

MSC (DESIGN AND DEVELOPMENT OF DIGITAL BUSINESS)

Overview

NFQ Level 9, Major Award

The MSc in Design and Development of Digital Business is a full-time programme running for 12 months from the date of first registration for the programme.

Students take taught modules to the value of **60** credits in Part I and a Digital Design and Development Project to the value of **30** credits in Part II.

Exit Award

Postgraduate Diploma in Design and Development of Digital Business

Students who pass Part I may opt to exit the programme and be conferred with a Postgraduate Diploma in Design and Development of Digital Business (<https://ucc-ie-public.courseleaf.com/programmes/pdddb/>) (NFQ Level 9, Major Award).

Programme Requirements

For information about modules, module choice, options and credit weightings, please go to Programme Requirements (p. 1).

Programme Requirements

Code	Title	Credits
Students take 90 credits as follows – 60 credits of taught modules (Part I) and 30 credits of research modules (Part II):		
Part I		
Students take 60 credits as follows:		
<i>Core Modules</i>		
IS6100	Sustainable Digital Business Models	5
IS6124	Business Models for Disruptive Technology	5
IS6127	Systems Analysis	5
IS6130	Internationalisation and Digital Business Strategy	5
IS6131	Web Development for Global Markets	5
IS6132	Web Development for Digital Business	5
IS6133	Interaction Design for a Global Audience	5
IS6143	Foundations of Object Oriented Programming	5
IS6144	Introduction to Mobile Application Development	5
IS6145	Database Analysis and Design	5
IS6146	Databases for Management Information Systems	5
IS6147	Service Design Thinking	5
Part II		
Students take 30 credits as follows:		
<i>Core Modules</i>		
IS6057	Digital Design and Development Project	30
Total Credits		90

Examinations

Full details and regulations governing Examinations for each programme will be contained in the *Marks and Standards Book* and for each module in the *Book of Modules*.

Programme Learning Outcomes

Programme Learning Outcomes for MSc (Design and Development of Digital Business) (NFQ Level 9, Major Award)

On successful completion of this programme, students should be able to:

- Communicate and work effectively to a high professional standard;
- Demonstrate advanced analytical and ethical problem-solving skills associated with global professional practice;
- Engage in advanced application of frameworks and techniques in organisational settings;
- Apply Internet and mobile business strategies, models and processes;
- Demonstrate a high level of competence in the design and development skills needed to develop sustainable digital business;
- Create digital artefacts through the application of design thinking and service design principles.