

## Programme Specification

MSc Digital Business and Data Analytics (full-time)

PFTZDIGBDAHMM

MSc Digital Business and Data Analytics (part-time)

PPTZDIGBDAHMM

**For students entering in 2023/24**

**This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.**

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	MSc Digital Business and Data Analytics (full-time) - 12 months MSc Digital Business and Data Analytics (part-time) - 36 months
Accreditation	AACSB, EQUIS
Programme Start Dates	September 2023/24

### Programme information and content

#### Summary of the programme aims

This programme aims to equip students with knowledge, skills to develop digital business solutions that align with business strategy, data and information, and technology. It emphasises the strategic use of very large amounts of data that are constantly being generated – often referred to as ‘Big Data’. Placing ‘informatics’ – the study of the creation, management and utilisation of data and information in scientific and economic activities – at its core.

Students learn to develop a strategic approach to manage big data in business, through the analysis of business problems, understanding approaches to business intelligence, to acquire hands-on data analytics skills to leverage information technology, machine learning and artificial intelligence. It intends to produce graduates who have knowledge and data analytic skills necessary to understand how big data can benefit business and organisations.

#### Transferable skills

In parallel to subject competence that students are required to acquire from their programme of study, they are expected to enhance their research ability, teamwork, communication skills, information handling, problem-solving, project and time management, creativity, and analytical skills. This is achieved through a mix of different methods of teaching and learning (lecture/practical, classroom-based/problem-based, theory-oriented/skill-focused) and different methods of assessments (examination/coursework/presentations).

A key part of the study programme is the MSc dissertation project, in which students will be trained and assessed as specified in the module specification in most of the transferable skills (e.g. independent research, critical thinking/analysis and project planning and management)

### Module information

The programme comprises of 180 credits, allocated across a range of compulsory and optional modules.

### Compulsory modules

Module	Name	Credits	Level
INMR66	Business Domain and Requirements Analysis	20	M
INMR89	Big Data in Business	20	M
INMR91	Business Informatics	20	M
INMR95	Business Data Analytics	20	M
INMR99	MSc Dissertation (MSc Digital Innovation/MSc Digital Business and Data Analytics)	40	M
MMM132	Career and Professional Development	0	M

In addition to the compulsory modules above, students must select either one of the core modules below\*, and 40 credits of option/elective modules from programme specific options.

**\*Minimum of 20 credits, maximum of 40 credits**

Module Code	Module Title	Credits	Level
INMR77	Business Intelligence and Data Mining	20	7
INMR96	Digital Health and Data Analytics	20	7

\*\*Either one can also be selected as an option module should students wish to choose both.

The remaining credits will be taken from the list of optional modules from the School of Business Informatics System and Accounting or from an approved list of modules from across the University.

### Part-time or flexible modular arrangements

This programme may be studied on a part-time basis over three consecutive years. Dissertation should be taken in the final year; the other 140 credits can be divided between the three years at the student's discretion. A student may undertake an optional module at any time, without necessarily being constrained by the completion of core modules.

The programme can be completed earlier but may not be completed over more than three years.

### Additional costs of the programme

Additional programme costs the student may incur - e.g textbooks, travel costs to placements, software etc are estimated to be between £500 and £800. Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. The estimates were calculated in 2022.

### Optional modules

Students must choose optional modules up to the value of 40 credits from a list made available by the School of Business Informatics System and Accounting or from an approved list of modules from across the University.

### **Placement opportunities**

Students may carry out their dissertation projects in organisations as part of placement of up to six months in duration. The placement needs to be arranged by students and requires an approval by the Programme Director who ensures that the placement satisfy the requirements of Dissertation.

### **Study abroad opportunities**

N/A

### **Teaching and learning delivery**

All modules may be delivered by a mix of lectures, tutorials and practicals. The support learning will be in forms of email, bulletin board, electronic discussion forum and employment of other e-learning technologies. An assessment of a module will take place at the end of each module. Total study hours for your programme will be 1800 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of taught modules on this programme is 30 hours. In addition to your scheduled contact hours, you will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

### **Accreditation details**

All Henley Business School programmes are accredited by AACSB and EQUIS.

### **Assessment**

The programme will be assessed through a combination of written examinations (including class tests), coursework and oral examinations. Further information is contained in the individual module descriptions.

### **Progression**

None

### **Classification**

The University's taught postgraduate marks classification is as follows:

#### **Mark Interpretation**

70 -100% Distinction

60 -69% Merit

50 -59% Good standard (Pass)

**Failing categories:**

40 -49% Work below threshold standard

0 -39% Unsatisfactory Work

*For Masters Degree*

To qualify for **Distinction**, students must

- i.gain an overall average of 70 or more over 180 credits; and
- ii.a mark of 60 or more for the dissertation; and
- iii.the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iv.students must not have any mark below 40.

To qualify for **Merit**, students must

- i.gain an overall average of 60 or more over 180 credits; and
- ii.a mark of 50 or more for the dissertation; and
- iii.the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iv.students must not have any mark below 40.

To qualify for **Passed**, students must

- i.gain an overall average of 50 or more over 180 credits; and
- ii.a mark of 50 or more for the dissertation; and
- iii.the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iv.the total credit value of all modules marked below 40 must not exceed 30 credits.

*For PG Diploma*

To qualify for **Distinction**, students must

- i.gain an overall average of 70 or more over 120 credits; and

ii. In addition, the total credit value of all modules marked below 50 must not exceed 55 credits; and

iii. students must not have any mark below 40.

To qualify for **Merit**, students must

i. gain an overall average of 60 or more over 120 credits; and

ii. the total credit value of all modules marked below 50 must not exceed 55 credits; and

iii. students must not have any mark below 40.

To qualify for **Passed**, students must

i. gain an overall average of 50 or more over 120 credits; and

ii. the total credit value of all modules marked below 50 must not exceed 55 credits; and

iii. the total credit value of all modules marked below 40 must not exceed 30 credits.

*For PG Certificate*

To qualify for a Postgraduate Certificate, students must

i. gain an overall average of 50 or more over 60 credits; and

ii. the total credit value of all modules marked below 40 must not exceed 10 credits.

**For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.**

MSc Digital Business and Data Analytics (full-time) for students entering in session 2023/24  
26 August 2022

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