

BUS5005 Digital Transformation in Business

Unit Description

BUS5005 Digital Transformation in Business equips postgraduate business students with the knowledge and skills to understand, evaluate and strategically apply business information systems within diverse organisational contexts. It explores the critical role that information systems play in supporting managerial decision-making, fostering innovation and driving sustainable competitive advantage in a rapidly evolving digital landscape. Through a combination of theoretical frameworks and practical case analyses, students will examine how business processes, data management and technological infrastructure interact to create value and efficiency across organisations. The unit also emphasises the importance of aligning information system strategies with organisational goals and ethical standards, preparing students to design, implement and manage systems that are not only effective but also socially responsible. By the end of the unit, students will have developed the capability to critically analyse complex business challenges and propose integrated, technology-enabled solutions that enhance organisational performance and strategic agility.

Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Analyse the relationship between business processes, data, and technology within diverse organisational contexts.
2. Critically evaluate the role of information systems in achieving organisational goals and strategic objectives.
3. Apply relevant frameworks and tools to design solutions that address complex business information needs.
4. Assess the ethical, legal, and governance implications of business information system decisions.
5. Integrate insights from information systems theory and practice to support strategic decision-making.