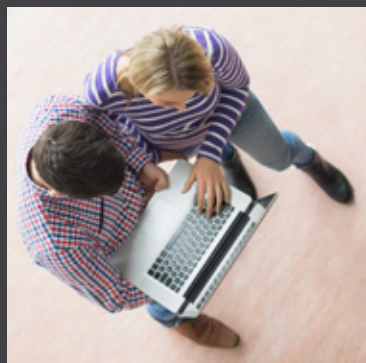
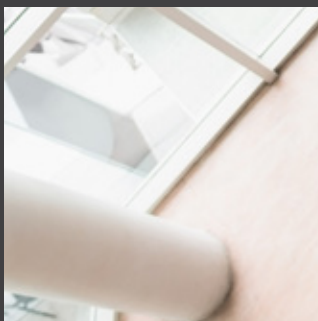
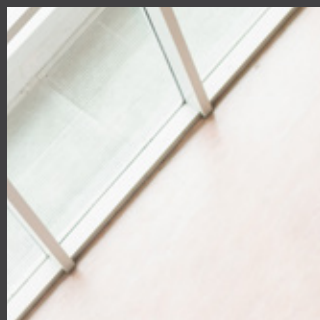
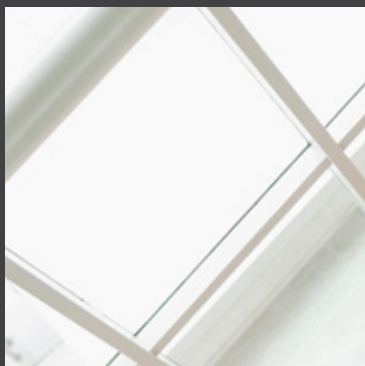


# MSc Design and Development of Digital Business

CKL17



The MSc Design and Development of Digital Business (MSc Digital Business) is a 12-month full time postgraduate programme. It provides creatively-minded students from non-technical backgrounds the skills and technical knowledge to explore interesting real-world problems and create innovative new digital products and services.

Students learn how to gather requirements, analyse markets, design business models, prototype specific solutions, develop websites and online communities, develop mobile apps, and build databases. These practical skills are balanced with overarching values of design thinking, human centrisms, and user experience.

To bring these values and skills together, we coordinate with a range of industrial partners so students can gain hands-on experience designing and developing for complex, contemporary, and meaningful real-world problems.



### **UNIQUE ASPECTS**

MSc Design and Development of Digital Business (MSc Digital Business) Offers a unique opportunity for graduates from non-computing disciplines.

This programme provides students with an opportunity to quickly acquire a set of core skills, both commercial and technical, to enable them to start their own digital / mobile business, or seek a position in an established company.

TECHNOLOGY  
COURSES ARE  
GROUNDED IN A  
PRACTICAL, REAL-  
WORLD BUSINESS  
CONTEXT AND  
DESIGNED FOR  
STUDENTS WITH  
LITTLE OR NO PRIOR  
EXPERIENCE IN  
COMPUTING  
TECHNOLOGY

## LEARNING OUTCOMES

This intensive and innovative course offers a world-class student experience. Having completed the course, students will have:

- The knowledge, skills, and techniques to design innovative new digital products and services;
- The technological skills to develop complex digital solutions, complete with user-friendly interfaces and sophisticated data structures;
- The critical understanding to design innovative new business models and processes;
- The marketable skills to ensure future employment opportunities, nationally and internationally

## PRACTICALITIES & ASSESSMENT

### Practicalities

The programme is 12 months full-time.

In Part 1 there are typically 14 hours of lectures per week and eight hours of tutorials. A total of eight modules are taught in Part 1 of the course.

### Assessment

Assessment is performed through a number of methods:

By examinations at the end of teaching Part 1 (up to Christmas) and Part 2 (usually the following May), set class assignments and continuous assessment.

## Modules:

- Electronic Business Models & Systems
- Business Models for Disruptive Technology
- Systems Analysis and Application Modelling
- Application Design
- Introduction to e-Business Experience and Practice
- e-Business Strategy Formulation
- Programming for Web Application and Services
- Fundamentals of Interaction Design
- Foundations of Object Oriented Programming using Java
- Introduction to Mobile Application Development
- Database Analysis and Design
- Databases for Management Information Systems
- Service Design Thinking

Dedicated lab facilities are available for students to work on their programme assignments in Part 1 and their group project in Part 2.

## Graduate Roles Include:

- Business Analyst
- Web/Mobile Software Developer
- User Experience Designer
- Database Administrator
- Technical Writer
- Technology Consultant

Programme Code: **CKL17**

Duration: **12 months**

Teaching Mode: **Full Time**

Qualification: **MSc**

NFQ Level: **Level 9**



## ENTRY REQUIREMENTS 2019

### Irish/EU Students and International Students

To apply for this programme,  
you will have:

- Minimum 2H2 (GPA 3.00 out of 4.00) primary degree [NFQ Level 8] or equivalent, in any discipline except those with high levels of software development content (eg. computer science, business information systems, etc).

### English Language Requirement:

Applicants from non-native English-speaking countries will be required to undertake a recognised English language test.

Please see accepted tests and minimum requirements below.

#### IELTS: 6.5

With no individual section lower than 5.5

#### TOEFL: 90

With minimum scores as follows:

- Listening: 17      - Reading: 18
- Speaking: 20    - Writing: 17

**Cambridge Proficiency Exam:** Grade C

**Cambridge Advanced Exam:** Grade B

**Pearson PTE:** Minimum Score of 63

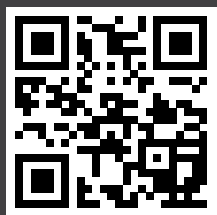
With no section score below 59

### APPLICATION PROCESS

Application for this programme is online  
at the Postgraduate Application Centre

[www.pac.ie/ucc](http://www.pac.ie/ucc) (PAC Code: CKL17)

For more information on the Programme:



### PROGRAMME DIRECTORS

**Dr. Andrew Pope**

**T** +353 (0)21 490 3733

**E** [a.pope@ucc.ie](mailto:a.pope@ucc.ie)

### CORK UNIVERSITY BUSINESS SCHOOL

University College Cork, Ireland

**T** +353 (0)21 490 2136

**T** +353 (0)21 490 3252/3

**E** [business-school@ucc.ie](mailto:business-school@ucc.ie)

**cubsucc.com**