COURSE SPECIFICATION DOCUMENT

Academic School / Department: School of Liberal Arts

Programme: Computer Science
Digital Marketing

FHEQ **Level:** 5

Course Title: Advanced Computer Applications for Business

Course Code: DGT 5105

Student Engagement Hours: 120 (standard 3- credit BA course)

Lectures: 30
Lab: 15
Independent / Guided Learning: 75

Semester: Fall, Spring

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:
DGT 4101 Introduction to Programming

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