



Postgraduate Certificate in Digital Business and Innovation

MQF/EQF Level 7

Course Outline

Duration: 6 months

Overall Course Objectives

The learning outcomes presented below have been defined in line with the descriptors for the Level 7 of the Malta Qualification Framework.

Knowledge:

- Has a comprehensive and critical understanding of the principal current research issues in the specialisation area;
- Possesses multi-disciplinary theoretical and practical knowledge of management within the domain of the specialisation area.

Skills:

- Demonstrates capability in using knowledge and skills of the specialisation area to adapt to the fast-changing business environment and to efficiently manage people and projects within the specialisation area;
- Possesses specialised problem-solving skills in the specialisation area required to develop new knowledge and procedures to solve practical problems;
- Develops new skills in response to emerging knowledge and techniques in the domain of the specialisation area including digital skills and use of modern technologies;
- Demonstrates specialised knowledge of management that includes reflecting on social and ethical responsibilities linked to execution of the managerial function.

Competencies:

- Demonstrates autonomy in the direction of personal development and lifelong learning applicable to the business environment;
- Manages and transforms work or study contexts in the field of specialisation that are complex and unpredictable and require new strategic approaches;
- Has the learning skills to allow continuation to study the specialisation area in a manner that may be largely self-directed or autonomous.

COURSE OUTLINE

Supply Chains 4.0 for Digital Consumers

The supply chains 4.0 concept goes hand in hand with digital transformation and Industry 4.0, bringing innovation in terms of thinking, managing and delivering products to customers. Implementing new intelligent technologies together with promoting changes in the business culture are some of the key elements that will allow digital transformation to reach the entire distribution chain, from storage to distribution including retail and last mile operations. Omnichannel retail refers to a multichannel approach to selling products in which customers will be able to switch between digital and traditional channels according to their needs. The dynamics of Industry 4.0 will require managers to develop specific knowledge and skills in digital technology. This unit prepares students studying operations and supply chain management for professional success in the Industry 4.0 by equipping them with knowledge and skills required from modern and innovative operations managers.

Competencies

- Demonstrate the ability to respond to the fast-changing business environment of the retail industry by formulating adaptable strategies that help gain competitive and comparative advantages and reformulating existing strategies if needed;
- Manage and transform work contexts in the area of operations and supply chains that are complex and unpredictable and require new strategic approaches related to implementation of digital technology;
- Create a research-based diagnosis to problems in operations by integrating different concepts from the domain of the Industry 4.0 and supply chain 4.0;
- Demonstrate autonomy in the direction of learning about Industry 4.0 and digital supply chains and a high level of understanding of learning processes.

Web and Mobile Marketing

This unit looks at the effective use of website and mobile marketing techniques to promote products and services on Internet, as well as at their growing role in marketing strategies of organisations, which has important implications for how consumers, channels and companies perform. Students will learn to set objectives, develop website and mobile marketing campaigns, measure campaigns results, utilise lead generation media technologies and appraise the macro-environmental issues affecting digital marketing developments, such as privacy and data protection issues. This unit also covers the use of digital marketing analytics tools that are used to gather data on website/mobile app efficiency, purchase behaviour, and digital consumers' attitudes. Upon completion of the unit, students will be able to critically judge the characteristics of different lead generation media and create web and mobile marketing campaigns with targeted objectives and outcome measurements.

Competencies

- Take responsibility for contributing to professional knowledge and practice by evaluating how to efficiently use various lead generation media and professional web and mobile marketing approaches to promote goods and services on Internet;
- Has the learning skills to allow continuation to study various web and mobile marketing domains in a manner that may be largely self-directed or autonomous;
- Take responsibility for adapting the management of website and mobile marketing projects reflecting the dynamic nature of the digital environment and changing circumstances related to emerging techniques, technologies, and methodologies around SEM, SEO, ASO, and UX.

Digital Business Models for the New Economy

In this unit, students will understand why digital business models are becoming the most competitive businesses due to their scalability, efficiency, and exponential growth in every industry worldwide. Upon completion of the unit students will demonstrate capability in using knowledge and skills of digital business models in different industries, and in applying organisational capabilities that are required to succeed in today's digital economy.

Competencies

- Take responsibility for contributing to professional knowledge by being a driver of adoption and implementation of digital business models in organisations;
- Have the learning skills to allow continuation to study new technological trends in digital business models and to evaluate their impact in a manner that may be largely self-directed or autonomous;
- Manage and transform work or study contexts that are complex and unpredictable that require new strategic approaches by using digital strategy and digital business models insights for businesses.

Business Intelligence in the Era of Big Data and AI

Capturing value from data is the new normal and transformational lever towards more digital and sustainable societies. Big data and Artificial Intelligence arise as the newest foundational elements: the former enables the possibility to manage unprecedented volume of data, variety of data sources, and velocity of data update ingested by new technologies while the latter facilitates the intelligent processing of information (without human intervention in most cases) to capture value added information to streamline processes and enhance current services or products. This unit will equip students with a fundamental understanding of the approaches to Business Intelligence and to the new data-driven business models. Upon completion of the unit students will demonstrate capability in using knowledge and skills of Big Data and Artificial Intelligence in implementing a Business Intelligence strategy in the fast-changing data-driven business ecosystem.

Competencies

- Take responsibility for contributing to professional knowledge by being a driver of adoption and implementation of Big Data and Artificial Intelligence technologies in organisations;
- Take responsibility for initiating strategic actions grounded on Business Intelligence diagnosis and for leading an organisation into a new direction;
- Has the learning skills to allow continuation to study new technological trends in Big Data and Artificial Intelligence and to evaluate their impact in a manner that may be largely self-directed or autonomous;
- Manage and transform work or study contexts that are complex and unpredictable that require new strategic approaches by using data analytics techniques and artificial intelligence solutions for business.

Digital Platforms and Ecosystems

This unit will equip students with a fundamental knowledge of how digital platforms and ecosystems are setting a new paradigm for value generation in the digital era. Students will understand why digital platforms are disrupting industries leveraging the power of network effects, the governance challenges around platforms, approaches to new Multi Sided Platform businesses, and the success factors for a platform strategy and ecosystems. Upon completion of the unit students will demonstrate capability in using knowledge and skills of digital platforms management and ecosystems, and in applying successful strategies when launching new Multi Sided Platform businesses.

Competencies

- Take responsibility for conceptualising and implementing a Multi Sided Platform strategy in organisations;
- Take responsibility for initiating strategic actions grounded on Multi Sided Platform roadmap and for leading an organisation into a new direction;
- Have the learning skills to allow continuation to study new technological trends associated with digital platforms and to evaluate their impact in a manner that may be largely self-directed or autonomous;
- Manage and transform work or study contexts that are complex and unpredictable and require new strategic approaches by using digital platform strategic insights for businesses.