

Unit Title	Technologies in Business
Programme(s)/Course	BABS/BABA
Level	6
Semester	2
Ref No:	BBS-6-TIB
Credit Value	20 CAT Points
Student Study hours	Contact hours: 52 Student managed learning hours: 148
Pre-requisite learning	One of Year 2 Units E-Business or Website design.
Co-requisites	None
Excluded combinations	None
Unit Coordinator	Greg Tallent
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Parent Department	Business Studies
Parent Course	BABA/BABS
Description [100 words max]	<p>This Unit provides an overview of the technologies used in online businesses from the small firm to the global enterprise.</p> <p>Students will be encouraged to explore these technologies from a company-wide perspective, giving a full and considered analysis to the various business issues involved.</p> <p>Case studies will be used to explore the design and implementation of social media to achieve business objectives.</p>
JACS Code	
Aims	<ul style="list-style-type: none"> • To understand the use of various technologies used by online businesses - from the small firm to the enterprise. • To understand the design and implementation of these various technologies within a business context.
Learning outcomes	<p>Knowledge and Understanding:</p> <p>The theories, methodologies and application of Internet technologies.</p>

	<p>Intellectual Skills: Research business and management issues either individually or as part of a team for projects, dissertations and presentations.</p> <p>Practical Skills: Effective use of Internet technologies in a business context.</p> <p>Transferable Skills: Define problems, and be effective at problem-solving and decision-making, using appropriate quantitative and qualitative skills and also be able to create, evaluate and assess options, together with being able to apply ideas and knowledge to a range of situations.</p>
Employability	Students will be able to work in and manage Internet technologies in companies that have an Internet presence, for example, in e-commerce companies or as a communication tool in media companies.
Teaching & Learning Pattern	<p>The 48 hours contact time will comprise a one hour lecture and a three hour seminar.</p> <p>Lectures will be used for formal tuition. Seminars will be used to give students an opportunity to study case studies detailing the design and implementation of online technologies in a business context, as an individual and within a group.</p>
Indicative content	<ol style="list-style-type: none"> 1. An understanding of strategy and its components in Internet enterprises – from the small firm to the corporation. 2. An understanding of technology trends in the widespread growth of online business. 3. An examination of the technologies used in the design and implementation of an online business – from the small company to the global organisation. 4. Internet enterprise business models: eBay, Amazon, Facebook, Google, BBC, YouTube. 5. Future trends in technology – both strategically and operationally.
Assessment method (Please give details – elements, weightings, sequence of elements, final component)	<p>One Project 40%</p> <p>One Exam (2 hour) 60%</p>
Indicative Reading	<p>CORE READING:</p> <p>The Facebook Era: Tapping Online Social Networks to Market, Sell, and Innovate (2nd Edition), Clara Shih, Prentice Hall, 2011</p> <p>Amazon: http://www.amazon.com/Facebook-Era-Tapping-Networks-</p>

	<p>Innovate/dp/0137085125/ref=dp_ob_title_bk</p> <p>OPTIONAL READING:</p> <p>Social Corp: Social Media Goes Corporate, Joel Postman, New Riders, 2009, ISBN 978-0-321-58008-5</p> <p>The Art of Community, Building the New Age of Participation, Jono Aitken, O'Reilly Books, 2009, ISBN 978-0596156718</p>
Other Learning Resource:	Online sources.

