MSc/PgDip/PgCert
Digital Business

Developed in response to a shortage of digital skills identified both nationally and globally, our master's in Digital Business has been designed to provide you with key practical skills for the current marketplace, including strategic planning, critical thinking and project management.

MSc Digital Business is designed to help create multifaceted business leaders with the skillset and knowledge to launch innovative businesses, work in tech and manage digital transformation projects.

Combining topics usually explored in Information Systems, Digital Marketing and Management postgraduate degrees, Digital Business expands your technological knowledge and helps you develop essential leadership skills. You'll look beyond the tech buzzwords and explore the real business applications, risks and opportunities of emerging technologies.

Greater Manchester has long been established as one of the largest tech hubs outside of the capital. The area has the highest demand for digital business-based workers outside London and in 2017, digital tech businesses turned over £3.2bn. You'll take advantage of the opportunities the region has to offer through support from research active academics and engagement with industry throughout the programme.

SALFORD BUSINESS SCHOOL

Three reasons to study this course with us:

One of the fastest growing sectors of the economy with exciting employment opportunities

Based in a region and a city acknowledged to be a leading digital city

Real-world projects provide an industry-focussed learning experience

Course Content

The programme is block delivered and there are several entry points throughout the year. Students will take the modules below in a sequence dependent on their start date.

The course is delivered in four blocks of intensive study periods. For each block, you study a single module for a 6-week period. Face-to-face teaching is delivered on campus for 6 hours each week. In addition, you will attend the taught element of the Industry Collaboration Project one afternoon a week during the 6-week blocks.

Part-time students study alternate modules (one module on, one module off) to complete their degree in two years.

During this period, you will also undertake independent study in your own time with online support through the University's virtual learning environment, Blackboard.

For the final third of your studies, you will work on your Industry Collaboration Project, working with your own or another organisation on a live brief.

Modules

/ Information Systems and Digital Transformation

/ Digital Business and Entrepreneurship

/ Search & Social Media Marketing

/ Project Management Leadership, Skills and Planning Control

/ Industry Collaboration Project

Entry requirements

A minimum 2:2 degree or equivalent or successful completion of the Graduate Certificate International Management. A wide range of professional qualifications are also accepted. We welcome applications from students who may not have formal/traditional entry criteria but who have relevant experience or the ability to pursue the course successfully. Please contact us for information on our Accreditation of Prior Learning (APL) process

English Language Requirements
International applicants will be required to show a proficiency in English. An IELTS score of 6.5 (no element below 5.5) is proof of this.

Career Prospects

Graduates of this programme could consider roles such as business analyst, data analyst, consultant, web developer, IT specialist and Scrum Master.

Start dates

Multiple entry points; visit website for up-to-date information

Duration:
MSc (one year full-time, two years part-time)

PgDip (eight months full-time or two years part-time)

PgCert (four months full-time or one year part-time)

ACCREDITED BY:

idm
the institute of direct and digital marketing
corporate member

Contact us:

More information: https://beta.salford.ac.uk/courses/postgraduate/digital-business
Course enquiries: enquiries@salford.ac.uk – 0161 295 4545