LIVERPOOL
JOHN MOORES
UNIVERSITY

Overview

Programme Code	36564
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	
Link Tutor(s)	Chin Ong

Partner Name	Partnership Type
Van Lang University	Franchised

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Science - MS	See Learning Outcomes Below
Alternative Exit	Postgraduate Certificate - PC	A student who is eligible for this award will be able to: •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	•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	

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	Van Lang University	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	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.

Code	Description
PLO8	Apply concepts, knowledge and skills to work-based practice.
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	Analyse the principles and practice of business operations and the managing of resources: financial, informational and human.
PLO23	Evaluate the effectiveness of management 'tools' in decision-making at operational, tactical and strategic levels.
PLO24	Evaluate the importance of technical skills and the application of research strategies in making management decisions.
PLO25	Critically reason and analyse complex business issues both systematically and innovatively.
PLO26	Integrate and rigorously evaluate business and management disciplines, using a variety of sources.
PLO27	Evaluate and draw reasoned conclusions from structured and unstructured problems and data.
PLO28	Collect appraise and critically analyse in-depth quantitative, qualitative and multi-source data.

Programme Structure

Programme Structure Description

Completion of 60 taught credits including 7500VLUMGT(but not including 7507VLUMGT) provides the alternative exit award P-G Certificate in Management & Digital Business. Completion of 120 taught credits (not including 7507VLUMGT) provides the alternative exit award P-G Diploma in Management & Digital Business. 7504VLUMGT is a prerequisite to 7507VLUMGT.

Programme Structure - 180 credit points	
Level 7 - 180 credit points	
Level 7 Core - 180 credit points	CORE
[MODULE] 7500VLUMGT Digital Business Approved 2022.01 - 20 credit points	
[MODULE] 7501VLUMGT Management Theory Approved 2022.01 - 20 credit points	
[MODULE] 7502VLUMGT Managing Strategy Approved 2022.01 - 20 credit points	
[MODULE] 7503VLUMGT Managing Business Research 1 Approved 2022.01 - 10 credit points	
[MODULE] 7504VLUMGT Managing Business Research 2 Approved 2022.01 - 10 credit points	
[MODULE] 7505VLUMGT Management Practice Approved 2022.01 - 20 credit points	
[MODULE] 7506VLUMGT Digital Business Management Approved 2022.01 - 20 credit points	
[MODULE] 7507VLUMGT Research Project Approved 2022.01 - 60 credit points	
Level 7 Optional - No credit points	OPTIONAL

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 7500VLUMGT will be oriented around providing a consultancy solution to a business problem.

Entry Requirements

Type	Description
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	Candidates are required to demonstrate one of the following entry criteria: 1) An honours degree at 2.2 or above from a UK university (or equivalent overseas qualification), or 2) A 4 year Bachelor's Degree with a minimum of GPA 6.5/10 or above from a recognised university for Postgraduate courses or 3)The holder of a Pre-Masters qualification in a related subject area with a minimum of 65% in English For Pre-Masters, or 4) Have substantial appropriate experience which can demonstrate knowledge and skills at degree standard (subject to the provisions of the Academic Framework Regulations). In addition, all potential candidates are required to demonstrate competence in English language. Non-UK students will be required to demonstrate command of English level IELTS 6.0 with a minimum of 5.5 in each component or equivalent qualification. Applicants holding the above Pre-Masters qualification, or who have studied and successfully passed a UK-based degree within the previous 24 months are exempt from such English language requirements.

Extra Entry Requirements