

**Royal Holloway, University of London**  
**Course specification for a postgraduate award**  
**MSc Digital Innovation and Analytics (3338)**

**Section 1 – Introduction to your course**

This course specification is a formal document, which provides a summary of the main features of your course and the learning outcomes that you might reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities that are provided. Further information is contained in the College prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the College's academic regulations and policies can be found [here](#). Further information on the College's Admissions Policy can be found [here](#).

The Master's programme is delivered over one year of full-time study (52 weeks) or two years of part-time study (104 weeks). On successful completion of the programme you should have an understanding of the subject area at a level appropriate for a postgraduate qualification. Whilst being a self-contained degree in its own right, the programme provides suitable and recognised qualifications for entry to PhD study in the same or a closely related field.

While Royal Holloway keeps all the information made available under review, courses and the availability of individual modules, especially optional modules are necessarily subject to change at any time, and you are therefore advised to seek confirmation of any factors which might affect your decision to follow a specific course. In turn, Royal Holloway will inform you as soon as is practicable of any significant changes which might affect your studies.

The following is brief description for some of the most important terminology for understanding the content of this document:

*Degree course* – Also referred to as 'course', this term refers to the qualification you will be awarded upon successful completion of your studies. 'Courses' were formerly known as 'programmes' at Royal Holloway.

*Module* – This refers to the credits you will study each year to complete your degree course. Postgraduate taught degrees at Royal Holloway comprise 180 credits. On some degree courses a certain number of optional modules must be passed for a particular degree title. 'Modules' were formerly known as 'course units' at Royal Holloway.

Section 2 – Course details			
<b>Date of specification update</b>	February 2019	<b>Location of study</b>	Egham Campus
<b>Course award and title</b>	MSc Digital Innovation and Analytics	<b>Level of study</b>	Postgraduate
<b>Course code</b>	3338	<b>Year of entry</b>	2022/23
<b>Awarding body</b>	Royal Holloway, University of London		
<b>Department/ School</b>	Digital Innovation Management School of Business and Management	<b>Other departments or schools involved in teaching the course</b>	N/A
<b>Mode(s) of attendance</b>	Full-time / Part-time	<b>Duration of the course</b>	One year (52 weeks) full-time Two years (104 weeks) part-time
<b>Accrediting Professional, Statutory or Regulatory Body requirement(s)</b>	N/A	<b>For queries on admissions:</b>	<a href="mailto:study@royalholloway.ac.uk">study@royalholloway.ac.uk</a> .
<b>Link to Coursefinder for further information:</b>	<a href="https://www.royalholloway.ac.uk/studying-here/">https://www.royalholloway.ac.uk/studying-here/</a>		

Section 3 – Degree course structure				
3.1 Mandatory module information				
The following table summarises the mandatory modules which students must take in each year of study				
Module code	Module title	Credits	FHEQ level	Module status (see section 6)
MN5801	Business Intelligence and Data Analytics	20	7	MC
MN5802	Consultancy in the Digital Era	20	7	MC
MN5803	Digital Business and Innovation	20	7	MC
MN5804	Critical Issues in Digital Society	20	7	MC
MN5808	Leading Online Collaborations	20	7	MC
MN5809	Social Media and Digital Platforms	20	7	MC
MN5445	Dissertation Preparation and Research Methods	20	7	MNC
MN5806	Dissertation	40	7	MNC

This table sets out the most important information for the mandatory modules on your degree course. These modules are central to achieving your learning outcomes, so they are compulsory, and all students on your degree course will be required to take them. You will be automatically registered for these modules. Mandatory modules fall into two categories; 'condonable' or 'non-condonable'.

In the case of mandatory 'non-condonable' (MNC) modules, you must pass the module to successfully graduate with a particular degree title, or before you can proceed to the next year of your course where studying part-time. In the case of mandatory 'condonable' (MC) modules, these must be taken but you can still progress or graduate even if you do not pass them (see [Academic Regulations](#) on condonable fails). Please note that although Royal Holloway will keep changes to a minimum, changes to your degree course may be made where reasonable and necessary due to unexpected events. For example; where requirements of relevant Professional, Statutory or Regulatory Bodies have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of external advisors, to enhance academic provision.

**3.2 Optional modules**

In addition to mandatory modules, there will be a number of optional modules available during the course of your degree. The following table lists a selection of optional modules that are likely to be available. However, not all may be available every year. Although Royal Holloway will keep changes to a minimum, new options may be offered or existing ones may be withdrawn. For example; where reasonable and necessary due to unexpected events, where requirements of relevant Professional, Statutory or Regulatory Bodies (PSRBs) have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of External Advisors, to enhance academic provision. There may be additional requirements around option selection, so it is important that this specification is read alongside your department’s Student Handbook, which you can normally access via Moodle. .

**Optional modules are selected to the value of 0 credits each term.**

Module Title	Credits
N/A	

**3.3 Optional module requirements**

There are no optional modules

**Section 4 - Progressing through each year of your degree course**

For further information on the progression and award requirements for your degree, please refer to Royal Holloway’s [Academic Regulations](#).

Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a Tier 4 (General) Student Visa and you choose to leave (or are required to leave because of non - progression) or complete early (before the course end date stated on your CAS), then this will be reported to UKVI.

Part-time programme structure:

The programme can be taken part-time over two years beginning in September of year one. Part-time students studying over two years normally take MN5801, MN5803, MN5804 and MN5809 in their first year, and MN5802, MN5808, MN5445 and MN5806 in their second year. Students who wish to take courses over more than two years should discuss this with the School. MN5445 and MN5806 are normally taken in the final year of study.

**Section 5 – Educational aims of the course**

The aims of this course are to:

- Cultivate your agility to innovate and adapt in a digital economy;
- Provide training in advanced business analytics and consultancy techniques;
- Combine academic and practical insights into the subject of digital innovation;
- Develop a broad range of transferable communication, critical thinking, and technical skills.

**Section 6 – Course learning outcomes**

**In general terms, the courses provide opportunities for students to develop and demonstrate the following learning outcomes. (Categories – Knowledge and understanding (K), Skills and other attributes (S), and Transferable skills (\*))**

<ol style="list-style-type: none"> <li>1. Advanced knowledge of the role of digital technologies in innovating business models and creating and appropriating business value <b>(K)</b>;</li> <li>2. Advanced understanding of the role of data analytics in business decision making and problem solving <b>(K)</b>;</li> <li>3. Critical understanding of the changing forms of collaboration, work, and innovation as a result of the advance of information technology <b>(K)</b>;</li> <li>4. Critical understanding of the ethical implications and social consequences of digital technologies <b>(K)</b>;</li> <li>5. The ability to draw upon relevant concepts and academic research to explain and analyse the critical issues in digital business and innovation <b>(S)</b>;</li> <li>6. The ability to propose and evaluate solutions to business problems by drawing on diverse information sources and using data analytics software <b>(S)</b>;</li> </ol>	<ol style="list-style-type: none"> <li>7. The ability to analyse the opportunities and challenges in the digital economy and make well-informed tactical and strategic decisions <b>(S)</b>;</li> <li>8. The ability to work in a technology-mediated business environment <b>(S*)</b>;</li> <li>9. The ability to communicate (oral and written) complex business information to both professional and non-specialist audiences <b>(S*)</b>;</li> <li>10. Self-direction and originality in analysing and solving problems, using qualitative, quantitative and computer-based techniques <b>(S*)</b>;</li> <li>11. Teamwork and resource sharing on group projects <b>(S*)</b>;</li> <li>12. Enhanced time management and organisational skills including working to deadlines, prioritising tasks, organising work time <b>(S*)</b>;</li> </ol>
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**Section 7 - Teaching, learning and assessment**

Teaching and learning in the programmes are closely informed by the active research of staff. Teaching and learning methods mainly comprise lectures, seminars, workshops, lab tutorials, guest presentations, and guided individual study, but will vary according to the intended outcomes of the particular module or session. Instructors employ a wide range of learning activities, including case studies, debates, one-to-one interactions, question and answer sessions, computer-based training, and online discussion forum. Assessment methods vary, in accordance with the skills and knowledge being tested for a specific topic or module. Individual projects, group projects, in-class tests, reports, essays, and examinations are all used as appropriate in the assessment of the course. Research skills are further assessed through an independent research dissertation, which involves quantitative and/or qualitative techniques and serves to integrate knowledge acquired throughout the course. Full details of the assessments for individual modules can be obtained from the School.

**Section 8 – Additional costs**

There are no single associated costs greater than £50 per item on this degree course.

**These estimated costs relate to studying this particular degree course at Royal Holloway. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available on our [website](#).**

**Section 9 – Indicators of quality and standards**

<b>QAA Framework for Higher Education Qualifications (FHEQ) Level</b>	7
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Your course is designed in accordance with the FHEQ to ensure your qualification is awarded on the basis of nationally established standards of achievement, for both outcomes and attainment. The qualification descriptors within the FHEQ set out the generic outcomes and attributes expected for the award of individual qualifications. The qualification descriptors contained in the FHEQ exemplify the outcomes and attributes expected of learning that results in the award of higher education qualifications. These outcomes represent the integration of various learning experiences resulting from designated and coherent programmes of study.

<b>QAA Characteristics Statement (Master’s Degrees) – September 2015</b>	<a href="https://www.qaa.ac.uk/en/quality-code/supporting-resources">https://www.qaa.ac.uk/en/quality-code/supporting-resources</a>
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Subject benchmark statements provide a means for the academic community to describe the nature and characteristics of courses in a specific subject or subject area. They also represent general expectations about standards for the award of qualifications at a given level in terms of the attributes and capabilities that those possessing qualifications should have demonstrated.

**Section 10 – Further information**

This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate when taking full advantage of the learning opportunities that are available. More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online module catalogue. The accuracy of the information contained in this document is reviewed regularly by the university, and may also be checked routinely by external agencies.

Your course will be reviewed regularly, both by the university as part of its cyclical quality enhancement processes, and/or by your department or school, who may wish to make improvements to the curriculum, or in response to resource planning. As such, your course may be revised during the course of your study at Royal Holloway. However, your department or school will take reasonable steps to consult with students via appropriate channels when considering changes. All continuing students will be routinely informed of any significant changes.

**Section 11 – Intermediate exit awards (where available)**

You may be eligible for an intermediate exit award if you complete part of the course as detailed in this document. Any additional criteria (e.g. mandatory modules, credit requirements) for intermediate awards is outlined in the sections below.

Award	Criteria	Awarding body
PG Diploma	Passes in at least 120 credits, with fails of between 40% to 49% for up to 40 credits condonable (with the exception of any course specific requirements).	
PG Certificate	Passes in at least 60 credits with no condonable fails	

**Section 12 - Associated award(s) with Banner Codes**

Master of Science in Digital Innovation and Analytics (3338) Postgraduate Diploma in Digital Innovation and Analytics (3339)	Postgraduate Certificate in Digital Innovation and Analytics (3340)
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