UNIVERSITY OF CHICHESTER

EST 1839

CELEBRATING
180 YEARS
OF HIGHER
EDUCATION

PROGRAMME AND MODULE DESCRIPTORS

XENOPHON
COLLEGE LONDON

DIGITAL MBA

2023 – 2024

chi.ac.uk

Programme descriptor

	Programme summary information	

1	**Programme title**	Digital MBA
2	**Programme code**	<mark>Leave blank</mark>
3	**Awarding institution**	University of Chichester
4	**Teaching institution**	XCL
5	**PSRB accreditation**	N/A

6	**Programme description (text for website), including information on employability**

The Programme's objective is to prepare and upgrade individuals in managerial practices, deepening their work experience through a set of soft and hard skills. Through practical lessons and teamwork in simulated business environments, students will enhance their understanding of workplace situations, as well as the strategies every manager needs to bring forward change and innovation.

The focus of the programme is on digital through a multidisciplinary approach, to evaluate the role digital technologies can bring in organisations.

Thanks to the completeness of the academic offer, learners will be able to deepen their understanding of the core disciplines in the management arena and apply them to modern strategies and practices to implement digital transformation projects.

Through block teaching sessions, the programme aims to shape individuals into highly effective managers, capable of understanding technologies for their business and lead the organisations through the implementation of digital strategies at a higher level.

7	**Programme awards**		
7a	**Name of the final award**	**Level**	**Credits awarded**
	Digital MBA	7	180
7b	**Exit awards**	**Level**	**Credits awarded**
	PG Diploma	7	120
	PG Certificate	7	60

8	**Exemptions from the Academic Regulations**
N/A	

9	**Mode of study**

Students can choose between:
Distance Learning (100% online)
Blended Learning (1 term in presence)
Face-to-face

Face-2-face Students will experience a traditional UK learning environment, within an international context and will attend face-2-face lectures and seminars in our London / Kent campus. They will have access to a variety of physical and online resources.

Blended Learners will get access to our distance learning provision, with one term (usually the last one) in face-2-face. For those interested, residential activities (compulsory and non) will be available throughout the year. This will allow them to benefit from the flexibility of learning at their own pace during the academic year, and have an element of more traditional learning in a HE environment, with peers and staff, while deepening their knowledge through experiential projects.

Distance Learners are typically students who wish to study more flexibly perhaps due to other personal and/or work commitments. These students are able to access online materials through an extensive VLE.

Full-time students: both distance learners and face-2-face students can apply for a full-time programme.

Part-time students: both distance learners and face-2-face students can apply for a part-time mode of delivery. In that instance, students will be provided any additional information they need in relation to programme structure, choice of modules and timetable during enrolment.

We use a block teaching schedule, which allows us to concentrate on two 15 credit modules or one 30 credit module every 6 weeks. To promote engagement, students will attend to group preparation classes in the morning, as a way of facilitating learning through independent research, peer feedback and critical thinking.

10	Entry requirements

Home:
Academic Requirement: Undergraduate degree with High 2:1 honours or recognised degree from an international university.

Non-academic Requirement: Previous work experience at managerial level (minimum of 3 years).

EU:
Academic Requirement: Undergraduate degree with High 2:1 honours or recognised degree from an international university.

Non-academic Requirement: Previous work experience at managerial level (minimum of 3 years).

English Language: Evidence of English language ability (i.e., Toefl min 90 (internet-based); IELTS (Academic) min. 6.5 with at least 6.0 in each skill). In the case of language requirements not being met immediately (i.e., IELTS 6.0), the Institution reserves the right to provide or request the student to participate in an intensive full-time course before the beginning of the first term.

International:
Academic Requirement: Undergraduate degree with High 2:1 honours or recognised degree from an international university.

Non-academic Requirement: Previous work experience at managerial level (minimum of 3 years).

English Language: Evidence of English language ability (i.e., Toefl min 90 (internet-based); IELTS (Academic) min. 6.5 with at least 6.0 in each skill). In the case of language requirements not being met immediately (i.e., IELTS 6.0), the Institution reserves the right to provide or request the student to participate in an intensive full-time course before the beginning of the first term.

Access to HE:
In case prospective students don't meet the entry requirements, alternative academic and/or non-academic certifications could be considered.

11	**Programme aims and outcomes**
i	A thorough understanding of the core disciplines in the managerial area, with a focus on accounting, finance, managing people and strategy for digital transformation.
ii	Practical knowledge and experiential learning to deepen technical principles of digital business, technology, and the modern methods for data search and retrieval, and how these inform the modern organisations.
iii	Practical analysis of international best practices in identifying opportunities for and applying digital innovation strategies and management techniques to gain a competitive advantage in the digital market.
iv	Equip learners with traditional and innovative tools and techniques to successfully implement digital transformation initiatives at a higher level, and lead teams in a cross-departmental approach to solving business problems.
v	Produce effective managers who are able to independently improve the quality of management decision-making, strategy, leadership and business practice across a range of organisations and in a variety of contexts.
vi	Deepen students' knowledge and awareness of the links in management and leadership theories, practices and values to innovation and organisational change.
vii	Enhance essential transferable skills such as independent critical, creative and strategic thinking, confident decision-making and analytical skills, as well as desirable employability skills necessary which can be further developed with the simulations and placement opportunities facilitated during Programme.
viii	Provide students with an opportunity to test their knowledge in a stimulating and engaging environment, with blended teaching techniques and both traditional and innovative methods.

12	**Programme requirements**	
12a	**Level 7: In order to complete this programme a student must successfully complete all the following modules, totalling 180 credits:**	
Module code	Module name	Credit value
MAN-DCM 501	Disruptive Change Management	15
MAN-DMATS 502	Digital Marketing Tools and Strategies	15
MAN-ARMDB 503	Applied Research Methods for Digital Business	15
MAN-DTBM 504	Digital Transformation and New Business Models	15
MAN-TECHMA 505	Technology Management	15
MAN-DIGOC 506	Digital Organisations and Culture	15
MAN-BUSPROJ 520	Global Innovation Project	60
2 Optional Modules from the list:		
MAN-DADROR 507	Data-driven Organisations	15
MAN-BPLAN 508	Business Plan and Finance	15
MAN-INDEP 509	Innovation and Design Process	15
MAN-PROMAN 510	Project Management Methodologies	15
MAN-TETODL 511	Tech Tools for Digital Learning	15
MAN-TECEN 512	Tech Entrepreneurship	15

13	Structure diagram

	Induction				
Level 7	T1 (PG Certificate)	Disruptive Change Management (15 credits)	Digital Marketing Tools and Strategies (15 credits)	Applied Research Methods for Digital Business (15 credits)	Digital Transformation and New Business Models (15 credits)
	T2 (PG Diploma)	Technology Management (15 credits)	Digital Organisation and Culture (15 credits)	2 optional modules (15 credits): • Data-driven Organisations • Business Plan and Finance • Innovation and Design Process • Project Management Methodologies • Tech Tools for Digital Learning • Tech Entrepreneurship	
	T3 (Masters)	Global Innovation Project (60 credits)			

14	Overall student workload

The overall student workload consists of class contact hours, independent learning and assessment activity, with each credit equating to an approximate total study time of around 10 hours. Whilst actual contact hours may depend upon the modules selected, the following information gives an indication of how much time students will need to allocate to different activities. Scheduled learning includes lectures, practical classes, workshops and laboratory time specified in their timetables. Directed learning includes placements, work-based learning, visits, online activity and peer learning. Private study includes preparation for assessments and examinations.

Level 7	
Activity	Hours
Scheduled learning	710
Directed learning	170
Private study	920
Total hours	1800

15	Other information	
A1	Start date	September 2021
A2	Institute/Department	School of Business and Management
A3	Programme leader	Dr. Sara Fazzin
A4	UCAS code	Tbc
A5	JACS/HECoS Code	N1, N2
A6	Language of study	English
A7	Subject benchmark statement	QAA Subject Benchmarks for Masters programmes: Business and Management (2015) The Association of MBAs (2016) MBA Accreditation Criteria
A8	Date initial programme approval	
A9	Additional programme costs	
A10	Accreditation	

TECHNICAL SPECIFICATION (FOR ACADEMIC REGISTRY / MARKETING)

1. Award	Digital MBA
2. Route	
3. Study Format	Online, Blended, Face-to-face
4. Awarding Institution/Body	University of Chichester
5. Teaching Institutions	XCL
6. Programme Accredited by	University of Chichester
7. Location of Study	Online / London or Wye Campus, Kent
8. Professional, Statutory or Regulatory Body Accreditation	Not applicable
9. QAA benchmarking group	Masters' Business and Management (2015) The Association of MBAs (2016) MBA Accreditation Criteria
10. Interim awards	Postgraduate Certificate Postgraduate Diploma