

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Digital Enterprise
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	6
<b>4</b>	<b>Module Code</b>	MKT6042

<b>5</b>	<b>Module Overview</b>
<p>As a level 6 module, Digital Enterprise contributes to the programmes core philosophy by providing you with the opportunity to apply all of the skills developed to date to a digital enterprise of your making. This will enable you to compose and construct a series of relevant materials to effectively communicate your ideas and apply your professional skills to develop digital artefacts that can be potentially monetised.</p> <p>This module is developed in recognition of the changing landscape of industry. New businesses and business models are emerging across the economy that are disrupting existing, established industries (Airbnb, Spotify, Uber) In addition the development of content driven businesses (vloggers and bloggers) continue to emerge, having a profound effect on businesses. This module is in direct response to these changes. Designed to offer enterprising students the opportunity to embrace the opportunities that technology offers, to develop a business idea that is internet native. These are content-driven businesses either by aggregating, creating platforms for UGC or through self-publishing/broadcasting. This is an experiential module which, as with other modules on the programme, is designed to equip you with the skills and confidence to apply theory in practice beyond university.</p> <p>Central to this module's assessment strategy is the development of a digital enterprise idea. This will enable you to develop your skills of creating and developing an idea, plus put in place the materials to launch that idea. It is completely possible that through this unique approach to learning that students could develop viable commercial businesses. Throughout the module you will be encouraged to speculate on future directions of digital marketing, and the business opportunities this ever-evolving landscape offers. Class content and activities will enable you to apply, and in so doing differentiate, a range of marketing strategies, working within the context of digital marketing and importantly develop effective communication strategies for your digital enterprise idea.</p> <p>This module will take an experiential approach and be delivered through a combination of lectures, seminars and digital workshops in computer labs. The nature of the module is experiential and in keeping with the course core philosophies, it will equip you with the ability to apply marketing theory and practice, and to develop key transferable skills that are now essential to a career in marketing. Specifically, this module provides you with the specialist 'digital' marketing skills and provides you with an entrepreneurial underpinning. In addition students will be encouraged to make external links via for example: the university's 'Institute for Creative Innovation' and STEAM projects. The Professional Practice route will be delivered differently via block taught sessions with the assessment work-based.</p>	

6	Indicative Content
The module content will include:	
<ul style="list-style-type: none"> <li>Born Global: changing nature of business models</li> <li>Digital disruption and innovation</li> <li>Ethics, privacy and digital enterprise</li> <li>Funding digital enterprise: crowdfunding and beyond</li> <li>Digital enterprise marketing strategy</li> <li>Sustainable business planning</li> </ul>	

7	Module Learning Outcomes
<b>On successful completion of the module, students will be able to:</b>	
1	Critically evaluate the digital enterprise environment.
2	Develop a market opportunity and viable creative digital business idea.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1, 2	X		

9	Breakdown Learning and Teaching Activities
Learning Activities	Hours**
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	48 (28)
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	24 (72)
<b>Private Study (PS)</b> includes preparation for exams	128 (100)
<b>Total Study Hours:</b>	200 (200)

**\*\*Professional Practice route delivery shown in brackets**