



## **Programme Specification**

### **Business with Digital Management [NEU]**

Version: 2024-25, v2.0, 17 Apr 2024

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Business with Digital Management [NEU]

**Highest award:** MSc Business with Digital Management

**Interim award:** PGCert Business with Digital Management

**Interim award:** PGDip Business with Digital Management

**Awarding institution:** UWE Bristol

**Affiliated institutions:** National Economics University Vietnam

**Teaching institutions:** National Economics University Vietnam

**Study abroad:** No

**Year abroad:** No

**Sandwich year:** No

**Credit recognition:** No

**School responsible for the programme:** CBL Bristol Business School, College of Business and Law

**Professional, statutory or regulatory bodies:** Not applicable

**Modes of delivery:** Full-time

**Entry requirements:** For the current entry requirements see the UWE public website.

**For implementation from:** 01 September 2023

**Programme code:** N20L12

## Section 2: Programme Overview, Aims and Learning Outcomes

## Part A: Programme Overview, Aims and Learning Outcomes

**Overview:** This is a one-year conversion programme aimed at providing a flexible comprehensive educational programme at postgraduate level for those seeking to follow a management career. It also provides a particular focus on digital management with the opportunity to pursue one additional specialist subject that may be of particular interest. The programme aims to provide you with the expertise, knowledge and skills required to perform a managerial role and is focused on integration of theory and practice to develop your knowledge base, behaviours and skills both academically and professionally.

A combination of pedagogical approaches including research and practice-led teaching ensures that on the programme you will learn and practice new knowledge and integrate your experiences to resolve complex managerial problems, with a view to creating a positive impact in the business world.

The programme is designed to provide you with a solid grounding in the knowledge, analytical and research skills required to work successfully in the contemporary business environment. The core modules include coverage of digital business information systems, marketing and operations including digital marketing, the strategic context, organisation studies, human resource management and finance. A comprehensive Personal and Professional Development module pulls together key cross-disciplinary learnings from the core modules with the aim of supporting you in your personal development as well as fostering cohort identity and cohesion. The range of assessments embedded across various modules enables demonstration of graduate attributes through case study analysis and presentation, exams, multiple-choice questions, individual reports and a reflective journal.

In addition to the core modules, you will have the opportunity to select one elective from a number of modules likely to include leadership, international project management, global marketing and customer relationship management, managing change and management consultancy.

The dissertation module that runs over semesters 2 and 3 draws your learning

together and serves as the capstone module of your programme. This is offered as a choice between a more traditional academic research project or a client-based, consultancy project. Your dissertation must be focused on Digital Management.

The programme is distinctive in the range of electives modules offered and the opportunity to complete either a more traditional dissertation or a client-based consultancy project. Further, the personal development module serves to enhance employability as well as developing a strong sense of cohort identity.

**Features of the programme:** This Masters is designed for those who have recently completed their undergraduate degree and who wish to progress to a career in management, either within a corporation, government, or an international organisation.

**Educational Aims:** The educational aims of the programme are to:

Advance your study of organisations, their management and the changing external context in which they operate.

Develop your ability to apply knowledge and understanding of business and management to complex issues, including the ability to convert theory in to practice from a critical and informed perspective.

Prepare you for a career in business and management by developing skills at a professional level, including development of a range of business knowledge and skills together with self awareness and personal development.

Develop and enhance your range of general transferrable skills and attributes.

Develop your lifelong learning skills as part of continuing personal and professional development.

**Programme Learning Outcomes:**

On successful completion of this programme graduates will achieve the following learning outcomes.

**Programme Learning Outcomes**

- PO1. A systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of the academic discipline of business management.
- PO2. Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in management.
- PO3. Conceptual understanding that enables critical evaluation of current research and advanced scholarship in business management.
- PO4. Ability to demonstrate self-direction and originality in tackling and solving problems and act autonomously in planning and implementing tasks at a professional or equivalent level.
- PO5. Ability to work effectively as a member of a team and will develop the ability to deal with complex issues both systematically and creatively, will make sound judgements in the absence of complete data and communicate their conclusions clearly to specialist and non-specialist audiences.
- PO6. Will be self-aware and reflective and will develop the qualities and transferable skills necessary for career development.
- PO7. Deep understanding of social responsibilities and your role as a global citizen.

**Assessment strategy:** The assessment strategy seeks to develop and evaluate a range of skills, knowledge and attributes required in managing businesses and for career development/advancement. Formative feedback is integral to the teaching during semester.

Students are expected to undertake extensive independent work outside scheduled tutorials as part of developing as an independent learner. Assessments have been designed keeping the authenticity principle in mind and where practicable core module assessments have been limited to one component in response to student feedback regarding workload.

Assessments types range from multiple choice questions to business reports, essays, portfolios and a test under controlled conditions. Presentation skills are not formally assessed through core modules but are used in tutorials during semester with formative feedback being offered.

The assessment strategy is subject to periodic review by the programme leader in response to changes to modules, student feedback and current relevance.

**Student support:** Student support is provided by academic staff, usually module leaders, for all issues relating to the content and delivery of the module. The Programme Team (academic, administrative and Student Services) provides timely, accurate and confidential advice where necessary on all aspects of the provision including that relating to fees, assessment arrangements, extenuating circumstances procedures, option choice, timetabling and so on, as well as where and how to access the support provided by the University. The Programme Manager and tutors are also responsible for ensuring the collection of, and response to, student feedback.

## Part B: Programme Structure

### Year 1

The student must take 180 credits from the modules in Year 1.

### Year 1 Compulsory Modules

The student must take 165 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UMMDF7-15-M	Digital Business Information Systems 2024-25	15
UMKC8Q-15-M	Digital Marketing 2024-25	15
UMODXH-60-M	Management Project and Research Methods 2024-25	60

UMAD47-15-M	Managing Finance 2024-25	15
UMKCQT-15-M	Meeting Customer Needs 2024-25	15
UMOCQW-15-M	People and Organisations 2024-25	15
UMCDRV-15-M	Personal and Professional Development (Business and Management) 2024-25	15
UMSCQV-15-M	Strategic Analysis 2024-25	15

### Year 1 Optional Modules

The student must take 15 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UMSCUJ-15-M	Innovation, Creativity and Enterprise 2024-25	15
UMMDPS-15-M	International Project Management 2024-25	15
UMOCB6-15-M	Leadership 2024-25	15

### Part C: Higher Education Achievement Record (HEAR) Synopsis

The course aims to prepare managers for the changing demands of the global market and the increasing complexity of contemporary business and organisations. Aligning with the UWE Bristol Strategy 2030, the programme aims to integrate theory and practice, developing students both academically and professionally. Students will be able to integrate new knowledge with their experience, as managers and/or consumers, and apply it to new situations. They will be able to engage in evidence-based management and business decision-making and have developed a range of transferable skills.

### Part D: External Reference Points and Benchmarks

The programme has been designed to reflect the UWE Bristol Strategy 2030 of delivering professionally recognised and practice-oriented programmes, which contribute to an outstanding learning experience and generate excellent graduate

employment opportunities and outcomes for all students.

The views of current students, alumni, employers and international collaborative partners have been taken into account in the development and revision of the programme.

The programme aligns with the Subject benchmarks (QAA Unit in Business and Management - QAA benchmarks for Postgraduate Management Programmes – 2007) and the Descriptor for a qualification at Masters (M) level: Masters degree – extracted from the Framework for Higher Education Qualifications in England, Wales and Northern Ireland, January 2001.

### **Part E: Regulations**

Approved to University Regulations and Procedures.