Academic Year 2021/22

MSc Digital Business   **Code**: 5124F
MSc Digital Business (E-Marketing)   **Code: 5175F**

Notes:

(i)   *These programme regulations should be read in conjunction with the University's Postgraduate Taught Progress Regulations and Examination Conventions.*

(ii)   *A core module is a module which a student must pass; such modules are designated by the board of studies as essential for study in a further module or to the granting of an award.*

(iii) *A compulsory module is a module which a student must take.*

(iv)   *All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*

1.   Programme structure

(a)   The programme is available for study in full-time.

(b)   The period of study for full-time mode shall be one year starting in September.

(c)   The programme comprises modules to a credit value of 180.

(d)   All candidates shall take the following compulsory modules (60 credits):

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Mode
NBS8263	Competing with IT	10		10		7		
NBS8295	Data Analytics for Managers	10		10		7		
NBS8321	Strategy, Management and Information Systems	20	20			7	Core	
NBS8322	E-Business	10	10			7	Core	
NBS8323	Digital Start-up	10		10		7		

(e)   All candidates shall take further compulsory modules to a value of 120 credits depending on the stream they choose. The title of the award will depend on which stream is chosen.

Digital business set of modules (MSc Digital Business)

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Mode
NBS8011	Dissertation	60			60	7		
NBS8062	Research Methods (ICE/ABC/E-Business)	20	10	10		7	Core	
NBS8234	Project Management	10	10			7		
NBS8325	E-logistics Management for Supply Chain Competitive Advantage	10		10		7		
NBS8214	Technology, Change and Innovation Management	10	10			7		

| NBS8519 | Digital Marketing | 10 | | 10 | | 7 | | |

E-marketing set of modules (MSc Digital Business (E-Marketing))

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Mode
NBS8011	Dissertation	60			60	7		
NBS8062	Research Methods (ICE/ABC/E-Business)	20	10	10		7	Core	
NBS8236	Customer Relationship Management	10		10		7		
NBS8519	Digital Marketing	10		10		7		
NBS8526	Principles of Marketing	20	20			7		

2.   Assessment methods

Details of the assessment pattern for each module are explained in the module outline.

3.   Progress

Before proceeding to the dissertation, candidates are normally expected:

(i)   to pass the taught modules*
(ii)   to have their ethics form and, where relevant, the travel and fieldwork risk assessment forms signed off by their supervisor

Candidates can fail 20 credits of non-core modules and still proceed in accordance with the postgraduate taught examination conventions.