

Programme Overview	
Programme Title: Sustainable Business: Growth Through Digitalisation	
Credit Value: 10 UCU (2 weeks)	Programme Level: 5 (UG Year 2)
Period: Summer (2 weeks)	Programme Dates: Block B: 12 July – 26 July 2025

Programme Description and Learning Outcomes	
Programme Description	<p>Are you ready to join the forefront of the digital revolution in business? This dynamic summer study course provides you with vital experience and understanding of contemporary and emerging digital technologies. We will introduce the management of these technologies and provide opportunities for you to communicate your expertise.</p> <p>You will explore how digital technologies are transforming businesses and markets, creating new opportunities for value creation, and disrupting traditional business models. You will cultivate deep analytical and critical skills as you develop your understanding of digital transformation and business. You will also have the opportunity to examine the technological drivers of change and the roles people play in digital business.</p> <p>Digitalisation has become key to business success worldwide. If you want to ensure you have the cutting-edge knowledge and skills needed for the future, and gain a competitive edge over other graduates, this course is your gateway.</p> <p>Topics include:</p> <ol style="list-style-type: none"> 1. Digitalisation and how it affects growth and sustainability <ul style="list-style-type: none"> • What we mean by digitalisation • The economic principles underlying the concept of 'sustainable growth' in the modern business context • Key principles of digitalisation and its impact on sustainability • Case studies of successful digital transformation 2. Strategy and business models for digital enterprises <ul style="list-style-type: none"> • New business models enabled by digitalization • Strategy for sustainable businesses in digital businesses

	<ul style="list-style-type: none"> • The potential for value creation in digital innovation • A case in the banking industry <p>3. The roles of Artificial Intelligence, Internet of Things, and Blockchain on the design of sustainable operations</p> <ul style="list-style-type: none"> • How automation, transparency, and data security enhance digital business sustainability • Exploring process automation using AI • Security and transparency aspects of IoT and Blockchain • Workshop: tech-driven solutions for sustainable operations <p>4. Marketing for digital brands and products</p> <ul style="list-style-type: none"> • Sustainable marketing practices and what they look like within digital industries • Using social media's to promote sustainable brands and products • Characteristics of sustainable products and services • Data analytics for customer insights and personalization <p>5. Financing digital businesses</p> <ul style="list-style-type: none"> • The benefits and costs of funding sustainable digital projects: the lender's perspective • What it means for digital businesses to comply with existing sustainable finance requirements: the borrower's perspective • Panel discussion: a local case <p>6. Measuring and Managing Digital Sustainability</p> <ul style="list-style-type: none"> • Frameworks and tools for assessing the sustainability of digital enterprises • Key Performance Indicators (KPIs) and reporting mechanisms • Workshop on tools for working with sustainability data in digital industries: a case of sustainability reporting in the UK food industry <p>7. Ethics and Governance in Digital Business</p> <ul style="list-style-type: none"> • Addressing data privacy, cybersecurity, and ethical AI • Governance models for sustainable digital enterprises • Case study: digital solutions for ethics, privacy, and security issues
Learning Objectives and Outcomes	<p>This programme explores how digitalisation can create sustainable growth. You will be provided with knowledge and skills to understand how businesses achieve long-term success via embracing digital transformation.</p> <p>Through interactive lectures, case studies, and hands-on workshops, you will examine critical business areas and their contribution to sustainable growth.</p>

	<p>Upon completion of this program, you will gain a deep understanding of how to craft and implement effective sustainability strategies, leveraging cutting-edge digital tools to drive positive impact.</p> <p>Additionally, you will learn best practices for cultivating innovation, enhancing operational efficiency, and promoting social responsibility in today's fast-paced business landscape.</p>
Programme Assessment	<p>The programme is assessed using a combination of formative and summative work.</p> <p>Formative assessment: A presentation plan. Working in a group, you will be asked to formulate a plan for the presentation you will be required to deliver for your summative assignment.</p> <p>Summative assessment: Project presentation. With your group you will be asked to deliver a presentation (maximum of 10 minutes) in class. The presentation may include PowerPoint point slides, images and videos, and encourages you to be creative and critically reflective on what you have learned during the programme. Each presentation will be followed by questions from a panel.</p> <p>Credit is awarded on a pass/fail basis.</p>
Programme Delivery	<p>The programme will be hosted by Norwich Business School, part of the Faculty of Social Sciences, and will involve academic content and delivery contributions from a number of colleagues from across the School.</p>

Timetable

This is an example timetable for a 2-week programme. Final timetable details will be confirmed closer to the programme start date. Each programme will consist of 40 taught hours across the 2-week timetable.

	Morning	Afternoon			Evening
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday	Arrivals and airport transfers. Settle into campus accommodation.				Evening meal
Sunday	Breakfast	Induction and orientation to UEA and Norwich.			
WEEK ONE	07:00-09:30	09:30-12:00	12:00-14:00	14:00-16:00	16:00 onwards
Monday	Breakfast	Welcome, Programme Learning Outcomes, Expectations and Engagement	Break	Academic session	Social activity
Tuesday	Breakfast	Academic session	Break	Project work	Free time
Wednesday	Breakfast	Academic session	Break	Academic session	Social activity
Thursday	Breakfast	Academic session	Break	Project work	Free time
Friday	Breakfast	Academic session	Break	Academic session	Social activity
Saturday	Cultural group excursion				
Sunday	Free time to explore Norwich or further afield.				
WEEK TWO	07:00-09:30	09:30-12:00	12:00-14:00	14:00-16:00	16:00 onwards
Monday	Breakfast	Academic session	Break	Academic session	Free time
Tuesday	Breakfast	Academic session	Break	Project work	Social activity
Wednesday	Breakfast	Academic session	Break	Mock presentations	Free time
Thursday	Breakfast	Project work	Break	Preparations for final assessment	Free time
Friday	Breakfast	Preparations for final assessment	Break	Final assessment	Finale social activity
Saturday	Breakfast	Departures / Free time			
Sunday					