Programme Specification

Digital Business (2020-21)

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of Study	Full-time
Duration in years	1
Accreditation details	Association to Advance Collegiate Schools of Business (AACSB)
Final award	Master of Science (MSc)
Name of Award	Digital Business
Interim Exit awards	Postgraduate Certificate
	Postgraduate Diploma
FHEQ level of final award	Level 7
UCAS code	
Programme Code	8236
QAA Subject Benchmark or other external reference	General Business And Management 2007
Programme Lead	Shahnaz Ibrahim

Programme Overview

Brief outline of the programme

This programme will provide you with cutting edge insight into the digital economy, the latest business strategies and technologies. You will learn how to create successful digital start-ups and how to help large organisations adopt technological platforms, digital technologies that enhance their value and deliver high performance. The programme is structured so you are able to combine study a variety of modules on in digital business, and entrepreneurship, digitally enabled ventures and their strategies, with modules on operational and, technical and legal aspects of the digital economy. This will provide you with an opportunity to specialise in modules, which fit your academic and professional profile, interests and career aspirations. , law and web science, The equipping you with the theoretical knowledge and practical skills sought by employers. The programme will equip you with knowledge and practical skills sought by employers, by usinges novel modules delivered which by draw upon the expertise of the Southampton Business School. , and complemented by those from , Law School and School for Electronics and Computer Science.. You will gain insight into the creation of new digital businesses, growth and strategic reorganisation, web architecture and technologies, with the option to specialise in legal, financing and operational modules. The programme makes use of state of the art theoretical conceptual frameworks and case studies, while being alert as to how they can be used in a 'real world' setting, to help you to apply your new expertise. The bespoke and contemporary modules will assist you in preparing your for your future career plans. This programme is designed particularly suited for students who are planning on to creating their own digital business or gaining a managerial position or promotion in businesses and organisations larger businesses which make use of digital technologies platforms. It is suitable for students with a background in management or the social sciences, with . aA technical background is not required.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an

internationally recognised award of excellence in business education.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

Learning and teaching
A range of teaching and learning methods will be utilised to ensure that the learning outcomes have been achieved. Learning activities will include:

- Lectures
- Group assignments
- Seminars
- Case studies
- Class debates and discussions
- Individual private Study
- Use of online materials
- Virtual debates through online platforms

Class activities, online discussions and problem solving exercises will enable you to gain feedback about your knowledge and understanding, prior to any formal summative assessments. Learning activities will enable you to see how business theory and practice are used to leverage digital technologies and applications to create successful businesses. You will have the opportunity to contact academics during term time to discuss matters relating to learning, teaching and assessment on a module.

Assessment
A range of assessment methods are used on this programme to enable you to demonstrate your achievement of the intended learning outcomes, including:

- Individual written assessments, including reports and essays
- Group work exercises, presentations, web-based material and reports

Some of these assessments will be more orientated towards theoretical frameworks, while others will involve more practical exercises. As a guide, it is aimed that written coursework will be returned within 4 working weeks.

Special Features of the programme

Some modules will use virtual platforms to facilitate class discussion (for example, Blackboard, Google Hangouts, Moodle, etc). Formative assessments will be delivered online to facilitate interactive learning and debate.

Please note: As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our Disclaimer to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's programme validation process which is described in the University's Quality handbook.

Educational Aims of the Programme

The aims of the programme are to:
·   enable you to understand the main elements of digital business creation and growth in theory and practice, with special consideration to digital technologies;
·   generate, evaluate and apply new ideas and concepts to the digital business planning process;
·   explore web applications which support the development and operations of digital businesses;

- improve the ability of those that want to create and lead digital businesses;
- appreciate how new digital technologies can be used to enhance organisational performance and value;
- develop knowledge, skills and abilities that support the development of digital businesses;
- provide opportunities for the development of leadership, teamwork, collaboration, communication and planning skills;
- foster the ability to undertake rigorous, independent research.

Programme Learning Outcomes

Knowledge and Understanding

On successful completion of this programme you will have knowledge and understanding of:

A1.   concepts and standards that are required to create and grow digital businesses;
A2.   complexity in the development of digital businesses and the role of innovation;
A3.   ceb technologies and application which enable digital businesses;

Teaching and Learning Methods

You will gain understanding and knowledge of digital business concepts. This will include how to create and grow businesses through digital technologies. A1 will be achieved through a series of lectures and case studies, while A2 and A3 will be met though face to face and virtual discussions, seminars, private study, individual and group exercises. To accommodate different student learning styles, a variety of learning and teaching methods will be used.

Assessment Methods

Knowledge and understanding are assessed in each module. A1-A3 will be assessed through a combination of coursework, presentations, and examinations. Some modules have a group work element where marks are awarded as a group, but the larger percentage, or the entirety of a module, will be assessed by an individual's work.

Subject Specific Intellectual and Research Skills

On successful completion of this programme you will be able to:

B1.   Critically reflect upon and assess problems associated with the creation and running of digital businesses;
B2.   Scrutinise and apply analytical tools and techniques associated with creating and running digital businesses
B3.   Critically examine and locate where digital and web technologies can be used in digital businesses;
B4.   Analyse digital business from a wide range of cognate disciplines: including 'softer' features such as business models and strategy, through to systematic approaches considering web application.

Teaching and Learning Methods

You will gain understanding and knowledge of digital business concepts, how to create and grow businesses through the use of digital technologies, and how to integrate new technologies into 'traditional' market sectors. B1 will be achieved through a series of lectures, face to face and virtual discussions, seminars and private study. B2, B3 and B4 will be met through seminars and private study. To accommodate different student learning styles, a variety of learning and teaching methods will be used.

You will learn to conduct independent research through a dedicated module on research methods and your work on a dissertation. This project is undertaken over the summer and will enable you to explore a business problem in the field of digital business. This is an extended, independent project and involves the delivery of a 15,000 word dissertation. You are required to identify a suitable topic; design and undertake an appropriate investigation plan; identify and access sources of relevant information; plan and manage the delivery of the project; liaise with the dedicated supervisor; and write a well-presented dissertation. This will assess B1-B4.

Assessment Methods

Your ability to apply the intellectual and research skills that you have learned is assessed by coursework. B1-B4 will be assessed by a mix of presentations, essays and reports. You will receive feedback on your progress throughout the programme based upon your contribution to in-class activities, virtual discussions and formative exercises. The dissertation is designed to test your ability to create an independent study under your own initiative and to demonstrate that you understand a particular issue in the digital entrepreneurship field. This important assessment addresses B1-B4. A supervisor will be assigned to assist you in approaching your dissertation, but it is your responsibility to manage and undertake the work.

Transferable and Generic Skills

On successful completion of this programme you will be able to:

C1.   Collate and critically evaluate qualitative and quantitative information;
C2.   Successfully communicate ideas and arguments fluently and effectively in a variety of written and spoken formats;
C3.   Work effectively as an individual or in groups and recognise problems associated with group working;
C4.   Scrutinise library and other resources effectively, and apply bibliographical skills;
C5.   Design and implement project planning and enact problem solving.
C6.   Understand the research process and how to undertake an independent and rigorous study

Teaching and Learning Methods

Most modules develop some combination of the above skills though lectures, individual and group practical exercises, workshops, case studies or reading. C1 will be addressed primarily through individual coursework and the dissertation, in addition to in-class tasks where students will work with case study material which consists of different sources of data, as part of formative exercises. C2 and C3 learning outcomes will be achieved through individual and group exercises. This may include report writing, essays, presentations, or simulations. C4 will be met through the production of written group or individual work for summative assessment. C5 will be achieved through the planning and management of your workload. C6 will be achieved through a mixture of online multimedia material, seminars and principally an individual dissertation project.

Assessment Methods

Some modules will involve an assessed presentation and group work, where students can demonstrate

the above skills (C2-C5). Most modules require a written report and the award of MSc requires a 15,000 word dissertation (C1-C5). Many modules and the dissertation will require the use of library and online resources. C6 is assessed primarily through an individual research project. Feedback is also provided throughout the programme based upon student contribution to activities through practical exercises and discussions in class.

Learning Outcomes

LO1.   Postgraduate Certificate learning outcomes

Having successfully completed the PG Certificate you will be able to demonstrate:
1.An overview of concepts and standards that are required to create and grow digital businesses;
2.An appreciation of complexity in the development of digital businesses and the role of innovation;
3.An outline understanding of web technologies and architectures which enable digital businesses;

LO2.   Postgraduate Diploma learning outcomes

Having successfully completed the PG Diploma you will be able to demonstrate:
1.A more comprehensive overview of concepts and standards that are required to create and grow digital businesses;
2.A more thorough appreciation of complexity in the development of digital businesses and the role of innovation;
3.A more comprehensive understanding of web technologies and architectures which enable digital businesses;

You should be aware that as the PG Certificate or PG Diploma is based on the attainment of credit rather than on passing specific modules you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

Programme Structure

The programme structure table is below:

Information about pre and co-requisites is included in individual module profiles.

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

Pathway

Part I

The programme may be completed on a full-time basis (12 months). The first 9 months of the programme involves taught study, divided into two semesters. In the following description, the term "module" is taken to mean a discrete component of the programme with its own learning outcomes and assessment requirements. All modules are at Masters level.

The taught component of the programme consists of modules worth 60 ECTS (120 CATS) credit points in total (Level 7), where 45 ECTS (90 CATS) credits are compulsory modules and 22.5 (45 CATS) credits are chosen from an optional list. The dissertation accounts for 30 ECTS (60 CATS) and is core (must be passed). All option modules are subject to availability and timetabling constraints. The modules are provided by the Business School, Law School and School for Electronics and Computer Science.

You will study eight modules in the degree, divided equally between the semesters. In Semester 1 you will study 2 compulsory modules, to provide you with an overview of key digital business and web science concepts. In Semester 2 you will study two compulsory modules, one being research methods which will prepare you for the dissertation. You will then be able to choose one optional management/law module and one web/computer science modules. These optional modules will provide you with an opportunity to specialise in topics which are of interest to you and/or align with your future career aspirations. After the summer, you will submit a dissertation that gives you scope for investigating in depth, a digital business topic of your interest.

The information in this programme specification may change in minor ways from year to year; it is accurate at the time of writing.

The module requirements for the programme are shown below; modules which are compulsory must be taken, and optional modules may be taken.

All core and compulsory modules must be taken and students must choose 15 ECTS/ 30 CATS of option modules as instructed below. All Option modules are offered subject to availability and timetabling constraints.

Part I Compulsory (must take) Semester 1

Code	Module Title	ECTS	Type
MANG6338	Digital Business	7.5	Compulsory
MANG6339	Digital Entrepreneurship	7.5	Compulsory

Part I Compulsory (must take) Semester 2

Code	Module Title	ECTS	Type
MANG6392	Quantitative and Qualitative Research (DSIE)	7.5	Compulsory
MANG6180	Web Applications	7.5	Compulsory

Part I Core (must take and pass) Semester 2

Code	Module Title	ECTS	Type
MANG6095	Dissertation	30	Core

Part I Option Modules
Please select 22.5ECTS/45CATS from the following modules:

Code	Module Title	ECTS	Type
MANG6266	Advanced Digital Communications	7.5	Optional
MANG6045	Consultancy Skills	3.75	Optional
MANG6247	Information Systems Management and Strategy	7.5	Optional
ENTR6037	Innovation and Technology Transfer	7.5	Optional
MANG6396	Managing Global Challenges	7.5	Optional
MANG6185	Marketing in the Digital Age	3.75	Optional

MANG6265	Retailing in the Digital Age	7.5	Optional
COMP6215	Semantic Web Technologies	7.5	Optional
MANG6279	Service Innovation Management	7.5	Optional
COMP6217		7.5	Optional
MANG6130	Strategic Management	3.75	Optional
MANG6280	Sustainable and Responsible Innovation	7.5	Optional

Progression Requirements

The programme follows the University's regulations for *Progression, Determination and Classification of Results : Undergraduate and Integrated Masters Programmes* or *Progression, Determination and Classification of Results: Postgraduate Master's Programmes.* Any exemptions or variations to the University regulations, approved by AQSC are located in *section VI of the University Calendar*.

Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:
- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling. Support includes daily Drop In at Highfield campus at 13.00 – 15.00 (Monday, Wednesday and Friday out of term-time) or via on-line chat on weekdays from 14.00 – 16.00. Arrangements can also be made for meetings via Skype.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career and Employability services, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV.
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls and in the local community (18.00-08.00).
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Students' Union provides
- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation questionnaires for each module of the programme.
- Acting as a student representative on various committees, e.g. Staff/Student Liaison Committees, School Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation.
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group.

Further details on the University's quality assurance processes are given in the ***Quality handbook***.

Career Opportunities

Students will have access to a wide range of future career opportunities in different industry sectors, due to the programme's structure. It is expected that students will find employment in private, public and third sector organisations, due to the variety of topics studied. The focus on digital business will ensure that students will be well placed to work in dynamic entrepreneurial organisations which make heavy use of digital technologies, or are moving into the digital economy from more 'traditional' sectors. Careers in the services sector, retail, consultancy and digital businesses are a possibility, and graduates would also be suited to working in dynamic organisations.

External Examiner(s) for the programme

Name: Dr Alberto Feduzi - SOAS University of London

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their Personal Academic Tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook.

Appendix 1:

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme also have to pay for:

Additional Costs

Type	Details
Approved Calculators	Candidates may use calculators in the examination room only as specified by the University and as permitted by the rubric of individual examination papers. The University approved models are Casio FX-570 and Casio FX-85GT Plus. These may be purchased from any source and no longer need to carry the University logo.
IT	Students are free to use computer lab facilities on Campus; Outside campus students are expected to use their own PCs, laptops, etc; The university provides free access to licenced software packages.
Optional Visits (e.g. museums, galleries)	Some modules may include optional visits. You will normally be expected to cover the cost of travel and admission, unless otherwise specified in the module profile.
Printing and Photocopying Costs	In most cases, written coursework such as essays; projects; dissertations are submitted online and by hard copy. The costs of printing a hard copy for submission of such coursework will be the responsibility of the student. The cost of photocopying will also be the responsibility of the student. https://www.southampton.ac.uk/isolutions/students/printing
Stationery	You will be expected to provide your own day-to-day stationary items, e.g. pens, pencils, notebooks, etc). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks	Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source. Some modules suggest reading texts as optional background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at *www.calendar.soton.ac.uk*.