

MSC (DESIGN AND DEVELOPMENT OF DIGITAL BUSINESS)

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.