

## Academic Year 2022/23

### 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 (150 credits):

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	20	10	10		7	Core	
NBS8263	Realising value from digital business	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		
NBS8519	Digital Marketing	10		10		7		

- (e) All candidates shall take further compulsory modules to a value of 30 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
------	-------------------	---------------	---------------	---------------	---------------	-------	------	------

NBS8214	Technology Change and Innovation Management	10	10			7		
NBS8234	Project Management	10	10			7		
NBS8325	Digital Logistics and Supply Chain Management	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
NBS8236	Customer Relationship Management	10		10		7		
NBS8526	Principles of Marketing	20	20			7		

## 2. Semester of Exchange (to be confirmed)

- a. Candidates who have successfully passed all taught elements of Year 1 at the first or second attempt may take part in a semester of study abroad in one of the School's exchange partner institution. Such candidates shall transfer to MSc Digital Business (with Study Abroad) (*programme code TBC*) or MSc Digital Business (E-Marketing) (with Study Abroad) (*programme code TBC*).
- b. Permission to undertake a period of study abroad is subject to the approval of the Degree Programme Director. It is the responsibility of the individual students to make sure they meet the visa requirements of the country in which they plan to undertake a period of study. Travel and study abroad will be guided by the institutional policy and governmental policy at the time.
- c. The University will withdraw UK student (Tier 4) visas for international students spending a semester overseas.
- d. During the period of study abroad, students are required to take the following module:

Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type	Mode
NBS8000	Business School PGT Mobility	0	0	0	7		

## 3. Assessment methods

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

#### **4. 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.*