

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Computer Science
Programme:	Computer Science Digital Marketing
FHEQ Level:	5
Course Title:	Advanced Computer Applications for Business
Course Code:	DGT 5105
Total Hours:	120
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course introduces students to business concepts, revenue models and infrastructures necessary to produce a digital business solution. The course will also introduce marketing and sales models within current digital settings that will equip students with the knowledge necessary to build future proof business solutions.

Prerequisites:

MGT 3201 or DGT 4100 or DGT4120 or DGT 4101 or DGT 4104 or DGT 3100.

Aims and Objectives:

By the end of this course, students will have a good understanding of business infrastructures in a digital world. They will know the hardware, software and technology necessary to set up a digital business. They will also have the business knowledge necessary to understand revenue models, Customer Relationship Management (CRM) and service design to be able to respond to a business need.

Programme Outcomes:

COMPSC: A1, A2, A3, A4, A7, A8, B1, B5, B7, C6 and C7

DIGMKT: A5, A6, B1, B2, B4, C1, C2, D2, D3

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:
<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Understand business infrastructures, hardware and software relating to digital business
- Apply understanding of customer relationship management and service design within a digital context
- Plan, programme and analyse a digital business service
- Critically assess the future proofing of businesses for digital transformation and growth hacking
- Understand the role of data science within a business context

Indicative Content:

- Introduction to digital business
- E-business infrastructures
- Strategy and applications
- E-business revenue models
- Marketing on the web
- Customer Relationship Management (CRM)
- Online market places and auctions
- Service design
- Data science and business

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

- Lectures, practical demonstrations and step-by-step software tutorials, class workshops, one-to-one tutorials.

Indicative Text(s):

“Digital Business and E-Commerce Management” by Dave Chaffey, Tanya Hemphill and David Edmundson-Bird, Pearson, 7th Edition, 2019

“Digital Marketing” by Dave Chaffey and Fiona Ellis-Chadwick, Pearson, 2019.

Journals

[Click here to enter text.](#)

Web Sites

<https://www.oracle.com/uk/data-science/what-is-data-science/>

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Revision – annual update	May 2023	
Prerequisite updated	March 2024	
Total Hours Updated	April 2024	