

Academic Year 2025/26

MSc Digital Business

Code: 5124F

MSc Digital Business (with Study Abroad)

Code: 5480 F (18 months)

MSc Digital Business (Dual Award)

Code: 5124N (Outgoing; 24-30 months)

Code: 5124I (Incoming; 12 months)

MSc Digital Business (E-Commerce)

Code: 5491F

MSc Digital Business (E-Commerce) (with Study Abroad)

Code: 5494F (18 months)

MSc Digital Business (E-Commerce) (Dual Award)

Code: 5491F (Outgoing; 24-30 months)

Code: 5491I (Incoming; 12 months)

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 (140 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	
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 modules to a value of 40 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) & MSc Digital Business (with Study Abroad)

All candidates of these streams (MSc in DB and MSc in DB with SA) shall take further compulsory modules to a value of 30 credits.

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
NBS8214	Managing Innovation and Creativity	10	10			7		
NBS8234	Project Management	10	10			7		
NBS8263	Realising value from digital business	10		10		7		

All candidates of these streams (MSc in DB and MSc in DB with SA) shall take one optional module of 10 credits from the list below, which all are from Semester 2.

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
NBS8628	Digital Transformation for Social Good	10		10		7		
NBS8665	Artificial Intelligence in Business	10		10		7		
ISO8003	Design of Information Systems	10		10		7		

E-commerce set of modules (MSc Digital Business (E-Commerce) & MSc Digital Business (E-Commerce) (with Study Abroad))

All candidates of these streams (MSc in DB-EC and MSc in DB-EC with SA) shall take further compulsory modules to a value of 20 credits.

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
NBS8644	E-commerce Management	10	10			7		
NBS8645	Ecommerce Infrastructure	10	10			7		

All candidates of these streams (MSc in DB-EC and MSc in DB-EC with SA) shall take two optional modules of 10 credits from the list below, which all are from Semester 2.

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Mode</i>
NBS8325	Digital Logistics and Supply Chain Management	10		10		7		
NBS8341	Strategic Service Management	10		10		7		
ISO8005	Web and Social media Analytics	10		10		7		

2. Semester of Exchange

- 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 institutions. Such candidates shall transfer to (5480) MSc Digital Business (with Study Abroad) or (5481) or (5494) MSc Digital Business (E-Commerce) (with Study Abroad).
- 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 the 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:

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

3. Dual Award – Outgoing students

- a. Candidates who have successfully passed all taught elements of Year 1 at the first or second attempt may, if selected through an application process, take part in a Dual Award at a participating NUBS partner institution, undertaking an additional year of study. Such candidates shall transfer to either (5124N) MSc Digital Business (Dual Award) OR (5491N) MSc Digital Business (E-Commerce) (Dual Award).

- b. Permission to undertake a second year 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 second year of study. Travel and study abroad will be guided by the institutional policy and governmental policy at the time.
- c. International students undertaking this option must be aware that the University will withdraw UK student (Tier 4) visas for the time spent overseas.
- d. During the period spent studying at the partner institution, students are required to register for the following module at Newcastle University:

Code	Descriptive Title	Total Credits	Credits Sem 1	Credits Sem 2	Level	Type	Mode
NBS7000	Business School Dual Award	0	0	0	7		

4. Dual Award – Incoming students

- a. Selected students from participating partner institutions will be registered on either (5124I) MSc Digital Business (Dual Award) OR (5491I) MSc Digital Business (E-Commerce) (Dual Award).

Students registered to this programme are not entitled to participate in a Semester Exchange opportunity, following completion of the degree programme.

5. Assessment methods

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

6. 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.*

7. Degree Title

Upon successful completion of the programme, the degree title awarded will be (5124) MSc Digital Business or (5175) or (5491) MSc Digital Business (E-Commerce). Candidates who choose to take part

in the Study Abroad shall be transferred onto the 18-month version of the programme and graduate with (5480) MSc Digital Business (with Study Abroad) or (5481) or (5494) MSc Digital Business (E-Commerce) (with Study Abroad).

Candidates who choose to take part in the Dual Award shall be transferred onto the 24-30 month version of the programme and upon successful completion of their second degree, will graduate with;

Outgoing students:

(5124N) MSc Digital Business (Dual Award)

OR

(5491N) MSc Digital Business (E-Commerce) (Dual Award).

Additionally, outgoing students will receive a separate certificate which details the partner institution they studied with as well as the degree certificate from the partner institution.

Incoming students:

(5124I) MSc Digital Business (Dual Award)

OR

(5491I) MSc Digital Business (E-Commerce) (Dual Award).