

## Module 33

### 6.33.1. Applied Digital Project

<b>Module title</b>						Applied Digital Project					
<b>Module NFQ level (only if an NFQ level can be demonstrated)</b>						8					
<b>Module number/reference</b>						BS33					
<b>Parent programme(s)</b>						Bachelor of Arts (Honours) in Business Studies					
<b>Stage of parent programme</b>						Stage 4					
<b>Semester (semester1/semester2 if applicable)</b>						Semester 2					
<b>Module credit units</b>						ECTS					
<b>Module credit number of units</b>						10					
<b>Duration of the module</b>						One Academic Semester, 12 Weeks Teaching.					
<b>Average (over the duration of the module) of the contact hours per week (see * below)</b>						6					
<b>Analysis of required learning effort</b>											
<b>Effort while in contact with staff</b>											
<b>Classroom and demonstrations</b>		<b>Mentoring and small-group tutoring</b>		<b>Supervision</b>		<b>Directed e-learning (hours)</b>	<b>Independent learning (hours)</b>	<b>Reflective learning tutorials.</b>	<b>Work-based learning hours of learning effort</b>	<b>Total effort (hours)</b>	
<b>Hours</b>	<b>Minimum ratio teacher/learner</b>	<b>Hours</b>	<b>Minimum ratio teacher/learner</b>	<b>Hours</b>	<b>Minimum ratio teacher/learner</b>						
48	1:20	24	1:20				178				250
<b>Allocation of marks (within the module)</b>											
						<b>Continuous assessment</b>	<b>Supervised project</b>	<b>Proctored practical examination</b>	<b>Proctored written examination</b>	<b>Total</b>	
<b>Percentage contribution</b>							100 %			100%	

## Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIMLO 33.1** Design and manage a piece of original project work, as part of a team, for an external client chosen by ICD.
- MIMLO 33.2** Undertake a rigorous process of independent research and present their findings both orally, visually and in written form to their peers, lecturer(s), and external client.
- MIMLO 33.3** Gather, critically analyse, and synthesise data, information, and academic literature and use their findings to inform the proposed strategy.
- MIMLO 33.4** Integrate knowledge and skills from across the programme and apply them to the problem which their strategy addresses.
- MIMLO 33.5** Show that they can operate as responsible, autonomous learners and function effectively in a team-working environment both in-class and online (with respect to delegation, mutual respect, timekeeping, and peer-management).
- MIMLO 33.6** Demonstrate competence in communication, self and peer-directed learning, problem-solving, and project planning and management.

## Reading lists and other information resources

### Recommended Reading:

Bell, Judith. (2015) *Doing Your Research Project: A Guide for First-Time Researchers*. 6<sup>th</sup> Edition. Maidenhead: McGraw-Hill Education.

Blaxter, L., Hughes, C. *et al* (2010) *How to Research*. Maidenhead: McGraw-Hill Education.

Collis, J. and Hussey, R. (2013) *Business Research: A Practical Guide for Undergraduate and Postgraduate Students*. London: Palgrave Macmillan.

Punch, Keith. (2006) *Developing Successful Research Proposals*. London: Sage.

### Secondary Reading:

- Cryer, Pat (2006) *The Research Student's Guide to Success*. Maidenhead: McGraw-Hill Education.
- Wisker, Gina (2009) *The Undergraduate Research Handbook (Palgrave Study Skills)* London: Palgrave Macmillan.
- Uhl, A. & Gollenia, L.A., 2016. *Business Transformation Management Methodology*, Abingdon, Oxon: Routledge.
- Rogers, D.L., 2016. *The Digital Transformation Playbook: Rethink Your Business for the Digital Age*, Chichester, West Sussex: Columbia University Press.
- Patel, K. & McCarthy, M.P., 2000. *Digital Transformation: The Essentials of E-business Leadership*, New York: KPMG/McGraw-Hill.
- Perkin, N. & Abraham, P., 2017. *Building the Agile Business through Digital Transformation*, London: Kogan Page.
- Urban, G.L., 2004. *Digital Marketing Strategy: Text and Cases*, Upper Saddle River, N.J.: Pearson Prentice Hall.
- Parkin, G., 2009. *Digital Marketing: Strategies for Online Success*, London: New Holland Publishers.
- Jamieson, C.M., 2014. *The Small Business' Guide to Social CRM*, Birmingham: Packt Publishing.
- Greenberg, P., 2008. *CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers*, New York, NY: McGraw-Hill Education.