

## Programme Specification for Postgraduate Programme Leading to: MSc Business Intelligence and Digital Marketing

*Applicable for all postgraduate students commencing on or after September 2022*

<u>Version No.</u>	<u>Date</u>	<u>Notes – QA USE ONLY</u>	<u>QA</u>
1	March 2022	Programme specification for 2022-23 created. MG5638 replaces MG5510; MG5639 replaces MG5615	BJR
<b>Postgraduate Taught Programme</b>			
1. Awarding institution	Brunel University London		
2. Teaching institution(s)	Brunel University London		
3. Home college/department/division	College of Business, Arts and Social Sciences, Brunel Business School		
4. Contributing college/department/division/associated institution	Brunel University London Pathway College (BPC) offers the following Validated Programme Element/s which enable progression on to this programme: <ul style="list-style-type: none"> <li>• Pre-Masters in Business Management</li> </ul>		
5. Programme accredited by	The Brunel Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB)		
6. Final award(s) and FHEQ Level of Award	MSc Business Intelligence and Digital Marketing (FHEQ Level 7)		
7. Programme title	MSc Business Intelligence and Digital Marketing		
8. Programme type (Single honours/joint)	N/A		
9. Normal length of programme (in months) for each mode of study	12 Months (September intake) 15 months (January intake)  For students commencing their studies at BPC the normal length stated above will vary as follows: <ul style="list-style-type: none"> <li>• Pre-Masters September commencement: + 4 months</li> <li>• Pre-Masters January commencement: + 9 months</li> <li>• Pre-Masters May commencement: + 4 Months</li> </ul>		
10. Maximum period of registration for each mode of study	Normal length of programme (as defined in 9 above) + 2 years		
11. Variation(s) to September start	Two entry points, September and January for Standard FHEQ Level 5 entry.  See BPC <a href="#">Validated Programme Element Specifications</a> for intakes for those programmes.		
12. Modes of study	Full-time		
13. Modes of delivery	Standard		

14. Intermediate awards and titles and FHEQ Level of Award	Postgraduate Diploma in Business Intelligence and Digital Marketing (FHEQ Level 7) Postgraduate Certificate in Business Intelligence and Digital Marketing (FHEQ Level 7)
15. UCAS Code	N/A
16. HECoS Code	100079 34% 100371 33% 100738 33%
17. Route Code	N100PBUSINSM
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	<a href="#">UK Quality Code for Higher Education Most Recent QAA Subject Benchmark Statement</a> - Business and Management; and Computing <a href="#">Brunel 2030</a> Brunel Placement Learning Policy, as published under the 'Placements' section of the ' <a href="#">Managing Higher Education Provision with Others</a> ' page. School staff's participation in formal and informal academic and professional networks <a href="#">Staff teaching and research interests</a>
19. Admission Requirements	Details of <a href="#">entry requirements</a> are provided on the University's and College website. <a href="#">Course specific entry criteria</a> are given on the course pages. Levels of English for non-native speakers are outlined on Brunel International's <a href="#">language requirements</a> pages.  For admission via Brunel University London Pathway College, see the relevant Validated Programme Element Specification
20. Other relevant information (e.g. study abroad, additional information on placements)	N/A
21. Programme regulations not specified in Senate Regulation 3. Any departure from regulations specified in Senate Regulation 3 must be stated here and approved by Senate.	N/A
22. Further information about the programme is available from the College website.	<a href="http://www.brunel.ac.uk/courses/postgraduate/business-intelligence-and-digital-marketing-msc">http://www.brunel.ac.uk/courses/postgraduate/business-intelligence-and-digital-marketing-msc</a> (due to update)

### 23. EDUCATIONAL AIMS OF THE PROGRAMME

The business climate is changing fast due to the emergence of new ‘disruptive technologies’ and there is a wide spread expectation that new jobs will be created as a direct consequence in the technology business sector; but it is also widely perceived that there is a worldwide shortage of qualified managers with the skills to capitalize on the expected opportunities, particularly in the emerging economies. This course is designed to prepare candidates with the skills and knowledge they will need to work with these ‘disruptive’ technologies in the business world.

The programme intends to cater for the needs of students who desire a multi-disciplinary education in business use of business intelligence, new digital technology, and mobile and cloud services. The course will encourage the study of organizations, their management and the changing external environment in which they operate; and complement these managerial concerns with practical skills in new web technologies. The central ethos is to help students prepare for a career in business and management from an operational to managerial level within and beyond the IT sector by gaining technical skills, and an appreciation of the crucial role that business intelligence technologies play in today’s organizations and their ability to transform business processes.

The programme is intended to support students in developing knowledge and competency in business intelligence and related business skills and is aimed at candidates with a business and management background who have a desire to get exposure to the new information technologies that enable much of modern communications and business operations. Accordingly, there is an emphasis on subjects that relate strongly to the commercial world, especially business on the web. The course aims to help students understand the importance of information and mass communications technologies to the operations of modern businesses of all kinds. Students will be encouraged to reflect on the relevance of concepts to business and also to apply their newly developed skills in advanced studies or professional practice. It is intended that successful graduates of the course will progress to leadership and decision making roles in industrial organisations or develop successful consultancy and advisory businesses of their own. Practitioners seeking a more commercially relevant and technology oriented Master’s qualification in the area of new business technologies rather than an MBA will also find the course of interest.

The MSc in Business Intelligence and Digital Marketing aims to provide students with a sound knowledge of digital technology related Business Intelligence and Digital Marketing practices and to provide them with transferable skills designed to meet the challenges of employment within the global economy. Reflecting Brunel Business School’s mission, it also intends develop students into creative, curious and pro-active leaders, who can take on real world challenges by applying critical thought in marketing discipline. Graduates of this programme will be able to enact socially responsible and sustainable business practices and become global citizens with a respect and understanding of diversity. In particular the programme aims:

- To develop critical awareness of the state-of-the-art in business intelligence and digital marketing in the context of technology intensive organizations.
- To demonstrate the practical skills of business intelligence and digital marketing necessary to create value in its application to business domains.
- To develop understanding of the issues associated with the planning, development and implementation of business solutions that capitalize on digital marketing tools.
- To develop professional level competencies in management, consulting and digital technology applications.

The course aims to further develop students’ transferable intellectual and employability skills.

### 24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

FHEQ Level	Learning Outcome	Masters Award Only	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
<b>7</b>					
1	To address the challenges and issues that arise from business intelligence and digital marketing and to turn understanding into insight for socially responsible business innovation.				MG5601 MG5602 MG5624 MG5592 MG5603 MG5594 MG5803 MG5589 MG5591 MG638xxxx MG639xxxx
2	To synthesize and apply the learned knowledge of business				MG5601 MG5602

		intelligence and digital marketing in the analysis and modelling of business problems.				MG5624 MG5603 MG638
	3	To solve real-world problem from the theoretical, and ethical perspectives of business intelligence and digital marketing.				MG5601 MG5602 MG5624 MG5592 MG5603 MG639 MG5594 MG5803 MG5589 MG5591 MG5610 MG638
	4	To master the knowledge of relevant research methods and demonstrate the ability to analyse, synthesise, and evaluate complex data using appropriate high-level analytical skills and techniques.				MG5601 MG5602 MG5624 MG5603 MG639 MG638
	5	To undertake a piece of original research on business intelligence and digital marketing by using independent thought and the rigorous process of research design, primary and/or secondary data collection, and data analysis and to derive concise conclusions and recommendations for digital marketing managers and organisations.	X			MG638
	6	To master the analytical, interpersonal, technical and professional skills needed for personal and career development in business intelligence and digital marketing in the private, public and non-profit sectors.				MG5601 MG5602 MG5624 MG5592 MG5603 MG5639MG559 4 MG5803 MG5589 MG5591 MG638

#### Programme Learning Goals

1. Become creative, curious, and pro-active leaders.
2. Take on real word challenges by applying critical thought.
3. Enact socially responsible and sustainable global business practices.
4. Become global citizens with a respect for and understanding of diversity.
5. To equip students with the skills to become effective twenty first century managers and leaders, capable of operating in dynamic, complex and rapidly changing organisations and environments.

## 25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements

- **Compulsory block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left hand column;
- **Optional block:** one which students choose from an 'option range'. These will be listed in the right hand column;
- A **core assessment** is an assessment identified within an assessment block or modular block (either compulsory or optional) which must be passed (at grade C- or better) in order to be eligible to progress and to be eligible for the final award. All core assessments must be specified on the programme specification next to the appropriate assessment or modular block:

Where students are expected to pass the block at C- or better, but not necessarily all elements, then the block itself is core.  
e.g. AB5500 Project (40)  
Core: Block

Where only some elements of assessments are required to be passed at C- or better, these will be identified by listing each element that is core  
e.g. ABXXX1 Title (XX credits)  
Core: 1 & 4

Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:  
e.g. ABXXXX Title (XX credits)  
Core: All, Block

- A **non-core assessment** does not have to be passed at grade C- or better, but must D- or better in order to be eligible for the final award.

### Pre-Masters

The pre-masters structure are specified in the relevant Validated Programme Element Specifications. These documents also specify the progression requirements to FHEQ Level 7.

### FHEQ Level 5

Compulsory assessment block codes, titles and credit

Optional assessment block codes, titles and credits

Compulsory study block codes, titles and credit volume

Optional Study block codes, titles and credit volume

<b>Compulsory modular block codes, titles and credits</b>	<b>Optional modular block codes, titles and credits</b>
<p>MG5601 Business Intelligence (15 credits)</p> <p>MG5602 Mobile, Social Media and Cloud Services (15 credits)</p> <p>MG5603 Professional Consultancy in BI and SM (15 credits)</p> <p>MG5624 Digital Marketing (15 credits)</p> <p>MG638 Dissertation (60 credits) Core: Block</p> <p>MG5639 Understanding Business and Management Research (15 credits)</p> <p>MG5592 Entrepreneurship (15 credits)</p> <p>MG5594 Knowledge, Social Networks and Innovation (15 credits)</p>	<p>Select 15 credits from:</p> <p>MG5589 Global Outsourcing (15 credits)</p> <p>MG5593 International Business Ethics and Corporate Governance (15 credits)</p> <p>MG5591 Global Diversity Management (15 credits)</p> <p>MG5610 Consumer Behaviour</p>

**FHEQ Level 5 Progression and Award Requirements**

As per [Senate Regulation 3](#)

**PGDip may be awarded with the substitution of the dissertation **MG5638** for one or more of the following modular/assessment blocks:**

MG5639 Understanding Business and Management Research (15 credits)

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.