



MSc E-Business
MSc E-Business
(E-Marketing)
MSc E-Business
(Information Systems)



A
New
Perspective



Programme description

The rapid evolution of information and communications technologies has dramatically altered the way in which we manage global business practice, with successful competitive advantage dependent on a company's ability to effectively harness the ever evolving e-landscape. Professionals with a key understanding of e-business are therefore in increasing demand, having both the practical skills and knowledge to translate the application of these technologies into strategic organisational objectives.

MSc E-Business attracts candidates who wish to study both the fundamentals of strategies and business processes and the development and application of information systems in supporting new organisations and new business practices.

MSc E-Business (E-Marketing) provides students with opportunities to acquire a thorough understanding of marketing theories and how they apply to real world business challenges in the electronic business context.

MSc E-Business (Information Systems) focuses primarily on internet and related technologies and how they can be used to build information systems.



Who is the programme for?

The programmes are aimed at graduates of all disciplines who are interested in a management career with a strong emphasis on e-business, including e-commerce, e-marketing, and information systems. On completion we expect graduates to bridge the gap between managers who lack the technical expertise of computer scientists, and computer scientists who may lack business management expertise.

Professional skill development

On a professional level, apart from facilitating the development of key transferable skills such as critical thinking, teamwork and presentation skills, the MSc E-Business offers students the opportunity to develop a wider range of skills, through practical application while working on a diverse set of assignments. For example, for the e-business module, candidates need to be creative and formulate an e-business idea, for which they need to prepare a working prototype and a business plan.





Programme structure

The programmes are modular in structure, comprising 180 credits, which are studied on a full-time basis over 12 months. All students will take the following compulsory modules (120 credits):

- Understanding organisations (10 credits)
- Consultancy project (20 credits)
- Advanced seminars (10 credits)
- E-business (20 credits)
- Dissertation (60 credits)

Students will then take a further 60 credits of specialist modules aligned to their chosen degree programme.

MSc E-Business

- The international business environment (10 credits)
- Information systems management (10 credits)
- Research methods (20 credits)

MSc E-Business (continued)

- Innovation and technology strategy (10 credits)
- E-marketing (10 credits)

MSc E-Business (E-Marketing)

- Research methods (20 credits)
- Principles of marketing (20 credits)
- International marketing (10 credits)
- E-marketing (10 credits)

E-Business (Information Systems)

- Internet technology and electronic commerce (10 credits)
- Network and web technologies (20 credits)
- Information systems (20 credits)
- Research methods for e-business and information systems (10 credits)





Student profile

‘The EBIS programme at Newcastle University Business School offers a unique and forward-thinking approach to understanding how business is conducted via the Web and related technologies. I was looking for a highly focused and challenging programme to fill the niche between business and IT to complement my business experience, as it’s a highly sought after skill set. Also, the focused one-year intensive format appealed to me more than a two-year American MBA both academically and financially.’

**Michael Kennedy, USA
MSc E-Business (Information Systems)
Graduated in 2010**



Entry requirements

Candidates are required to hold a minimum upper second class first degree (2:1) or overseas equivalent. Strong candidates who narrowly miss this requirement may still be considered at the discretion of the selector and may be invited for an interview. No computer programming experience is required for the MSc E-business and the MSc E-business (E-marketing). Computing science experience may be necessary for the MSc E-business (Information Systems).

Applicants whose first language is not English require IELTS 6.5 or equivalent, with no less than 6.0 in any element. Pre-sessional courses in English language are provided by the University and successful completion of these may be a condition of entry.

How to apply

To make an application, please complete the online application form which is available via the website at www.ncl.ac.uk/postgraduate/apply/.

Due to the popularity of our programmes we recommend that all candidates apply at their earliest convenience.

Fees per academic year 2011/2012

UK/EU:	£8,450;
International:	£14,840





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