

Overview

Programme Code	36263
Programme Title	Management and Digital Business (with Advanced Practice)
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 - MS240	See Learning Outcomes Below
Alternative Exit	Postgraduate Certificate - PC	A student who is eligible for this award will be able to: <ul style="list-style-type: none"> •Critically evaluate the eclectic and sometimes non-linear nature of management theory and explain how management theory has evolved to date •Appreciate the role of strategy as a managerial planning activity •Synthesise leadership and performance management theory to enhance individual and organisational performance •Evaluate software tools that can be used to maximise a business's digital customer interactions •Analyse, design and deploy web based solutions in line with organisational strategic aims
Alternative Exit	Postgraduate Diploma - PD	A student who is eligible for this award will be able to: <ul style="list-style-type: none"> •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	
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External Benchmarks

Subject Benchmark Statement

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	LJMU Taught	2 Years

Aims and Outcomes

Educational Aims of the Programme

The MSc Digital Marketing is offered on a full-time basis. The programme has been designed to meet the acknowledged demand and skills gap within this area and aims to equip the students with the knowledge and practical skills to develop, manage and lead digital marketing activity. The programme will also help students to develop a deep understanding of where digital marketing fits within the business environment through critical reflection and practice based learning. More specifically the programme aims to enable students to: Understand the digital marketing industry. Manage the digital marketing function in practice, based on relevant and appropriate management theory and emerging technologies. Develop the analytical skills to identify, interpret and respond appropriately to the marketing environment and digital marketing capabilities of an organisation. Develop the practical skills relating to key software deemed important by industry. Carry out independent practice led and academic research Work professionally and communicate effectively with clients and colleagues Identify ethical and sustainable solutions through a philosophy of clinical business practice within the business environment.

Learning Outcomes

Code	Description
PLO1	Critically appraise the integration of management concepts and business philosophies, and digital technologies along with their theoretical and practical significance in today's environment
PLO2	Utilise problem solving and decision making skills
PLO3	Critically appraise published academic and business literature
PLO4	Evaluate and critically appraise organisation policy and practice
PLO5	Reflect on personal learning
PLO6	Demonstrate effective and professional communication and problem-solving skills
PLO7	Select effective information collection methods and use the most appropriate analytical tools
PLO8	Apply concepts, knowledge and skills to work-based practice

Code	Description
PLO9	Recognise and take account of financial and resource implications in the development of business plans and projects
PLO10	Communicate effectively across a variety of media
PLO11	Reflect on independent learning
PLO12	Demonstrate critical awareness of the integration of subject areas and analysis of their importance and impact in the decision-making process
PLO13	Apply the most appropriate methods of data collection and analysis (quantitative, qualitative, mixed-approach) to an organisational issue or problem
PLO14	Develop appropriate digital business skills
PLO15	Structure and communicate ideas effectively both orally and in writing
PLO16	Participate constructively as a member of a team
PLO17	Manage time and work to deadlines
PLO18	Work independently
PLO19	Competently use ICT resources
PLO20	Use creative, imaginative and innovative thinking in both problem solving and decision-making activities
PLO21	Practise and promote on-going personal development
PLO22	Identify ethical and sustainable solutions through a philosophy of clinical business practice within the business environment
PLO23	Analyse the principles and practice of business operations and the managing of resources: financial, informational and human
PLO24	Evaluate the effectiveness of management 'tools' in making strategic decisions
PLO25	Evaluate the importance of technical skills and the application of research strategies in making management decisions
PLO26	Critically reason and analyse complex business issues both systematically and innovatively
PLO27	Integrate and rigorously evaluate business and management disciplines, using a variety of sources
PLO28	Evaluate and draw reasoned conclusions from structured and unstructured problems and data
PLO29	Collect appraise and critically analyse in-depth quantitative, qualitative and multi-source data

Programme Structure

Programme Structure Description

Completion of 60 taught credits including 7000LBSDB (but not including 7011LBSMGT and 7002LBSDB) provides the alternative exit award P-G Certificate in Management & Digital Business. Completion of 60 taught credits (not including 7000LBSDB, 7011LBSMGT and 7002LBSDB) provides the alternative exit award P-G Certificate in Management. Completion of 120 taught credits (not including 7011LBSMGT and 7002LBSDB) provides the alternative exit award P-G Diploma in Management & Digital Business. 7004LBSMGT is a prerequisite for 7002LBSDB. Completion of 180 credits (not including 7011LBSMGT) awards MSc Management & Digital Business. If all 240 Credits are achieved students are eligible for MSc Management and Digital Business (with Advanced Practice). For students who started on the programme prior to September 2020, the following rules apply: These are the modules to be taken in the first year of study: 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 the second year of study, 7011LBSMGT- Advanced Business Practice must be taken in semester 1 and 7002LBSDB- Research Project must be taken in semester 2.

Programme Structure - 240 credit points	
Level 7 - 240 credit points	
Level 7 Core - 240 credit points	CORE
[MODULE] 7000LBSDB Digital Business Approved 2022.03 - 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] 7011LBSMGT Advanced Business Practice Approved 2022.01 - 60 credit points	
[MODULE] 7013LBSMGT Managing Strategy Approved 2022.02 - 20 credit points	
[MODULE] 7020LBSMGT Digital Business Management Approved 2022.01 - 20 credit points	
Level 7 Optional - No credit points	OPTIONAL

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

Approved variance from Academic Framework Regulations

Variance

The following variance to the Academic Framework (agreed 7/5/2020) applies: The 120 taught credit consist of 50 credits in semester 1 and 70 credits in semester 2.

Teaching, Learning and Assessment

Teaching and learning strategies and 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. The advanced practice element affords opportunities to further enhance this through active clinical practice with both academic and practitioner support. 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, projects and formal reports, which require the demonstration of such skills. The Advanced Practice element provides additional opportunities to apply theoretical concepts to a client based project. This allows students the experience of working on a live consultancy project. 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 culminates 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.

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 work-related learning. Skills which enhance graduate employability are a key feature of the programme. The Advanced Practice element (7011LBSMGT) gives students the opportunity to engage with a real organisation through clinical practice, identifying ethical and sustainable solutions to a brief set by the organisation.

Entry Requirements

Type	Description
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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.
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.

Extra Entry Requirements