

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	MSc Digital Business (Level 7)
Name and title of any exit qualification(s)	PG Dip PG Cert
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Birkbeck Business School
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (1 year) Part-time (2 years) September/January* (*full-time only)
Professional, statutory or regulatory body	N/A
QAA subject benchmark group(s) Higher Education Credit Framework for England	N/A
Birkbeck Course Code	TMSDIGBS_C TMSDIGBJ_C (January start)
HECoS Code	100078
Start date of programme	October 2010
Date of programme approval	Summer 2010
Date of last programme amendment approval	February 2023
Valid for academic entry year	2025-26
Programme Director	TBC
Date of last revision to document	12/03/2024

Admissions requirements

- Normally a 2nd Class honours degree in any degree and a supporting statement.
- An overseas qualification of an equivalent standard obtained after a programme of study extending over not less than three years in a university or educational institution of university rank.
- A professional or other qualification obtained by written examinations approved by the College.
- Relevant experience may be taken into consideration in the case of non-standard applications.

Course aims

Digital transformation of business including the emergence of new digital business models have become crucial issues for managers in the vast majority of organisations. It is crucial for organisations to access the necessary expertise to be able cope with the challenges in the new era of digital business.

The main aim of the programme is to provide a high level offering in digital business, which attracts high quality, highly motivated students. Those undertaking the programme of study are provided with a comprehensive understanding of a range of issues including the ongoing digital transformation of the economy, e-business, management of emerging technologies such as AI, blockchain, Internet of Things and virtual reality, new digital business models, Big data, data-driven decision-making, the increasing role of intangible assets, IPR and intellectual capital, in general, as well regulatory and ethical issues in relation to the application of digital business.

The programme links theory and practice. It seeks to equip students with theories, principles and tools for analysing and coping with crucial issues of business innovation and digital transformation of business, in various types of firms. Critical thinking and problem focused decision-making are key components of the programme of study.

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time - 1 year, October start					
7	BUMN176H7	Introduction to Analytics and Business	15	Compulsory	T1
7	MOMN038H7	Intellectual Property and Artificial Intelligence	15	Compulsory	T1
7	BUMN178H7	Big Data Management	15	Compulsory	T1
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	T2
7	BUMN189H7	Business Model Innovation	15	Compulsory	T2
7	MOMN082H7	Strategic Management (Postgraduate)	15	Compulsory	T2
7	BUMN154H7	Management of Emerging Digital Technologies	15	Compulsory	T3
7	BUMN100H7	Digital Business Management	15	Compulsory	T3
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
7	BUMN061D7	MSc Dissertation	60	Core	

Full-time - 1 year, January start					
Spring and Summer Terms					
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	Spring
7	BUMN189H7	Business Model Innovation	15	Compulsory	Spring
7	MOMN082H7	Strategic Management (Postgraduate)	15	Compulsory	Spring
7	BUMN100H7	Digital Business Management	15	Compulsory	Summer
7	BUMN154H7	Management of Emerging Digital Technologies	15	Compulsory	Summer
7	MOMN074H7	Globalization: Forces, Players and Management	15	Compulsory	Summer
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
Autumn Term					
7	BUMN176H7	Introduction to Analytics and Business	15	Compulsory	Autumn
7	BUMN178H7	Big Data Management	15	Compulsory	Autumn
7	BUMN061D7	MSc Dissertation	60	Core	
Part-time - 2 years, October start					
Year 1					
7	BUMN176H7	Introduction to Analytics and Business	15	Compulsory	T1
7	MOMN038H7	Intellectual Property and Artificial Intelligence	15	Compulsory	T1
7	BUMN189H7	Business Model Innovation	15	Compulsory	T2
7	MOMN082H7	Strategic Management (Postgraduate)	15	Compulsory	T2
7	BUMN100H7	Digital Business Management	15	Compulsory	T3
Year 2					
7	BUMN178H7	Big Data Management	15	Compulsory	T1
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	T2
7	BUMN154H7	Management of Emerging Digital Technologies	15	Compulsory	T3
7	BUMN184Z7	PG Dissertation Preparation	0	Compulsory	
7	BUMN061D7	MSc Dissertation	60	Core	

Core: *Module must be taken and passed by student*

Compulsory: *Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)*

Option: *Student can choose to take this module*

Note students on the January start route take Globalization: Forces, Players and Management in the summer term in place of Intellectual Property and Artificial Intelligence in the Autumn term to balance workloads when January students are completing their dissertation.

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be organised around the activities outlined below.

Teaching on this course is a combination of lectures (pre-recorded) and seminars. Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources. They are a springboard for your own learning. Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to prepare.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it.

The assessment for each module varies from a combination of coursework and unseen, formal examination, to modules that are assessed by exam only or by coursework only. The length of the coursework and exam will vary depending on whether they are the only mode of assessment for the module or whether they are combined with another mode of assessment.

Learning outcomes (what you can expect to achieve)

On successful completion of the programme, students will be able to:

Subject specific skills

- appreciation and understanding of the nature and application of general management and business principles
- appreciation and understanding of the importance of strategic management of digital transformation, new business models and the impacts on innovation
- in-depth knowledge of digital business and its impacts on business strategy, competitiveness and organisational change
- thorough understanding and ability to critically assess issues of digital business in different contexts
- thorough understanding and ability to critically assess issues related to the management of emerging technologies and the inherent ethical and regulatory issues
- ability to apply the acquired knowledge through a piece of independent research in a central aspect of digital business.

Intellectual skills

- critical analysis of primary and secondary texts
- collection and analysis of data
- ability to study a problem in depth
- assessment of a multitude of conflicting perspectives
- imaginative and original approaches to the use of theoretical and methodological tools
- interdisciplinary analysis
- comparative analysis

Practical skills

- library and archive skills
- essay writing
- argument and debate
- skills for original research
- engaging with experts and managers

Personal and social skills

- communication skills

Careers and further study

Digital Business graduates can be found in all kinds of business and all kinds of organisations. They are employable everywhere where management of digital transformation of business is crucial for corporate success.

The MSc also provides a strong foundation for PhD research in the area.

Birkbeck offers a range of careers support to its students. You can find out more on [the careers pages of our website](#).

Academic regulations and course management

Birkbeck's academic regulations are contained in its [Common Award Scheme Regulations](#) and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services](#). This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

Students will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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