UNIVERSITY of BRADFORD

Module Details

Module Title	Digital Resiliance, Innovation and Transformation (DL)
Module Code	EAE7015-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours

Type	Hours
Directed Study	100
Groupwork	75
Online Lecture (Synchronous)	25

Availability

Occurrence	Location / Period
DLA	University of Bradford / Semester 3

Module Aims

This module aims to equip you with future preparedness for unpredictable business environments by developing digital resilience to technological, organizational and societal disruptions, whist cultivating a continuous innovation mindset for digital transformation

Outline Syllabus

Introduction to Digital Transformation
* Understanding the digital ecosystem
* Exploring the impact of digital transformation on organizations
* Case studies of successful digital transformations

Organizational and Digital Resilience
* Building resilience to technological disruptions
* Strategies for organizational agility
* Risk management in a digital context

Disruptive Innovation
* The concept of disruptive innovation
* Identifying disruptive trends
* Creating an innovation culture

VUC Environment (Volatility, Uncertainty, Complexity)
* Navigating the VUC landscape
* Adapting business models to VUC challenges
* Scenario planning for uncertain futures

Strategy for Digital Transformation
* Aligning digital strategy with business goals
* Developing a digital roadmap
* Balancing short-term wins with long-term vision

Organizational Culture and Change
* Culture as an enabler or barrier to transformation
* Creating a culture of innovation
* Change management in a digital context

Systems Thinking
* Understanding interconnected systems
* Holistic approaches to problem-solving
* System dynamics and feedback loops

Disruptive Business Models
* Analysing existing business models
* Designing and testing disruptive models
* Business model canvas

The Internet of Things (IoT)
* IoT fundamentals
* Applications of IoT in various industries
* Security and privacy considerations

Big Data and Data Analytics
* Understanding big data
* Data collection, storage, and processing
* Data analytics techniques

Artificial Intelligence and Machine Learning
* Introduction to AI and ML
* Use cases in business
* Ethical considerations in AI

Learning Outcomes

Outcome Number	Description
O1	Critically evaluate the role of digital technologies and innovation within the business environment and how they impact upon organisational competitiveness
O2	Analyse the opportunities and obstacles of implementing digital transformation in an organisational setting
O3	Synthesise the exponential, combinatorial and digitisation elements of emerging technologies and their role in capturing organisational value.
O4	Demonstrate critical reflection on the impact of emerging technologies within the workplace and professional settings

Learning, Teaching and Assessment Strategy

Learning will be directed, supported, and reinforced through a combination of online lectures, groupwork activities, presentations, online activities, as well as through personal research and directed and self-directed study. These activities will all be further supported through online engagement and the virtual learning environment.

Directed study will specifically make use of the study books, cases studies and videos, with interaction being maintained though on-line discussion boards and formative activities. The students will also be directed to further on-line activities and resources from the virtual learning environment.

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings and video resources) a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to additional resources. This relates to module learning outcomes 1 and 2.

The interactive, student-led approach will allow students to reflect on their learning further applying key academic and practitioner-based frameworks thereby gaining a critical understanding.

Students have the opportunity to complete a formative assignment plan of their summative assessments, which will allow them to prepare for their final assessments. After completing a draft outline (up to 500 words) students receive collective feedback on their plans/outlines.

The group written assignment assesses learning outcomes 1-3 and is designed to test students understanding of the subject and explores a number of areas within the module by applying their learning to real case contexts. The presentation specifically concerns their own professional settings, thus helps achieve learning outcome 4.

Students have the opportunity to complete a formative assessment plan, relating to LOs 1 and 2. After completing a draft outline (up to 500 words) students receive collective feedback on their proposals.

The assignment assesses all module learning outcomes and is designed to test students understanding of the subject and explores a number of areas within the module by applying their learning to a real company.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Group written report (3000 words)	70%
Summative	Presentation	Group Presentation (7 minutes)	30%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:
This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.