

Programme Specification

1	Awarding body	University of London				
2	Teaching Institution	Birkbeck				
3	Programme Title(s)	MSc Business Innovation with E-Business				
4	Programme Code(s)	TMSBIEBI_C				
5	UCAS code	N/A				
6	Home Department	Department of Management				
7	Exit Award(s)	Postgraduate Diploma/Postgraduate Certificate				
8	Duration of Study (number of years)	1 year (full-time); 2 years (part-time)				
9	Mode of Study	FT	X	PT	X	DL
10	Level of Award (FHEQ)	7				
11	Other teaching depts or institution	N/A				
12	Professional, Statutory Regulatory Body(PSRB) details	N/A				
13	<u>QAA Benchmark Group</u>	N/A				

14	Programme Rationale & Aims
	<p>The purpose of the programme is to provide students with a thorough understanding of</p> <ul style="list-style-type: none"> • the importance of innovation and technology in business strategy, • the role of e-business and new digital media • entrepreneurship and new technology • E-business and international business • the role of technology and innovation policy. <p>The programme seeks to equip students with theories, principles and tools for analysing and coping with issues of business innovation, in general, and e-business, in particular, in various types of firms.</p>

15	Entry Criteria
	<ol style="list-style-type: none"> 1. Normally a Second Class honours degree in any degree and a supporting statement. 2. 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. 3. A professional or other qualification obtained by written examinations approved by the College. 4. Relevant experience may be taken into consideration in the case of non-standard applications.

16	<p>Learning Outcomes</p> <p>Subject specific skills</p> <ol style="list-style-type: none"> 1. appreciation and understanding of the nature and application of general management and business principles 2. appreciation and understanding of the importance of strategic management of innovation and the role of technology policy in relation to business innovation. 3. in-depth knowledge of e-business and its impacts on business strategy, competitiveness and organisational change 4. thorough understanding and ability to critically assess issues of e-business in different contexts 5. thorough understanding and ability to critically assess issues of technology policy in the context of digital business 6. ability to apply the acquired knowledge through a piece of independent research in a central aspect of business innovation in the context of e-business. <p>Intellectual skills</p> <ol style="list-style-type: none"> 7. critical analysis of primary and secondary texts 8. collection and analysis of data 9. ability to study a problem in depth 10. assessment of a multitude of conflicting perspectives 11. imaginative and original approaches to the use of theoretical and methodological tools 12. interdisciplinary analysis 13. comparative analysis <p>Practical skills</p> <ol style="list-style-type: none"> 14. library and archive skills 15. essay writing 16. argument and debate 17. skills for original research 18. engaging with experts and managers <p>Personal and social skills</p> <ol style="list-style-type: none"> 19. communication skills
17	<p>Learning, teaching and assessment methods</p> <p>The teaching strategy is designed to meet the needs of mature students in full time employment and to make maximum use of the limited time available to them and is provided by:</p> <ol style="list-style-type: none"> 1. A programme of evening lectures and seminars for each course; 2. Careful design of workload and its distribution across academic terms 3. A variety of assessment methods 4. A comprehensive postgraduate handbook to guide and support independent learning. <p>In all modules, lectures provide an overview of issues relevant to the subject being studied. Seminars follow that allow students to explore issues in more depth. Learning outcomes are defined for all courses each week and are detailed in the module outlines which identify the aims and objectives of the module, the module schedule, weekly readings and learning outcomes, contact details for staff and essential information about assessment. Further</p>

Year of entry: 2021/22

<p>materials are distributed in class from time to time and guidance on dissertations, revision and exam technique take place throughout the year.</p> <p>The formal mechanisms of teaching and learning include a combination of lectures, directed readings, seminar discussions, classes (for practical skill) and supervised coursework projects in the case of course modules and close supervision in independent research. These ensure that the aims and learning outcomes are both clearly understood and effectively achieved by both academic members of staff and students.</p> <p>The assessment takes the form of a combination of exam and coursework assignments.</p>

18	<p>Programme Description</p> <p>The postgraduate degrees in business innovation are designed for graduates who wish to develop a thorough understanding of the importance of innovation for rethinking management, business strategy, corporate assets, intellectual property rights, institutions, organisations, firms, entrepreneurship, and globalisation in a changing world.</p> <p>This degree is specialized in e-business. It will help you to succeed in a changing world which demands new skills in the areas of innovation, the digital economy, entrepreneurship and globalisation. It equips you with theories, principles and tools for analysing and coping with issues of e-business.</p> <p>The degree consists of eight modules (totalling 120 credits) and a 12,000-word dissertation (worth 60 credits). Students take 5 compulsory modules, choose 1 module from the list of option modules, and choose 2 module options from the range of management postgraduate modules (or from other departments, subject to approval).</p>
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19	<p>Programme Structure</p> <p>Full Time programme - 1 year</p> <p>Year 1</p> <table border="1"> <thead> <tr> <th>Level</th> <th>Module Code</th> <th>Module Title</th> <th>Credits</th> <th>Status*</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>MOMN011H7</td> <td>Research Methods in Management (Postgraduate)</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>MOMN010H7</td> <td>Principles of Organization and Management</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>BUMN100H7</td> <td>Digital Business</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>MOMN038H7</td> <td>Intellectual Capital and Competitiveness</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>MOMN061H7</td> <td>Digital Creativity and New Media Management</td> <td>15</td> <td>Compulsory</td> </tr> <tr> <td>7</td> <td>BUMN061D7</td> <td>MSc Dissertation</td> <td>60</td> <td>Core</td> </tr> <tr> <td>7</td> <td></td> <td>Option modules – from closed list, see below</td> <td>15</td> <td>Optional</td> </tr> <tr> <td>7</td> <td></td> <td>Option modules – free choice from any postgraduate modules in the Management Department</td> <td>30</td> <td>Optional</td> </tr> </tbody> </table>	Level	Module Code	Module Title	Credits	Status*	7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory	7	MOMN010H7	Principles of Organization and Management	15	Compulsory	7	BUMN100H7	Digital Business	15	Compulsory	7	MOMN038H7	Intellectual Capital and Competitiveness	15	Compulsory	7	MOMN061H7	Digital Creativity and New Media Management	15	Compulsory	7	BUMN061D7	MSc Dissertation	60	Core	7		Option modules – from closed list, see below	15	Optional	7		Option modules – free choice from any postgraduate modules in the Management Department	30	Optional
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Part Time programme – 2 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	BUMN100H7	Digital Business	15	Compulsory
7	MOMN061H7	Digital Creativity and New Media Management	15	Compulsory
7	MOMN038H7	Intellectual Capital and Competitiveness	15	Compulsory
7	MOMN010H7	Principles of Organization and Management	15	Compulsory
7		Option module – free choice from any postgraduate modules in the Management Department	15	Optional
Year 2				
Level	Module Code	Module Title	Credits	Status*
7	MOMN011H7	Research Methods in Management (Postgraduate)	15	Compulsory
7	BUMN061D7	MSc Dissertation	60	Core
7		Option modules – from closed list, see below	15	Optional
7		Option modules – free choice from any postgraduate modules in the Management Department	15	Optional
Indicative list of modules for closed options:				
7	BUMN154H7	Management of Emerging Technologies	15	Option
7	BUMN135H7	Entrepreneurial Venture Creation	15	Option
7	MOMN073H7	Entrepreneurship and Innovation	15	Option
7	MOMN026H7	Innovation and the Knowledge Economy	15	Option
7	MOMN042H7	Innovation Systems: Networks and Social Capital	15	Option
7	MOMN043H7	Innovation: Management and Policy	15	Option

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

²⁰	Programme Director	Professor Klaus Nielsen
²¹	Start Date (<i>term/year</i>)	Autumn 2010
²²	Date approved by TQEC	Spring 2010
²³	Date approved by Academic Board	Summer 2010
²⁴	Date(s) updated/amended	February 2021