Course Specification

Part A

MSc Digital Technology for Business

EECT065

Faculty of Engineering, Environment and Computing

School of Computing Electronics and Mathematics

Academic Year: 2020-2021

Please note: This specification provides a concise summary of the main features of the course 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.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
1. Introduction

The MSc Digital Technology for Business is aimed at students from a background encompassing the world of business and or IT or graduates of closely related disciplines to further advance their understanding, knowledge and skills in the juxta position of digital technology supporting and integrating business.

The course has been uniquely designed to follow business lifecycle concepts focussed on the strategic tactical and operational deployment of Digital Technology. Students will learn about the development of an IS/IT strategy predicated upon the Business strategy. This will entail the use of a variety of strategic analytical tools for example IT audit, PESTLE, to critically evaluate models of IS/IT strategy. Further to this, project management skills will be enhanced in order to gain practical and conceptual understanding of the translation of strategy to tactical and operational implementation.

Subsequently, the underlying concepts of software development will be utilised in the production of solutions to real life business problems. Hardware implementation strategy will be appraised and new and emergent digital technologies will be critically evaluated.

Concept to implementation of Digital Commerce will be explored by the construction of an online business venture and a business continuity plan will be produced. Through the study of the above students will also develop important postgraduate transferable skills including both group and individual work, time management, written and verbal presentation to both experts and non-experts, and critical reflection on their own and others work. Students undertake an individual project under the supervision of an academic member of staff.

The course has a very student centred and practical focus informed by current research and industrial relevance. Students are encouraged to challenge established ideas to critically evaluate options and to arrive at justifiable conclusions. Students will work in groups and as individuals on a variety of tasks feeding back in formal and informal presentations. Individual research and critical appraisal will be required. The course furthermore offers:

- Activity Led Learning (ALL) embedded in various modules e.g. Digital Commerce and Business Continuity, IT Strategy.
- Novel and engaging learning approaches that place students at the centre of their learning, such as flipped classroom, interactive e-learning technologies to support virtual teams and research inspired teaching.
- Guest speakers from industry, professionals to discuss their experience and offer advice on employability.
- Preparation for industry recognised certification (i.e. PRINCE in project management)

Commercial and International Experience

The course actively collaborates with many commercial partners for example and participates in a number of events throughout the academic year to enable students to interact with potential employers for example an employers fair held in EEC. Opportunities to listen to external speakers on various topics are also provided.

Students receive the opportunity to develop their skills and knowledge at the international level through participation with students from Universities abroad both in class and across the university.

<table>
<thead>
<tr>
<th>2 Available Award(s) and Modes of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title of Award</strong></td>
</tr>
<tr>
<td>------------------------------------------</td>
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<tr>
<td>MSc Digital Technology for Business</td>
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<tr>
<td><strong>Fall-back:</strong></td>
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<tr>
<td>PG Diploma Digital Technology for Business</td>
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<tr>
<td>PG certificate Digital Technology for Business</td>
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<tr>
<td>3 Awarding Institution/Body</td>
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<tr>
<td>----------------------------</td>
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<tr>
<td>4 Collaboration</td>
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<tr>
<td>5 Teaching Institution and Location of delivery</td>
</tr>
</tbody>
</table>
| 6 Internal Approval/Review Dates | Date of approval*: August 2019  
Date for next review: 2028/2029 |
| 7 Course Accredited by     | N/A                 |
| 8 Accreditation Date and Duration |                     |
| 9 QAA Subject Benchmark Statement(s) and/or other external factors | The MSc Digital Technology For Business degree has been designed with the QAA and British Computer Society (BCS) benchmarks in mind and will be submitted to accreditation by the BCS Quality Assurance Agency for Higher Education (QAA) Computing Benchmark Statement (can be accessed at:  
  https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-masters-degree-computing.pdf?sfvrsn=c490f681_16 |
| 10 Date of Course Specification | August 2019 |
| 11 Course Director         | Dr Furrkh Aslam     |

12 Outline and Educational Aims of the Course
Holders of the qualification will be able to:

- Deal with complex Digital technology issues as applied to Business, both systematically and creatively, making sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences
- Demonstrate self-direction and originality in tackling and solving real world and research problems, and act autonomously in planning and implementing tasks at a professional or equivalent level
- Continue to advance their knowledge and understanding, and to develop new skills to a high level in existent and emerging Digital technologies supporting businesses.

and holders will have:

- the qualities and transferable skills necessary for employment requiring:
  - the exercise of initiative and personal responsibility
  - decision-making in complex and unpredictable real world and research situations
  - the independent learning ability required for continuing professional development

Derived from QAA’s Framework for Higher Education Qualifications Qualification Descriptors
13 Course Learning Outcomes
On successful completion of the course a student will be able to

1. Critically evaluate the processes, resources of formulation, planning and implementation of IS/IT strategy.
2. Appraise the principles, processes of project management.
3. Assess emergent and current technologies.
4. Critically evaluate the construction and implementation of E Commerce solutions.
5. Demonstrate and assess the principles and practice of the design, construction and implementation of databases.
6. Apply the principles and practice of software development.
7. Compare and contrast strategic planning tools.
8. Apply a wide range of PG level transferrable skills in the solution of real life and research problems.
9. Critically evaluate and develop solutions to complex, inter-related, multi-faceted issues that can be found in a variety of organisations and professional contexts.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards
Cascade of Awards:

MSc in Digital Technology for Business
↓
Postgraduate Diploma in Digital Technology for Business
↓
Postgraduate Certificate in Digital Technology for Business

To achieve the award of Master’s degree from study on the Course, a student must achieve the minimum credits specified in the University academic regulations.

1. The requirement for a MSc award in MSc Digital Technology for Business is as follows:
   a. Achievement of the full curriculum, 180 CATS credits comprising all of the taught modules described in the Course of study.

2. The requirement for a PgDip award in Digital Technology for Business is as follows:
   a. Achievement of 120 credits comprising of 7075CEM, 7077CEM, 7066CEM, 7094CEM and 7097CEM, 7095CEM and 7093CEM described in the Course of study.

3. The requirement for a PgCert award in Digital Technology for Business is as follows:
   a. Achievement of 60 credits comprising 7075CEM, 7077CEM, 7066CEM and 7097CEM.

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below. The delivery pattern below is an indication and can be subject to change.

<table>
<thead>
<tr>
<th>Module Credit Level</th>
<th>Module Code</th>
<th>Title</th>
<th>Credit Value (Assessment Credit)</th>
<th>Course Learning Outcomes</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>7077CEM</td>
<td>IS/IT Strategy</td>
<td>15</td>
<td>1, 4, 9, 7</td>
<td>S1</td>
</tr>
<tr>
<td>7</td>
<td>7075CEM</td>
<td>IT Project Management</td>
<td>15</td>
<td>1, 2, 4</td>
<td>S1</td>
</tr>
<tr>
<td>7</td>
<td>7094CEM</td>
<td>Digital Commerce for E Commerce and Business continuity</td>
<td>30</td>
<td>4, 3, 1, 7</td>
<td>S2</td>
</tr>
<tr>
<td>7</td>
<td>7066CEM</td>
<td>Future Informatics</td>
<td>15</td>
<td>3, 4</td>
<td>S1</td>
</tr>
<tr>
<td>7</td>
<td>7097CEM</td>
<td>Modern Web technologies</td>
<td>15</td>
<td>6, 4</td>
<td>S1</td>
</tr>
<tr>
<td>7</td>
<td>7005CRB</td>
<td>Global Professional Development - Entrepreneurship Leadership and Management</td>
<td>10</td>
<td>9, 4</td>
<td>S3</td>
</tr>
<tr>
<td>7</td>
<td>7048CEM</td>
<td>Computing individual Project</td>
<td>50</td>
<td>8, 2</td>
<td>S3</td>
</tr>
<tr>
<td>7</td>
<td>7095CEM</td>
<td>Research Project Preparations</td>
<td>15</td>
<td>8, 4</td>
<td>S2</td>
</tr>
<tr>
<td>7</td>
<td>7093CEM</td>
<td>Big Data Storage</td>
<td>15</td>
<td>5</td>
<td>S2</td>
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</table>

15 Criteria for Admission and Selection Procedure

- An applicant for all programmes within will normally be expected to possess at least one of the following:
An honours degree or an equivalent qualification in a computing discipline
An unclassified degree in computing plus professional experience within the field of computing;

- Students whose first language is not English must demonstrate proficiency in the English language equivalent to IELTS 6.5. Alternatively, students may be admitted with IELTS 6.0 if they attend and pass a compulsory five-week pre-sessional English course, operated by Coventry University, before joining their master’s programme.
- Applications involving other UK or overseas qualifications, mature candidates, or candidates with experience are welcome and will be considered on their merit as below:
  - Applications from those not possessing the equivalent of an honours degree in computing related subject will be considered on individual merit and decisions will be based on careful evaluation of the capacity of the applicant to complete the programme successfully;
  - The programme is subject to the general University admission procedures and access policies. A wide range of academic backgrounds is deemed suitable for entry to the programme. However, careful monitoring of applications to ensure that applicants are suited to the programme takes place. Where necessary and possible, applicants are interviewed, especially those who do not appear to meet standard admissions criteria;
  - Accreditation for Prior Learning (APL) is in accordance with University regulations;
  - The accreditation for Prior Experiential Learning (APEL) will only be awarded for achievements equivalent to masters’ level.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Academic Regulations Postgraduate Mode R

17 Indicators of Quality Enhancement

The Course is managed by the CEM Board of Study of the Faculty of EEC

The Course Assessment Board (PAB) for CEM is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study, which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry’s web site.

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires.

The following are key indicators of quality and standards:

- The University’s quality procedures were confirmed by a QAA Institutional Audit
- There is a diverse and active range of research activities influencing programmes in most areas of the Faculty.
- In all areas of the Faculty there is a strong and regular industry input to the subject-base. This is achieved in many ways, for example there are several long-standing advisory boards, through industry focused collaborative research initiatives and use of guest speakers from industry.
- The School of Electronics, Computing and Mathematics has excellent links with local employers; regular meetings of the Industry Advisory Board, (including local employers), provide input to course management and development
- When possible students are encouraged to complete their masters study by undertaking an industry informed project.

The report of QAA’s Institutional Audit undertaken in 2015 confirmed

- that the maintenance of the threshold academic standards of awards offered on behalf of degree-awarding bodies and/or other awarding organisations meets UK expectations.
- The quality of student learning opportunities at the provider meets UK expectations.
- The quality of the information produced by the provider about its provision meets UK expectations.
- The enhancement of student learning opportunities at the provider meets UK expectation.
18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including,

- Faculty/School Handbook
- Student Handbook
- Module Guides
- Module Information Directory
- Study Support information
  - Sigma Mathematics and Statistics Support Centre
  - Programming Support Centre
  - University Library
- EEC Student Portal [https://share.coventry.ac.uk/students/EC/Pages/Home.aspx](https://share.coventry.ac.uk/students/EC/Pages/Home.aspx)
- Coventry University Student Portal [https://share.coventry.ac.uk/students/Pages/Index.aspx](https://share.coventry.ac.uk/students/Pages/Index.aspx)