Programme Specification Document

Approved, 2022.03

Overview

Programme Code	35529
Programme Title	Management and Digital Business
Awarding Institution	Liverpool John Moores University
Programme Type	Masters
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Philip Kelly
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Science - MS	See Learning Outcomes Below
Alternative Exit	Postgraduate Certificate - PC	See Learning Outcomes Below
Alternative Exit	Postgraduate Diploma - PD	•Propose and justify a report for a research project in business management •Appraise and select policies for implementation of strategy that demonstrate an appreciation of structural, cultural and behavioural issues •Synthesise and present business improvements •Analyse business operations from the perspective of transformational and value adding activities

Alternate Award Names	Management and Digital Business

External Benchmarks

Subject Benchmark Statement	PGT-Business and Management (2015)

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	LJMU Taught	1 Years

Aims and Outcomes

Educational Aims of the Programme

The aims of the MSc programme are to equip students with the following: 1. a broad foundation in management theory; 2. the core/ generic competencies associated with management; 3. ability to analyse business and management situations from both operational and strategic perspectives; 4. understanding of how to use digital technologies in line with the organisational mission, aims and objectives; 5. the skills to apply theoretical knowledge to work-based problems and issues, particularly those from a team-oriented perspective; 6. the application of cross-functional understanding and abilities and transferable skills within the activities of a range of organisations; 7. skills in understanding and exploiting the links between academic research typologies and their relevance in generating business intelligence; 8. knowledge and skills appropriate for the production of an independent research project; 9. the synthesis of management and business principles to facilitate personal, academic and professional development; 10. applied communication skills at a level which enables them to perform effectively academically and professionally; 11. a basis for continual personal development and learning throughout their future careers.

Learning Outcomes

Code	Description
PLO1	Critical appraise the integration of management concepts and business philosophies, and digital technologies along with their theoretical and practical significance in today's environment
PLO2	Demonstrate critical awareness of the integration of subject areas and analysis of their importance and impact in the decision-making process
PLO3	Analyse the principles and practice of business operations and the managing of resources: financial, informational and human
PLO4	Integrate and rigorously evaluate business and management disciplines, using a variety of sources.
PLO5	Evaluate and draw reasoned conclusions from structured and unstructured problems and data.
PLO6	Collect appraise and critically analyse in-depth quantitative, qualitative and multi-source data.
PLO7	Utilise problem solving and decision making skills.
PLO8	Critically appraise published academic and business literature.
PLO9	Evaluate and critically appraise organisation policy and practice.
PLO10	Reflect on personal learning.
PLO11	Demonstrate effective and professional communication and problem-solving skills.

Code	Description
PLO12	Select effective information collection methods and use the most appropriate analytical tools.
PLO13	Apply concepts, knowledge and skills to work-based practice.
PLO14	Recognise and take account of financial and resource implications in the development of business plans and projects
PLO15	Communicate effectively across a variety of media.
PLO16	Reflect on independent learning.
PLO17	Apply the most appropriate methods of data collection and analysis (quantitative, qualitative, mixed-approach) to an organisational issue or problem
PLO18	Develop appropriate digital business skills.
PLO19	Structure and communicate ideas effectively both orally and in writing.
PLO20	Participate constructively as a member of a team.
PLO21	Manage time and work to deadlines.
PLO22	Work independently.
PLO23	Competently use ICT resources.
PLO24	Use creative, imaginative and innovative thinking in both problem solving and decision-making activities.
PLO25	Practise and promote on-going personal development.
PLO26	Evaluate the effectiveness of management 'tools' in decision-making at operational, tactical and strategic levels
PLO27	Critically reason and analyse complex business issues both systematically and innovatively.
PLO28	Evaluate the importance of technical skills and the application of research strategies in making management

Programme Structure

Programme Structure Description

Completion of 60 taught credits including 7000LBSDB (but not including 7002LBSDB) provides the alternative exit award P-G Certificate in Management & Digital Business. Completion of 60 taught credits (not including 7000LBSDB and 7002LBSDB) provides the alternative exit award P-G Certificate in Management. Completion of 120 taught credits (not including 70002LBSDB) provides the alternative exit award P-G Diploma in Management & Digital Business. 7004LBSMGT is a prerequisite to 7002LBSDB. Completion of 180 credits award: MSc Management & Digital Business For students who started on the programme prior to September 2020, the following rules apply: In semester 1, all modules are core, namely: 7000LBSMGT-Management Theory and Leadership; 7003LBSMGT- Managing Business Research 1; 7001LBSMGT- Economics and Finance; 7000LBSDB- Digital Business. In Semester 2, all modules are core, namely: 7002LBSMGT- Strategic Management; 7005LBSMGT- Management Competencies; 7004LBSMGT- Managing Business Research 2 In Semester 3 (Summer) one core module must be taken; 7002LBSDB- Research Project.

Programme Structure - 180 credit points	
Level 7 - 180 credit points	
Level 7 Core - 180 credit points	CORE
[MODULE] 7000LBSDB Digital Business Approved 2022.02 - 20 credit points	
[MODULE] 7000LBSMGT Management Theory Approved 2022.01 - 20 credit points	
[MODULE] 7002LBSDB Research Project Approved 2022.01 - 60 credit points	
[MODULE] 7003LBSMGT Managing Business Research 1 Approved 2022.01 - 10 credit points	
[MODULE] 7004LBSMGT Managing Business Research 2 Approved 2022.01 - 10 credit points	
[MODULE] 7005LBSMGT Management Practice Approved 2022.01 - 20 credit points	
[MODULE] 7013LBSMGT Managing Strategy Approved 2022.01 - 20 credit points	
[MODULE] 7020LBSMGT Digital Business Management Approved 2022.01 - 20 credit points	

Module specifications may be accessed at https://proformas.ljmu.ac.uk/Default.aspx

Teaching, Learning and Assessment

Teaching and learning strategies are based on a combination of structured tuition and student-centred learning. Methods adopted include lecture, tutorial, practical, workshops, assignments, case study, video, group work discussion, 'real world' business case studies and business simulations. This approach is intended to facilitate students taking ownership and responsibility for their own learning. All are addressed formatively through contributions to discussions and direct contact with tutors and peers in group discussion. Materials required to support and inform learners to achieve all outcomes, are provided throughout the programme and include books, journal articles and case studies, as well as tutor notes. All modules are supported via Canvas (the virtual learning environment). A variety of assessment methods are deployed throughout the programme. These methods include problem-solving exercises, practical projects, case studies, simulations, research-based projects, literature reviews, group presentations, group and individual reports, reflective reviews, class tests and portfolios. Formative feedback is provided in all modules. In some modules more than one piece of formal assessment exists, which allows for further formative feedback to be given in the course of the module. Intellectual skills are developed through case study or 'real world' project work and simulations, tutorial work, coursework assignments and directed reading, enabling linking of theory to practical examples. The assessment methodology, as defined above, provides opportunities for the assessment of intellectual skills. The blending of group and individual assessment formats help to develop collaborative awareness and team perspectives in addition to individual reflection. Students will produce coursework that predominantly relates to case study scenarios, thereby linking theory to practice. Throughout students will critically reflect on their learning process. All practical skills are assessed through a variety of assessment methods including class tests, coursework, assessed group presentations (some based on simulation activities) and reflective practice essays/ portfolios, projects and formal reports, which require the demonstration of such skills. The analytical nature of the programme, particularly at the Research Project stage, will require students to investigate organisational issues and seek workable recommendations through a theoretical framework. The students will investigate a business or management problem/issue in the area of digital business that requires independent research and the synthesis of acquired knowledge and data to address the problem. Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. Students will be provided with support during induction and throughout the programme in the development of key skills which come together in the production of a Personal Development Portfolio and the Research Project. The nature of classroom sessions is devised to create an interactive experience, with group activities playing a large part in the delivery. Students will be expected to undertake work in their own time and, given the applied approach to assessment this will demand a degree of self management. Key skills will be developed throughout the programme commencing at the induction. Transferable skills will be important in providing students with the increased confidence and ability to address business problems. The final outcome of transferable skills will be the production of a Personal Development Portfolio and the Research Project including reflections on own learning. The transferable skills assessment is embedded into the modules. Where ICT packages are used, these will form part of the assessment submission.

Opportunities for work related learning

The Programme promotes work-related learning throughout through the use of 'live' case studies, visiting practitioners and business simulation exercises ensuring that the programme focuses strongly on the world of work. Skills which enhance graduate employability are a key feature of the Management & Digital Business programme and consequently the assessment for 7000LBSDB will be oriented around providing a consultancy solution to a business problem. Students can also avail of the services offered by the Graduate Development Centre. https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework (Regulations in Practice - Section 5 Work Related Learning and Additional Information)

Entry Requirements

Type	Description

Alternative qualifications considered	All candidates must be able to demonstrate an ability to benefit from and contribute to the programme. Given the general nature of assessment, candidates will normally match the entry criteria below: - a degree from a recognised University or equivalent awarding institution at second class honours level or above; or - a professional qualification recognised as equivalent to the above; or - an award which the University has agreed to accept as equivalent to a degree. Where a candidate does not fulfil the standard entry qualification the Programme Leader will interview the person to determine their suitability for the Programme.
Other international requirements	Where English is not the candidate's first language, or their first degree was not wholly taught and assessed in English, an IELTS score of 6.0 must be achieved with a minimum of 5.5 in each component. Pearson 50-70. It is desirable that candidates have some work experience; however it is not essential.

Extra Entry Requirements