



Postgraduate Diploma in Digital Business and Innovation

MQF/EQF Level 7

Course Outline

Duration: 9 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 comprehensive specialised knowledge and understanding of how cultural, economic, political, and technological frameworks affect management practices and how they can be managed effectively;
- Identifies and evaluates theoretical approaches necessary for planning and decision-making in business. These include ideas that support the modelling and management of the decisions across the broad range of functional areas;
- Has relevant knowledge of organisations, and their role in pursuing sustainable business in the context in which they operate and how they are managed in compliance with codes of ethics and Corporate Social Responsibility;
- Has a comprehensive and critical understanding of the principal current research issues in management.

Skills:

- Performs critical evaluation and analysis of business environment and of the main concepts, structures and approaches of strategic business management with incomplete or limited information;
- Demonstrates capability in using specialised skills to make decisions and create global strategies in different business operations, digital transformation, and finance in order to adapt to fast-changing business environment;
- Demonstrates leadership skills necessary to empower, inspire and manage teams, innovation and creative problem-solving while managing a business;
- Develops new skills in response to emerging knowledge and techniques in the domain of business management including digital skills and use of modern technologies;
- Demonstrates capability in using knowledge and skills of management to conduct research, taking into account the need for synthesis, setting objectives, methodological process and application of strategies;
- Develops an ability to identify and assess risks relating to the business, digital and financial environment and to design strategies to mitigate specific managerial risks;
- Monitors and maintains compliance with appropriate business regulations and formulates practical responses to the legal and external environment challenges associated with operating a business;
- Demonstrates capability in using data referring to business analytics to better forecast and execute business strategies and operations;
- Demonstrates specialised knowledge of management that includes reflecting on social and ethical responsibilities linked to execution of the managerial function;
- Demonstrates capability in using knowledge and skills of management to conduct research within a specific industry or functional area of a personal professional interest, taking into account the need for synthesis, setting objectives, methodological process and application of strategies.

Competencies:

- Demonstrates the ability to respond to the main political, economic, social, and technological variables and to formulate the priorities and strategies necessary for an organisation to succeed considering the global outlook and trends;
- Manages business projects by establishing a global vision that incorporates every facet of business development and constructs innovation and cultural diversity as an advantage in business contexts that are complex and unpredictable and require new strategic approaches;
- Is accountable for managing people and practicing management with commitment to democratic values and sustainability adopting the practices based on learning, service and social inclusion;
- Demonstrates autonomy in the direction of personal development and lifelong learning applicable to the business environment;
- Engages in critical analysis in the area of management and demonstrates independent thought, evaluation and problem-solving underpinned by evidence-based arguments;
- Takes responsibility for contributing to professional knowledge in management or a specific industry/functional area of a personal professional interest by identifying an existing business problem and by conducting original research.

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.

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.

Digital Transformation, Innovation and Technology

This unit will equip students with a fundamental knowledge of the new digital economy and will provide an understanding of how the digital economy is shaping strategic options for managers, including the new technological driving forces, digitalisation, and the new challenges. Students will analyse the impact of digital transformation on society and businesses and assess to what extent technology can be used to create meaningful and positive innovative solutions to different issues. Upon completion of the unit, students will have knowledge and skills of digital transformation, innovation and technology and will be able to find solutions to the challenges of leading and managing innovative and transformational processes in modern organisations.

Competencies

- Manage and transform work contexts that are complex and unpredictable and require new strategic approaches based on innovation and digital transformation, understanding of technology, and analysis of internal and external environment;
- Demonstrate the ability to respond to the fast-changing business environment by analysing emerging and disrupting technologies and by having a vision to detect technologies that are yet in an early maturity stage but have a potential to become disruptive;
- Demonstrate autonomy in the direction of learning of digitalisation and innovation processes by conducting independent research and analysis of economic data, articles, news, and expert opinions.

Effective Teamwork and Project Management

This unit focuses on the issues surrounding the management of teams and projects. This is achieved by providing a specialised knowledge of organisational behaviour and factors that influence people's behaviour at work and how these factors link to performance in projects. The unit discusses an integrated approach to managing teams and projects as well as explores both technical and managerial challenges. Upon completion of the unit students will demonstrate capability in analysing workplace scenarios with the purpose to improve workforce and organisational performance and will develop applied project management skills and an ability to plan, implement, manage, and successfully achieve project objectives.

Competencies

- Take responsibility for transforming work or study contexts by leveraging individual differences, group dynamics and organisational culture and design and by balancing multiple objectives in ways that are accountable and achievable;
- Take responsibility for adapting the management of people and projects reflecting on the dynamic nature of the environment in which one operates;
- Effectively manage teams and projects and demonstrate the ability to respond to the fast-changing business environment when managing project risks, project execution, and project control.

Final Project (Capstone)

A Final Project (Capstone) is a multifaceted assignment that serves as a culminating academic and intellectual experience for Master students. Students take what they have learned throughout the course of their Master's programme and apply it to examine a specific idea/problem within their area of specialisation. A Final Project involves the identification of an existing problem in a real-world setting and the application of learned skills and methods to develop a solution that addresses the problem directly. There are several options among which students can choose for developing their Final Project: either it may be geared toward research or may be more oriented toward problem-solving. Solutions offered by students are usually interactive and realistic, meaning they can be implemented and used either in professional life or in further research and study.

Competencies

- Create a research-based diagnosis to problems by integrating knowledge from new or interdisciplinary fields and make judgements with incomplete or limited information;
- Take responsibility for contributing to professional knowledge in a specific industry or functional area of a personal professional interest by identifying an existing business management problem and by developing theoretical approaches to possible solutions;
- Demonstrate autonomy in the direction of learning and a high level of understanding of learning processes in a specific industry or functional area of a personal professional interest;
- Have the business research skills to allow continuation to study a specific business management problem in a manner that may be largely self-directed or autonomous.