

PROGRAMME SPECIFICATION

1	Awarding Institution	Newcastle University
2	Teaching Institution	Newcastle University
3	Final Award	MSc
4	Programme Title	Digital-Business
5	UCAS/Programme Code	5124F Digital Business 5175FDigital Business (E-Marketing)
6	Programme Accreditation	N/A
7	QAA Subject Benchmark(s)	Masters Awards in Business Management
8	FHEQ Level	Level 7
9	Date written/revised	May 2022

10 Programme Aims

This postgraduate course in Digital-Business with routes in E-Marketing (with a particular emphasis on marketing products and services over the Internet) and Information Systems (with a particular emphasis on developing and managing Internet-based information systems) aims to produce graduates who understand both the fundamentals of strategies and business processes and the development and application of information systems in supporting new organisations and new business practices in a range of electronic business sub-domains.

Our aim is to produce graduates who aspire to take on strategic responsibilities in private and public sector organisations and lead their transformation through innovative use of information systems. The course is primarily aimed at graduates or those at graduate level who have a background either in business management or computing science/information systems, but are interested in a management career with a strong emphasis on Digital-Business, E-marketing or Information Systems. On completion we expect them to position themselves between managers who, for the most part, lack the technical expertise of computer scientists, and computer scientists who lack the business acumen of managers.

The programme aims are:

- 1 To produce professionals with in-depth business and digital expertise, depending on the chosen pathway, by developing multidisciplinary skills
- 2 To provide a systematic understanding of business and digital knowledge and skills required to tackle practical and theoretical digital-business related problems in a wide range of digital-business sub-domains
- 3 To provide a deep understanding of the most commonly used analytical, quantitative and experimental methods in both business and computing sciences
- 4 To develop a practical understanding of comprehensive theories and models for the realisation of benefits of IS strategic investments and implementation projects, including socio-technical issues
- 5 To develop advanced research skills to identify emerging problems and opportunities, devise appropriate business and digital methodologies to tackle these problems and develop and implement effective solutions

6	To produce professionals who can be self-directed and able to act autonomously, but who are also able to operate effectively in a variety of team roles
7	To produce professionals who have the ability to communicate effectively both orally and in writing, using a range of media
8	To develop and improve skills in the use of literary resources and information and communication technologies
9	To encourage creativity and help develop enterprise skills, in order to facilitate decision making in complex and unpredictable situations
10	To develop skills in critical assessment, analysis and storage of information and data
11	To provide a qualification enhancing employment prospects for e-related positions
12	To provide a programme that conforms to the expectations of a level 7 award as laid out in the Higher Education Qualifications Framework for Higher Education Qualification (FHEQ)
13	To conform to the subject benchmarking statements for Masters Business programmes
14	To provide a programme that complies with prevailing University policies and QAA codes of practice
11 Learning Outcomes	
The programme outcomes have references to the benchmark statements for Masters Awards in Business and Management and provides students with opportunities to demonstrate disciplinary competency by developing their knowledge and understanding of the key principles and theories in their subject area and combines theory with the application of skills required to generate solutions within their discipline.	
Knowledge and Understanding	
On completing the programme students should have:	
A1	An in-depth understanding of the fundamental business and digital knowledge required to tackle practical and theoretical digital-business related problems
A2	A comprehensive knowledge of the most commonly used analytical, quantitative and experimental methods in business and computing sciences and their application to practice
A3	A deep understanding of contemporary business and digital environments
A4	Up-to-date knowledge of advanced theories of business strategies and processes, organisational design and transformation derived from current research and business practice
A5	Advanced knowledge of latest theories of information system design in the context of digital business, development and implementation derived from research and practice
A6	Advanced knowledge and understanding of chosen specialist area in Digital-Business
A7	A deep understanding of the theory and principles which underlie digital business so that students can appreciate the current state of these subjects and can adapt to continued rapid developments throughout their subsequent careers
A8	Advanced and up-to-date knowledge of their selected sub-domain

<p>A9 The ability to identify ethical issues and make recommendations for appropriate courses of action</p> <p>A10 The ability to define the key components of digital business environments in different societal contexts and give examples of how environmental components differ across those contexts</p>
Teaching and Learning Methods
<p>Fundamental and specialist knowledge are imparted largely through direct student contact (lectures and tutorials), supplemented by seminars and practical sessions that may take the form of group discussions, computing sessions, problem solving and assessed coursework, and project proposals. Student understanding and learning is enhanced by the use of computing and information systems exercises, problem solving, literature reviews, teamwork and practical work and production of a group project. Independent learning is encouraged through the provision of reading lists, literature reviews and critical analysis of research papers, and ready access to online information resources. Adequate time is provided in all modules for private study for independent learning. (A1-A10)</p>
Assessment Strategy
<p>A variety of techniques are employed to assess knowledge and understanding (A1–A10) including a large proportion of continuously-assessed material: written reports on practical work and problem solving exercises; literature reviews; oral and video presentations; project proposals; and project theses. Some modules include self- and peer-assessed material and problem-based questions. Fundamental knowledge is assessed primarily through the students' abilities to apply the knowledge to relevant problems are assessed through the use of practical exercises and tutorials, group work, problem-solving exercises and reports.</p>
Intellectual Skills
<p>On completing the programme students should be able to:</p> <p>B1 Propose, carry out and write up an extended research project involving where appropriate a literature review, problem specification, design, implementation, and analysis</p> <p>B2 Apply knowledge of specific digital business techniques to the development and implementation of a real Digital-Business system</p> <p>B3 Have expertise in the use and applicability of up-to-date business management and systems analysis and development tools and techniques</p> <p>B4</p>
Teaching and Learning Methods
<p>Subject-specific and professional skills are imparted by a combination of lectures, practical sessions, case studies and an in-depth research project tailored to individual interests. Tutorials are used to focus on specific research topics in detail, to carry out problem solving exercises and critical analysis of the current software tools, analytical techniques and research literature, to ensure up-to-date knowledge of subject-specific research fields. (B1-B5).</p>
Assessment Strategy
<p>Subject-specific and professional skills (B1-B5) are continuously assessed through material that includes written essays, practical write-ups, literature reviews, a group project, oral presentations, a poster presentation and a research thesis. The assessment methods aim to evaluate the students' understanding and ability to apply theories and techniques that form the basis for this multidisciplinary course.</p>

Practical Skills
<p>On completing the programme students should be able to:</p> <ul style="list-style-type: none"> C1 Demonstrate numeracy by applying appropriate computational techniques to solve numerical problems and critically evaluate research and literature relating to digital-business C2 Solve systems development problems, where appropriate/relevant C3 Present, store and handle quantitative and qualitative information C4 Demonstrate appropriate solutions applied to analytical and information handling problems
Teaching and Learning Methods
<p>Critical evaluation of current research is developed through literature searching, through coursework exercises and in the research project in particular. The ability to solve business and numeric problems is acquired through practical sessions and self-directed learning. Tutorials and group discussion are used to reinforce specific digital and numeric methodology. Problem solving exercises and case studies are used to improve student skills in the application of appropriate solutions to Digital Business problems. (C1-C4).</p>
Assessment Strategy
<p>Cognitive skills (C1-C4) are primarily assessed continuously in the form of individual essays from practical studies, literature reviews, tutorial exercises and a group project report. Data and information handling and interpretation are a strong component of many modules and are also assessed through the use of continuously-assessed problem-solving exercises.</p>
Transferable/Key Skills
<p>On completing the programme students should be able to:</p> <ul style="list-style-type: none"> D1 Use appropriate verbal communication to convey information tailored in content style and presentation to the needs of their intended audience D2 Use appropriate written communication to convey information tailored in content style and presentation to the needs of their intended audience D3 Use literary resources D4 Work as part of a team contributing to effectively and appropriately to the team based activity. D5 Use creative skills D6 Adapt and use initiative
Teaching and Learning Methods
<p>Oral presentation skills are exercised by group discussions in tutorial sessions, by communication during group exercises, and by the preparation of oral presentations on specific research topics. Written communication skills are developed during independent study, the preparation of coursework, web page design, poster presentation and through the completion of the research project proposal and the project thesis. Formal lectures and practical sessions address the use of online literary resources and research techniques, reinforced through the use of practice exercises. The group project and student-led tutorials are used to develop team skills. The preparation of web</p>

pages and poster presentations is used to enhance writing and creativity skills (whilst also improving computing skills). (D1-D6).

Assessment Strategy

Written communication skills are assessed by report preparation, the research thesis and literature reviews. Oral communication skills are assessed in oral presentations. The ability to use computer-based literacy resources is assessed through the preparation of literature reviews and through self-assessment. Team work is formally evaluated using small group-based problem-solving and data-analysis exercises. Independent work is assessed in literature reviews and research projects. Creativity is assessed through problem-solving exercises and poster preparation. The production of web pages is included in some modules to assess students' abilities to provide synopses of information in a scientific but creative fashion. (D1-D6).

12 Programme Curriculum, Structure and Features

Basic structure of the programme

This is a one-year, full-time, intensive modular programme. The programme consists of two parts: a **taught component** that runs during the first and second semesters and a **research project** that runs during the third semester, for which a thesis is submitted.

The programme consists of streams based on shared modules. These are the digital-business stream and the e-marketing stream. The taught component of the course accounts for 110 credits, while the Digital Start-Up and the dissertation modules account for the remaining 70 credits.

The programme aims to provide comprehensive training in interdisciplinary aspects of digital-business and information systems, their applications to digital-business and sub domains. Different from conventional conversion courses, this programme aims to produce graduates who understand both business and information technology management. Depending on their chosen pathway students will have the opportunity to specialise further in E-marketing by undertaking modules relevant to their pathway. To this end, this programme will encourage group/team working; student-centred learning; skills/ competence development; practical orientation; and problem solving. Where appropriate, students will be assigned in groups of mixed disciplinary and cultural backgrounds so they can help each other develop relevant knowledge and skills in the area they lack expertise; and the process itself will also be a valuable experience for students to succeed in the global, knowledge based economy.

Key features of the programme (including what makes the programme distinctive)

Semester 1 provides the theoretical background for all streams, via 2 shared modules (E-Business and Strategy, Management and Information Systems), which account for 1/2 of the 1st semester modules credits. These are supplemented by streamed modules (either 3 modules of 10 credits each or 1 module of 20 credits plus 1 module of 10 credits).

Semester 2 aims to put in practice the knowledge and skills acquired in the first semester through a business plan project (Digital Start-Up module). Groups are established with students of both disciplines and undertake a project to address e-commerce opportunities. The group project also aims to help students develop generic key skills, including literature searching, managing teams and projects, and most of all, helping each other to develop essential knowledge and skills in both e-business and information systems. The module Enterprise and Entrepreneurial Management: A Critical Perspective is an excellent complement to the Digital Start-Up because it focuses on the development of the person as an entrepreneur in new or existing firms. The Realising Value from Digital Business module is aimed at providing insights into the issues and opportunities of gaining competitive advantage IS investment and projects by applying a set of theoretical tools for the realization of strategic IS benefits The Business Research Methods and Analytics module will help students develop essential knowledge and skills and prepare them for the dissertation. The remaining credits correspond to a 'streamed' module.

Research project: The 60-credit research project is of three months duration. The research project will be based within a real business environment giving students the opportunity to apply their skills in real problem solving. If the dissertation is based on a group project, each student needs to outline clearly their contributions to the project and articulate their individual learning and reflections in the dissertation. Each dissertation will follow closely the theme of the student's selected stream.

Programme regulations (link to on-line version)

[5124 Programme Regulations 22-23](#)

14 Support for Student Learning

Generic information regarding University provision is available at the following link.

https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf

14 Methods for evaluating and improving the quality and standards of teaching and learning

Generic information regarding University provision is available at the following link.

https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf

Accreditation reports

None

Additional mechanisms

None

15 Regulation of assessment

Generic information regarding University provision is available at the following link.

https://www.ncl.ac.uk/ltds/assets/documents/qsh_progspec_generic_info.pdf

In addition, information relating to the programme is provided in:

The University Prospectus: <http://www.ncl.ac.uk/postgraduate/courses/>

Degree Programme and University Regulations: <http://www.ncl.ac.uk/regulations/docs/>

Please note. This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if she/he takes full advantage of the learning opportunities provided.