

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 5491F Digital Business (E-Commerce) 5480F Digital Business (with Study Abroad) 5494F Digital Business (E-Commerce) (with Study Abroad)
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 2023

10 Programme Aims

This postgraduate course in Digital Business with a generic route in digital business and another route in E-Commerce (with a particular emphasis on digital commerce) aims to produce graduates who understand both the fundamentals of strategies, 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 digitally enabled information systems. The course is a conversion master, aimed at graduates of any degree, including those who have a background either in business management or information systems, but are interested in a management career with a strong emphasis on Digital Business or E-Commerce.

The programme aims are:

- 1 To produce professionals with comprehensive and integrated business and digital expertise, with a concentration 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 business
- 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.
- 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 digitally 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
- 15 Offer students the opportunity to develop graduate attributes which increase employability, particularly communication and (where applicable) language skills, intercultural competencies, adaptability, resilience and global awareness.
- 16 Gain insight into international Higher Education and experience differences in academic approach and learning environment.
- 17 Provide the opportunity to experience new areas of study outside of their usual programme of study at Newcastle University.

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 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

<p>A6 Advanced knowledge and understanding of chosen specialist area in digital business</p> <p>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</p> <p>A8 Advanced and up-to-date knowledge of their selected sub-domain</p> <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>
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-B3).</p>

Assessment Strategy
<p>Subject-specific and professional skills (B1-B3) 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

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 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-commerce stream. The taught component of the course accounts for 120 credits, while the dissertation module accounts for the remaining 60 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. 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 generic digital business or E-commerce 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.

Following the completion of all taught elements of the programme, registrants will have the option to undertake one additional semester of study with an existing NUBS partner institution. The exchange period will begin in late September/early October (depending on the destination institution) following the submission of the dissertation. Students participating in an exchange will be instructed to select partner modules which will add value to their NUBS degree, focussing on subjects that will enhance their graduate employability prospects.

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

The programme has been designed with the aim of providing students with the diverse knowledge and skills that are necessary to take general leadership of digital business areas and initiatives of organizations. This not only broaden the employability prospects of the students in relevant career paths, but also enable them to climb the career ladder quicker and effectively. This knowledge and

skills embrace business strategy, e-business models, business processes, data analytics, socio-technical factors and change, business planning, and applications to societal issues.

Depending on the pathway taken, students can concentrate in an area. For example, the generic pathway deepens the knowledge of projects, innovation, and software development. And the e-commerce pathway is about platform design, related technologies, and operations. Research methods and the dissertation develop the analytical capacity of the students and contribute to the concentration in a specific area depending on the research topic.

The programme also offers participants the opportunity to enhance their graduate employment prospects by improving their intercultural understanding and communication skills by offering an optional semester exchange abroad at one of NUBS' existing partner institutions.

Programme regulations (link to on-line version)

[5124 Programme Regulations 24-25](#)

14 Support for Student Learning

Generic information regarding University provision is available [here](#).

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

Generic information regarding University provision is available [here](#).

Accreditation reports

None

Additional mechanisms

None

15 Regulation of assessment

Generic information regarding University provision is available [here](#).

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.