data analytics is used in business for strategic decisions. 3.2 Assess the benefits and challenges of big data in business contexts.
LO4. Examine the implications of digital disruption on industries.	4.1 Identify sectors impacted by digital disruption and analyze key changes. 4.2 Recommend strategies for businesses to remain competitive in a digital economy

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to the Digital Economy	<ul style="list-style-type: none"> Lecture on the evolution and scope of the digital economy Group discussion: Real-world examples of digital businesses Case review: How Amazon transformed commerce 	LO1, 1.1	
2.	Components of the Digital Economy	<ul style="list-style-type: none"> Interactive presentation: Platforms, services, and infrastructure Mind-mapping exercise: Mapping digital value chains Individual task: Analyze Uber or Airbnb's business model 	LO1, 1.1	
3.	Digital Transformation and Business Models	<ul style="list-style-type: none"> Lecture: Impact of digital transformation Workshop: Compare traditional and digital models (e.g., retail vs. e-commerce) Case study: Netflix's digital disruption 	LO1, 1.2	
4.	Academic Exploration of Digital Business Models	<ul style="list-style-type: none"> Student presentations: Selected academic papers on digital transformation Peer feedback session Seminar discussion: Are traditional firms doomed? 	LO1, 1.1, 1.2	
5.	Simulation: Designing a Digital Business	<ul style="list-style-type: none"> Group activity: Build a concept for a digital start-up 	LO1, 1.2	

		<ul style="list-style-type: none"> • Pitching session: Present digital value proposition • Reflective learning journal 		
6.	Principles of E-Commerce	<ul style="list-style-type: none"> • Lecture: Types and models of e-commerce • Debate: Is online commerce killing the high street? • Video case: Shopify vs. Magento 	LO2, 2.1	
7.	Consumer Behavior in Digital Environments	<ul style="list-style-type: none"> • Case review: ASOS and online customer engagement • Group discussion: Trends in online buying behavior • Reflection: Your last 3 online purchases and motivations 	LO2, 2.1	
8.	Digital Marketing Channels and Tools	<ul style="list-style-type: none"> • Workshop: SEO, SEM, email marketing, social media • Campaign analysis: Coca-Cola's global social campaigns • Individual task: Evaluate a digital ad strategy 	LO2, 2.2	
9.	Review	<ul style="list-style-type: none"> • Peer feedback session • Midterm preparation workshop 		
10.	Review	<ul style="list-style-type: none"> • Case-based exam on LOs 1 and 2 		
11.	Measuring Digital Marketing Success	<ul style="list-style-type: none"> • Lecture: KPIs, CTR, conversion rate, ROI • Group exercise: Analyze a campaign using Google Analytics data (sample) • Case: Nike's digital engagement metrics 	LO2, 2.2	

12.	Cross-Platform Strategies	<ul style="list-style-type: none"> • Comparative analysis: Instagram vs. TikTok for brands • Guest talk (recorded): Digital marketing manager insight • Workshop: Design a 1-week digital campaign 	LO2, 2.1, 2.2	
13.	Presentations and Peer Review	<ul style="list-style-type: none"> • Student presentations: Case reviews or campaign strategies • Peer evaluation and critical feedback • Reflective learning entry 	LO3, 3.1	
14.	Review	<ul style="list-style-type: none"> • Review all cases covered during the academic year • Preparation for Final Exam 	LO3, 3.1	
15.	Midterm	<ul style="list-style-type: none"> • Midterm assessment covering all learning outcomes (theory and practical elements) 	LO1-LO2-LO3	
16.	Feedback & Reflection	<ul style="list-style-type: none"> • Review of key concepts covered • Reflective discussion • Course evaluations 	LO1-LO2-LO3	
17.	Introduction to Business Analytics	<ul style="list-style-type: none"> • Lecture: Business intelligence and analytics cycle • Video case: How Starbucks uses analytics • Group discussion: Personal use of data tools 	LO1-LO2-LO3	
18.	Strategic Use of Analytics	<ul style="list-style-type: none"> • Case study: Tesco Clubcard and customer loyalty • Workshop: Interpreting sample dashboards • Individual task: Prepare visual summary of findings 	LO3, 3.2	

19.	Introduction to Big Data	<ul style="list-style-type: none"> • Lecture: Volume, velocity, variety, and value • Documentary clip: The Age of Big Data (BBC) • Quiz: Test your big data concepts 	LO3, 3.2	
20.	Opportunities and Risks of Big Data	<ul style="list-style-type: none"> • Group debate: Big data for good or for profit? • Academic paper review: Ethical concerns in big data use • Individual reflection 	LO3, 3.1, 3.2	
21.	Simulation: Data-Driven Decision-Making	<ul style="list-style-type: none"> • Group simulation using mock data sets • Team report and presentation: Strategic recommendation • Peer assessment 	LO4, 4.1	
22.	Review	<ul style="list-style-type: none"> • Case-based and essay-based exam 	LO4, 4.1	
23.	Understanding Digital Disruption	<ul style="list-style-type: none"> • Lecture: Definition, drivers, and case examples • Case review: Kodak vs. digital photography • Group discussion: Who's next to fall? 	LO4, 4.2	
24.	Sector Analysis: FinTech, HealthTech, EdTech	<ul style="list-style-type: none"> • Case clusters: Revolut, Coursera, Babylon Health • Workshop: Sector impact mapping • Infographic design challenge 	LO4, 4.2	
25.	Organizational Response to Disruption	<ul style="list-style-type: none"> • Case: Walmart's digital transformation • Group activity: Create a transformation plan • Feedback & critique session 	LO1-LO2-LO3-LO4	
26.	Strategy Adaptation for the Digital Age	<ul style="list-style-type: none"> • Lecture: Agility, innovation, and disruption response • Case: Microsoft cloud transition • Class discussion: Are all firms tech firms now? 	LO1-LO2-LO3-LO4	

27.	Capstone Presentations	Group	<ul style="list-style-type: none"> • Present a strategy for a traditional firm to survive digital disruption • Peer review and scoring • Final reflection report submission 	LO1-LO2-LO3-LO4	
28.	Review and Synthesis		<ul style="list-style-type: none"> • Interactive quiz game (Kahoot or Quizizz) • Panel discussion: Future of the digital economy • Course-wide reflective feedback session 	LO1-LO2-LO3-LO4	
29.	Final Exam Preparation & Review		LO1, LO2, LO3, LO4	LO1, LO2, LO3, LO4	
30.	Final Exam			LO1, LO2, LO3, LO4	