

E-Business

E-Business (E-Marketing)

MSc

Programme Handbook

2020-2021

Summary of Programme Commitments

The University's Student Charter, requires that students are provided with a 'programme handbook which outlines any professional requirements, contact hours, mode of course delivery, assessment criteria, examination arrangements and regulations, academic guidance and support, and appeals and complaints procedures'. The purpose of this summary is to help you locate further details about this key information in your handbook. In the Business School the information will either be included in your Programme Handbook or in the PG Canvas Community under "PG Study Guide".	
Average number of contact hours for this Stage / programme:	<i>Please see PG Study Guide in NUBS PG Community on Canvas</i>
Mode of delivery:	<i>Please see "Your Programme" section of your programme handbook on page 4.</i>
Normal notice period for changes to the timetable, including rescheduled classes:	<i>Please see PG Study Guide in NUBS PG Community on Canvas</i>
Normal notice period for changes to the curriculum or assessment:	<i>Please see PG Study Guide in NUBS PG Community on Canvas</i>
Normal deadline for feedback on submitted work (coursework):	<i>Please see PG Study Guide in NUBS PG Community on Canvas</i>
Normal deadline for feedback on examinations:	<i>Please see PG Study Guide in NUBS PG Community on Canvas</i>
Professional Accreditation:	<i>Please see your programme Canvas Community for up to date information</i>
Assessment methods and criteria:	<i>Please see your programme Canvas Community for up to date information</i>
Academic guidance and support:	<i>Please see PG Study Guide in NUBS PG Community on Canvas</i> <i>Please see "contacts" section of your programme handbook on page 11.</i>

Use of programme handbook

The purpose of this handbook is to provide you with an overview of your Master's degree programme. This handbook should be read in conjunction with the Newcastle University Business School *Postgraduate Study Guide*. Together, these documents will provide you with a guide to the facilities offered to you both by the School and the wider University and are designed to complement other information provided by the University.

This handbook provides an accurate picture of the programme at the time of writing, but this may be subject to minor change during the course of the academic year. You will be informed of any changes through the appropriate channels.

Your programme

This section aims to provide you with some key information on your degree programme. Generic information relating to postgraduate degrees can be found on the Business School Postgraduate Canvas Community <https://canvas.ncl.ac.uk/login/> in the PG Study Guide.

What will my teaching programme be like in 2020/21?

We want you to get the most out of your teaching and learning and will do everything we can to support you to do so. Your learning opportunities will be made up of a mixture of online and in-person, on-campus activities. In Semester one, as a result of physical distancing requirements, lecture materials will be delivered online as will many tutorials, seminars, workshops and labs. Our plan, where it's possible and safe to do so with 2-meter physical distancing in place, is to deliver up

to three hours of in-person labs, seminars and tutorial teaching per week. We will review this at key points in the Semester and these reviews will inform our approach to Semester two teaching.

We recommend you regularly check the University website for the most up to date information at: <https://enquire.ncl.ac.uk/>

Induction Week

There will be a two week Induction for your Postgraduate programme at the start of Semester 1, including sessions with your Degree Programme Director (DPD) and your designated Personal Tutor,. This period is also your opportunity to familiarise yourself with the University, the facilities available and check details such as your timetable. A full schedule will be available on the relevant programme pages in Canvas and published on the Business School Website www.ncl.ac.uk/business/

About the Programme

E-Business MSc and E-Business (E-Marketing) MSc are closely related and share 60 credits of taught modules. Both programmes are one-year, full-time, intensive modular programmes. The programmes consist of two parts: a taught component that runs during the first and second Semesters; and a research project that runs during the third Semester, for which a dissertation is submitted. The programmes consist of mandatory modules for all the streams, and specialised modules depending on the stream. The programmes aim to provide comprehensive training in interdisciplinary aspects of e-business. The taught components of the courses account for 120 credits, while the dissertation for the remaining 60 credits.

The programmes will adopt some unique approaches to teaching and learning. These courses will emphasize group/team working; student-centred learning; skills/competence development; practical orientation; and problem solving. During the year, students will be assigned in groups of mixed disciplinary and cultural backgrounds so they can help each other develop relevant knowledge and skills in the area they lack expertise; and the process itself will also be a valuable experience for students to succeed in the global, knowledge-based economy.

The programmes also have a strong focus on developing employability and professional development. The learning experience goes beyond e-business by taking into account the person. This is done through the Digital Startup and Leann Innovation module. This module is specifically designed to develop you as an entrepreneur and intrapreneur (entrepreneur in an existing company). The entrepreneurial content and teaching methods facilitate your personal transformation by encouraging a methodical self-reflection and action to change. You will develop the skills required to manage entrepreneurially and the knowledge to shape your entrepreneurial mind set. In addition, your learning experience is complemented by the University's award-winning Careers Service, which offers a range of activities such as one-to-one careers advice and planning, assessment centres, mock interviews, coaching on professional skills including networking, public speaking and teamwork, as well as direct support to start up your own company.

Welcome to the Programme! We hope you enjoy your time at the Newcastle University Business School.

Nick Howey, September 2020
MSc E-Business Programme Director

Programme Structure

There are two distinct phases of the programme:

Phase 1

All students, whether studying the E-Business MSc or E-Business (E-Marketing) MSc take the following compulsory modules, of which NBS8321 and NBS8322 are core and as such must be passed proceed onto the next Stage of the programme.

Module code	Title	Semester	Credits
NBS8321	Strategy, Management and Information Systems	1	10
NBS8322	E-Business	1	10
NBS8263	Competing with IT	2	20
NBS8295	Data Analytics for Managers	2	10
NBS8323	Digital Start-up with Lean Innovation	2	10

Students will also take a set of 120 credits of specialist modules depending on the degree programme for which they are registered, further details are given below.

E-Business MSc

In addition to the compulsory modules detailed above, students studying the E-Business MSc programme must take the following specialist modules, of which NBS8062 is core:

Module code	Title	Semester	Credits
NBS8214	Technology Change and Innovation Management	1	10
NBS8139	Enterprise and Entrepreneurial Management: A Critical Exploration	1	10
NBS8062	Research Methods	1 and 2	20
NBS8519	Digital Marketing	2	10
NBS8213	Managing Design and Product Development	2	10
NBS8011	Dissertation	3	60

E-Business (E-Marketing) MSc

In addition to the compulsory modules detailed above, students studying the E-Business (E-Marketing) MSc programme must take the following specialist modules, of which NBS8062 is core:

Module code	Title	Semester	Credits
NBS8526	Principles of Marketing	1	20
NBS8062	Research Methods	1 and 2	20
NBS8519	Digital Marketing	2	10
NBS8236	Customer Relationship Management	2	10
NBS8011	Dissertation	3	60

Phase 2

The dissertation is a major piece of work (12,000 words) designed to enable you to demonstrate your knowledge, understanding and skills gained from the programme by integrating and applying your learning to real-world situations and problems. The dissertation process commences during the second Semester with the preparation of your research project proposal.

Dissertation

The dissertation process commences with the compulsory Research Methods sessions. These are designed to lead you through the dissertation process, including the preparation of your research project proposal. Following preparation of your initial proposal, you will be allocated a supervisor who will provide guidance through the project process. You will be expected, through your dissertation, to demonstrate evaluative and analytical ability, gain an in-depth knowledge of the topic and understand the relevance of the context in which the investigation is set.

The dissertation will be completed by 1 September 2021. You must have your ethics form and, where relevant, the travel and fieldwork risk assessment forms signed off by your supervisor before proceeding with your dissertation. Students on the MSc E-Business (Information Systems) route will have an earlier dissertation deadline in August and will be notified of this as part of the dissertation preparation.

Degree programme regulations

The Degree Programme Regulations detail the modules to be studied on your Master's degree and any progression requirements, such as the need to pass the taught modules of the degree before proceeding to dissertation. It is important that you read these and make sure you know the requirements of your Master's degree. Degree Programme Regulations are available at www.ncl.ac.uk/regulations/programme/2020-2021/nubs.php

Programme specification

A detailed description of the programme structure, programme aims and learning outcomes can be found in the Programme Specification online at www.ncl.ac.uk/regulations/programme/2020-2021/nubs.php

This includes information on the knowledge and understanding, intellectual skills, practical skills and transferable/key skills which you are expected to develop and demonstrate during your studies.

University regulations

It is important that you familiarise yourself with the University Regulations, in particular the Postgraduate (Taught) Progress Regulations and Examination Conventions which detail the regulations for study and award of a Master's degree. This includes conditions for reassessment in failed modules and criteria for eligibility of a Master's award. You are expected to read these and make yourself aware of their implications. <https://www.ncl.ac.uk/regulations/docs>

Postgraduate research

Students who are successful in their Master's programme may wish to consider applying for a PhD with Newcastle University Business School. Newcastle University Alumni may also qualify for a discount on PhD fees. Further details of the research areas covered within the School and details of research programmes are available online at <https://www.ncl.ac.uk/business-school/courses/postgrad-research/>

Your assessment

The assessment will depend on the individual module. You can expect to be assessed by a variety of means including:

- Assignments are both individual and group
- reports and essay
- exams
- presentations
- dissertation

The mix of assessment methods is to allow you to demonstrate your understanding of the knowledge outcomes of the programme and also your assimilation **of the skills developed during your Master's programme.**

The assessment methods used in individual modules are included in the module outlines. The assessments for the taught modules are summarised in the table below.

Details of assessment deadlines will be provided on the 'Postgraduate Blackboard Community' within the first two weeks of term to allow you to plan your workload. You should familiarise yourself with the assignment submission procedures available on the Postgraduate Blackboard Community.

Please note that work submitted after the specified deadline, even by just a few minutes, will be treated as a late submission in line with University policy (as subject to penalty for late submissions). Please see further details in the *Postgraduate Study Guide* on late submission of assessed work.

Occasionally, a module leader may change an assignment deadline via the DPD (almost always to a later date). You will be notified of this in advance by e-mail by either the module leader or the relevant programme secretary. For all assignment deadlines, you should receive your marks and feedback within 20 working days (or 4 working weeks notwithstanding weekends and holidays). There may be certain exceptions to this turnaround time, but you will be notified of this at the time the deadline is set.

Please note that module leaders are reviewing the module teaching and assessment methods for Semester 2 modules, in light of the Covid-19 restrictions. Final information will be confirmed during the autumn term for Semester 2 modules.

Compulsory modules for all students

Module	Individual assignment(s)	Group assessment	Examination
NBS8321 Strategy, Management and Information Systems	100%		
NBS8322 E-Business	100%		
NBS8263 Competing with IT	100%		
NBS8323 Digital Start-up with Lean	20%	80%	
NBS8295 Data Analytics for Managers	100%		

E-Business MSc Specialist modules

Module	Individual assignment(s)	Group assessment	Examination
<u>NBS8214 Technology Change and Innovation Management</u>	100%		
<u>NBS8062 Research Methods</u>	100%		
<u>NBS8519 Digital Marketing</u>	100%		
<u>NBS8139 Enterprise and Entrepreneurial Management: A Critical Exploration</u>	100%		
<u>NBS8213 Managing Design and Product Development</u>	30%		70%

E-Business (E-Marketing) MSc specialist modules

Module	Individual assignment(s)	Group assessment	Examination
<u>NBS8526 Principles of Marketing</u>		50%	50% (In class test)
<u>NBS8062 Research Methods</u>	100%		
<u>NBS8519 Digital Marketing</u>	100%		
<u>NBS8236 Customer Relationship Management</u>			100%

Sources of Support:

The Degree Programme Director (DPD) Nick Howey is responsible for the structure, content and standards of your degree programme. His role may involve module development, changes to course content and recruitment activities. Your personal tutor may refer you to the DPD to discuss academic matters.

The Senior Tutor, Dr. Saurab Bhattacharya, acts as a coordinator between the School and central University services. He will act as point of contact if your personal tutor is absent from University or if any complicated issues arise.

The Personal Tutor should be your first point of contact for personal matters or concerns. A meeting in the induction will take place.

Your contacts

Below are details of key contacts for the E-Business MSc programme. The Programme Director has overall responsibility for the management of the programme. The programme secretary is responsible for general administrative issues relating to the programme.

Degree Programme director:

Nick Howey
nick.howey@ncl.ac.uk
0191 208 2322

The Degree Programme Director (DPD) oversees your Master's programme and can help you with questions about the programme as a whole.

Programme Support:

pgmos@ncl.ac.uk

Due to the current COVID-19 situation, in person queries can be directed to ground floor reception, Business School @ Barrack Road, 10am-2pm, Mondays to Fridays. This will be reviewed on an ongoing basis and you will be notified of any changes. The programme support team is your main point of contact for administrative queries relating to your programme, such as information about procedures or deadlines.

You will be allocated your own personal tutor who is there to help you with matters of a more personal nature. In addition, you can contact the senior tutor who has overall responsibility for pastoral matters and is chair of the staff–student committee for your programme.

Business School careers adviser: Jen Simpson

jen.simpson@ncl.ac.uk

Careers Service, King's Gate on the main campus.

Our careers adviser can help you with information and guidance on careers and employment, both during and after your studies.

Details on the teaching team will be provided in the first lecture for each module.

A complete list of Business School academic and professional support staff, along with contact details, can be found online at www.ncl.ac.uk/business-school/staff. Staff profiles are also available via this link illustrating the research and teaching interests of academic members of staff.

MSc e-Business – suite of programmes, structures, core modules and staffing

MSc e-Business

S1	NBS8321 Strategy, Management and Information Systems. Core Module. <i>Arturo Vega</i>		NBS8322 E-Business. Core module. <i>Savvas Papagiannidis</i>	NBS8062 Research Methods <i>Arijit De</i>	NBS8214 Technology change and Innovation management <i>Paul Richter</i>	NBS8139 Enterprise and Entrepreneurial management: A critical exploration <i>Leigh Sear</i>
Credits (60)	20		10	10	10	10
S2	NBS8263 Competing with IT <i>Rebecca Casey</i>	NBS8295 Data Analytics for Managers <i>Nick Howey</i>	NBS8323 Digital start-up and Lean innovation <i>Nick Howey</i>	NBS8062 Research Methods <i>Arijit De</i>	NBS8213 Managing Design and Product Development <i>Neil Alderman</i>	NBS8519 Digital Marketing <i>Ronnie Das</i>
Credits(60)	10	10	10	10	10	10
S3	NBS8011 – Dissertation – <i>Nick Howey</i>					
Credits(60)	60					

MSc e-Business (e-marketing)

S1	NBS8321 Strategy, Management and Information Systems. Core Module. <i>Arturo Vega</i>		NBS8322 E-Business. Core module. <i>Savvas Papagiannidis</i>	NBS8062 Research Methods <i>Arijit De</i>	NBS8526 Principles of Marketing <i>Matthew Gorton</i>	
Credits (60)	20		10	10	20	
S2	NBS8263 Competing with IT <i>Rebecca Casey</i>	NBS8295 Data Analytics for Managers <i>Nick Howey</i>	NBS8323 Digital start-up and Lean innovation <i>Nick Howey</i>	NBS8062 Research Methods <i>Arijit De</i>	NBS8236 Customer Relationship Management <i>Josephine Go Jefferies</i>	NBS8519 Digital Marketing <i>Ronnie Das</i>
Credits(60)	10	10	10	10	10	10
S3	NBS8011 - Dissertation					
Credits(60)	60					

Staff members shown in *italics*, core module indicated by '**Core Module**'. Please note staff members could be subject to change.