



MBA IN DIGITAL BUSINESS AND DIGITAL MARKETING

PROGRAMME STRUCTURE

Hours of total learning: 2.250

Total Contact Hours: 450

Supervised Placement and Practice Hours: 400

Self Study Hours: 600

Assessment Hours: 800

Program Credits: 90 ECTS

EQF/MQF level 7

Duration: 18 months- 72 weeks

Mode of Delivery: Fully Online Learning

Language of Instruction: English

Mode of Attendance: Full Time

The master's degree lasts 18 months and is divided into 3 semesters of 6 months each. Each semester includes:

1st semester: 4 courses

2nd semester: 4 courses

3rd semester: 2 course + final project

Module/Unit Title	Compulsory (C) or Elective (E)	ECTS (Figures must be whole integers and with a value of at least 1 ECTS)	MQF Level of each module	Mode of Teaching (Lectures, workshop, placement, asynchronous, forums, VLE, etc.)	Mode of Assessment (Examination, assignment, project, blog, etc.)
Risk management and business diversification	C	6	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
Corporate strategy	C	6	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
Accounting	C	6	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
E-business and innovation	C	6	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
Business analytics	C	6	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
Strategic marketing	C	8	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
Retail marketing	C	8	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
Digital marketing	C	8	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
Online branding	C	8	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
Web marketing and social media	C	6	7	Pre-recorded lectures, webinars, forums, synchronous sections	Mid-term assessment Final exam open question
Project Work	C	20	7	Pre-recorded lectures, webinars, forums, synchronous sections	Project work presentation to the master committee

Risk management and business diversification: 6 ECTS - EQF/MQF Level 7

This course introduces students to risk management frameworks, standards, and processes. Students are provided with the theoretical background and practical implementation of risk management mitigation, evaluation, and analysis. Specifically the course will cover the different risk assessment techniques and the ways to implement a number of strategies that will ensure the protection of assets. Students will understand the relationship between assets, vulnerabilities, threats, and risks through a number of current case studies.

Corporate Strategy: 6 ECTS - EQF/MQF Level 7

This course focuses on the central questions in business such as how to lead an organisation to success and addresses this question from the perspective of a leader. The concepts and frameworks that are rooted in the theory of strategy and management will be analysed together with key concepts related to competition, global business and collaboration. Strategic alliances, networks, diversification, global sourcing, and vertical integration will be presented as strategies to create value in a global context.

Accounting: 6 ECTS - EQF/MQF Level 7

This course will give an introduction to the world of financial accounts and will particularly look at how sets of accounts are constructed, and the interested parties who make use of them. It will dive into the structure of a set of accounts and annual reports, as well as highlight the importance of the many schedules that make up the financial statements. The course covers the characteristics of the accounting environment and its financial reporting requirements for companies, and expands on accounting for non-current assets (depreciation, revaluation, impairment), accounting for intangible assets, accounting for liabilities (issue and extinguishment of debt instruments), and owners' equity (share capital and reserves), and accounting for leases, income tax, and equity investments. Students will learn how to interpret the information held within the statements and make decisions about its reliability. A brief introduction to some finance terminology will also be dealt with.

E-business and Innovation: 8 ECTS - EQF/MQF Level 7

The advances in technology are changing the way business is conducted, and business leaders need to develop analytical and innovative skills to succeed in the digital age. This course provides students with a comprehensive understanding of the impact of entrepreneurship and digital business. Through the course, students analyse the digital transformation and digital disruption of companies and organisations, and develop specialised competencies and experience in business innovation, online business, start-up creation, online management strategies, and leadership. The course makes extensive use of current case studies and gives students the opportunity to design new e-business models and applications.

Business Analytics: 6 ECTS - EQF/MQF Level 7

Business Analytics is a relatively new discipline that helps organisations understand the large volume of data that is being collected through a variety of sources, such as web and social media. It uses a combination of data analysis techniques to uncover information in the data, enabling organisations to improve their operational efficiency and customise their products, services, and prices. This course will focus on the emerging paradigm of business analytics, which plays a crucial role in the fourth industrial revolution and drives the digital economy. Students will learn, apply, and experience a core set of skills and expertise in the fields of big data, modelling standards, analytics, business intelligence systems, and problem-solving in order to address real industrial and business challenges.

Strategic Marketing: 8 ECTS - EQF/MQF Level 7

This course will explore today's marketing challenges and strategies and provide students with the skills to design, organize, execute, and evaluate marketing activities in the complex global environment. Students will analyze how to lead digital transformation and drive innovative marketing strategy through interactive sessions, including webinars, case studies, and practical project work activities. The aim of the course is to analyze the challenges and opportunities of the digital transformation and make better business decisions for future company growth.

Retail Marketing: 8 ECTS - EQF/MQF Level 7

This course provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. It aims to empower students with knowledge and capacities to develop an in-depth understanding of retail and services management as well as non-store retailing. Topics include an overview of retail marketing; merchandising; pricing and distribution; promotion including communications, store layout, store design, visual merchandising; and customer service.

Digital Marketing: 8 ECTS - EQF/MQF Level 7

This course introduces the strategies to use digital marketing principles and techniques to launch or develop new brands and products. Adopting a case-study approach, the course presents strategic brand management in order to increase the brand value by nurturing the brand heritage and make it relevant, and contemporary in the global marketplace. Topics such as the impact of new retail channels, new media channels, and new business declinations for the brand and emerging markets will be discussed during the course.

Online Branding: 8 ECTS - EQF/MQF Level 7

The course aims to empower students with knowledge and capacities to understand and analyse brand and branding management, from a corporate and consumer perspective. This objective will be achieved analysing the key concepts surrounding the subject: corporate perspective; the development of brand and brand architecture; the integrating marketing communication and brand management; the consumer perception in branding.

Web Marketing and Social Media: 6 ECTS - EQF/MQF Level 7

The course aims to provide students with the ability to understand the landscape of social media marketing and describe the history of social media marketing and its rapid evolution in public relations, advertising, and marketing. Students will also learn about the role of social media within business and analyse the main social media and web marketing optimization techniques. They will have an understanding of the economic role of social media, and how these can be used to enter new markets, drive audience engagement, insight, and action. Moreover, students will learn how to develop effective social media marketing strategies for various types of industries and businesses, as well as track progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics.

Project Work: 20 ECTS - EQF/MQF Level 7

The master's degree final project work involves the preparation of a report or written paper in which students reveal the knowledge and skills acquired in the course of their studies. The project work is developed under the supervision of a faculty advisor. A project faculty advisor must be a member of the academic committee of the University and must agree to serve in this role.

At the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- critically evaluate and synthesize concepts, theories, and practices related to e-business and digital innovation.
- Assess the impact of current and emerging digital technologies on business innovation, consumer behavior, and market dynamics.
- Demonstrate an in-depth understanding of the global digital landscape, including the regulatory, socio-economic, and cultural factors affecting e-business.
- Demonstrate the capacity to plan, design, and execute a substantial research project in the field of e-business and digital innovation
- Monitor the role of digital leadership in promoting a culture of innovation and continuous improvement in organizations.