



BSc (Hons) / BSc Digital Business Management

Duration 3 years, full-time.

Start date September 2026.

Location [Harper Adams University, Telford.](#)

Why study Digital Business Management?

Our BSc (Hons) degree in Digital Business Management is designed to equip you with the knowledge, skills, and mindset needed to navigate the complex intersection of business and technology.

This comprehensive course is your gateway to understanding and thriving in the digital age, where businesses in all sectors and industries require professionals who can harness the power of digital tools to create innovative solutions, make informed decisions, and ensure sustainability.

Learning in our state-of-the-art business community, Station Quarter, you'll explore core concepts of business management, including marketing and finance, and people management. However, what sets this course apart is its strong focus on digital skills and competencies with topics like digital marketing, e-commerce, data analytics, and emerging technologies, enabling you to not only understand business from a traditional perspective but also master the digital ecosystem that shapes our world.

Our Bachelor's Degree is a three-year programme. The first two years are the same as the [Foundation Degree](#), and the final year is an in-depth exploration of digital business, which covers strategy, entrepreneurship, innovation, and leadership in digital environments. It's ideal if you aim for higher-level management roles in the digital economy, or as preparation for postgraduate study.

But why Harper Adams University?

You'll be taught by industry experts who bring their real-world experiences and cutting-edge insights into the classroom, providing you with a blend of theory and practical wisdom. Whether you're interested in launching your own digital startup, joining a multinational corporation, or contributing to a non-profit organisation, the knowledge and expertise you gain will be invaluable.

You'll have the opportunity to apply what you learn in a real-world context. We believe in learning by doing, and this course reflects this commitment to experiential education.

Our teaching and learning is responsive to industry trends and emerging technologies in the ever-changing digital landscape. We understand that the skills you develop today may need to adapt to new challenges tomorrow, and Harper Adams will keep you at the forefront of the field. This course is your passport to a future full of possibilities

A-level entry requirements

- **Entry requirements for 2027 entry are not currently available. Please contact Admissions for advice**

How will I be taught?

At Harper Adams, we believe strongly in the benefits of learning through doing and we take a blended approach of lectures, practical workshops and tutorials, small group teaching, individual support, online learning, and your own independent study.

To enhance your course we also have a range of enrichment activities including trips and guest speakers to supplement our teaching. These opportunities can be so enlightening, putting you in touch with those at the leading edge of research and practice and giving you insight beyond the classroom.

We use a wide range of different assessments to give all students a chance to shine and show off their strengths. You'll do individual and group work, and coursework in the form of projects, portfolios, business reports, marketing plans, portfolios, quizzes, and tests. By using a varied range of assessments you can be sure of a fair assessment of your ability.

Careers

The university has consistently demonstrated a high rate of graduate employment, and this course is the passport to a fulfilling career. Whether you're interested in launching your own startup, joining a multinational corporation, or contributing to a non-profit organisation, the knowledge and expertise you gain will be invaluable.

What will I study?

Year 1	Year 2	Year 3
Business in the Digital Economy (SQ4001) 20	Finance and Accounting for Managers (R5004HF) 20	Connected Global Commerce 20
Professional and Study Skills (SQ4003) 20	Managing People and Change 20	Digital Sustainability 20
Running a Business (SQ4002) 20	eBusiness and Digital Marketing 20	Strategic Leadership (HF) 20
Being Human in the Digital World (SQ4006) 20	Selling, Negotiating and Networking (R5013HF) 20	Innovation and Digital Enterprise 20
Data and Decision-Making (SQ4005) 20	Work-based Learning for Digital Skills 20	Honours Research Project (Digital Business) 40
Digital Business in a Global Environment (SQ4004) 20	The Digital Manager (R5014HF) 20	

Business in the Digital Economy

Year of study 1
Code SQ4001
Credits 20
Core/option Core
Module contact [Dr Hairong Mu](#)

Business in the Digital Economy introduces you to the 'Why?' of business and commerce and is the foundation for your understanding of the relationship between business the wider economic environment, and the challenges of the digital economy. It introduces economists' ways of thinking about decision making, domestic and international economic environment for business, the impact of government policies on business, and gives the background and context for the study of business, exploring some of the most important and pressing questions of all; how do we generate wealth and who benefits? Can we do it fairly and sustainably, and what does this mean for the future of businesses and the world of work?

This module is delivered alongside the module Running a Business where students work together to develop solutions for external clients. It runs for the first part of year one and provides an immersive, dynamic mix of learning activity and socialising opportunities.

Students who successfully complete this module will be able to:

- Explain underlying concepts and principles of economic theories including those of classical economics and emergent thinking, and how these relate to business and organisations.
- Demonstrate a thorough comprehension of key concepts related to the digital economy, including the impact of digital technologies on traditional economic structures, emerging business models, and the role of innovation in shaping economic landscapes.
- Understand economic policies related to digital business practices and evaluate the role of economic policies in adapting to the challenges and opportunities presented by the digital economy.

Professional and Study Skills

Year of study 1
Code SQ4003
Credits 20
Core/option Core
Module contact [Dr Edwin Harris](#)

"Professional and Study Skills" is a module designed to equip students in data science, business, and engineering with essential professional and academic skills. This module provides an opportunity to develop capabilities in key areas such as research, writing, web technology, Markdown, Excel, tidy data management, introductory programming, and effective presentation techniques. By integrating these skills, the module supports students in becoming proficient and adaptable professionals, capable of excelling in their academic and future career pursuits.

Intended Learning Outcomes:

1. Research and synthesise literature relevant to data science, business, and engineering, demonstrating effective information gathering and analysis skills.
2. Develop and maintain web pages using GitHub and Markdown, showcasing an understanding of basic web development principles.
3. Utilise Excel for data analysis and management, applying principles of tidy data for efficient data handling.
4. Implement basic programming concepts using tools like Code Copilot and command line interfaces.
5. Design and deliver compelling presentations, effectively communicating complex ideas to diverse audiences both technical and non-technical.

Running a Business

Year of study 1
Code SQ4002
Credits 20
Core/option Core
Module contact [Ms Claire Robertson](#)

Running a Business introduces you to the 'how' of daily business and commerce and is the foundation for your understanding of the practicalities of business management. The focus is on the immediate and present day-to-day business activity and environment, e.g. decision making and how this is informed, adaptability, collaboration, communication, roles and responsibilities, performance and outcomes.

As part of the learning experience, you will investigate real-life enterprises which are facing challenges in the ever-changing macro and micro environments and develop solutions, which are sustainable and appropriate for the firm.

This module includes the Kickstarter Project, in which students work in teams to develop solutions for external clients. The project provides an immersive, dynamic mix of learning activities. The activity is undertaken in teams, and students will be assessed on both group and individual work.

Being Human in the Digital World

Year of study 1
Code SQ4006
Credits 20
Core/option Core
Module contact [Geoff Underwood](#)

This module is focused on personal wellbeing and human resource management in the context of different digital workplaces. It explores how personal well-being, effective work settings and management approaches intersect in today's digitally-driven organisations to create and deliver products and services across different geographical areas and cultures.

Recognising the significance of work in our lives, the module highlights the importance of prioritising well-being in the workplace and ensuring that work is meaningful. The rise of digital technologies has profoundly influenced our lifestyles and work dynamics. Within this context, the module examines how digitalisation and new technologies affect different work settings and investigates principles and methods for sustaining employee well-being and productivity.

Students who successfully complete this module will be able to:

- Identify factors that can affect employee wellbeing and productivity, for yourself and others, and explore mitigating strategies. Summarise examples of these factors in different work contexts.
- Describe different approaches business have taken and why.
- Explain basic project management approaches and the use of collaborative and productivity work tools to manage workloads.

Data and Decision-Making

Year of study 1
Code SQ4005
Credits 20
Core/option Core
Module contact [Dr Eric Osei](#)

At a time when data is one of the most valuable commodities, this module will develop your skills and abilities in data collection, processing, interpretation and communication within a business context, transforming data into actionable management information and insights.

You will be learning through hands-on exercises, gain an understanding of the underpinning concepts, and exploring real-world case studies. As well as developing essential techniques in data gathering and analysis you'll be learning about visualisation, modelling, and data management, how to communicate your findings to different audiences, and the ethical and legal considerations too, giving you technical proficiency and a management mindset, ready to contribute to decision-making processes in business.

Students who successfully complete this module will be able to:

- Explain the role and function of data analysis in business operations and activities.
- Analyse a range of data using appropriate methodologies, tools and platforms.
- Utilise data analysis in business decision making.
- Present the outcomes of data analyses to different audiences.

Digital Business in a Global Environment

Year of study 1
Code SQ4004
Credits 20
Core/option Core
Module contact [Kevin Flint](#)

This module delves into the influence of various cultures and traditions on business practices, as well as the roles of workers, managers, and entrepreneurs. It also analyses how digital technologies shape these dynamics, particularly in the context of Industry 4.0 and the digital economy, leading to shifts in global value chains and the emergence of new digital strategies and businesses practices.

Intended Learning Outcomes:

Students who successfully complete this module will be able to:

1. Describe different cultural contexts for global businesses and organisations.
2. Communicate effectively a business challenge to a lay audience.

3. Assess different business practices and strategies for operating in the global digital economy.

Finance and Accounting for Managers

Year of study 2

Code R5004HF

Credits 20

Core/option Core

Module contact [Mr. James O'Mahony](#)

An understanding of the financial sustainability of an organisation is a key driver to all business decisions and this module will help you to develop the skills required. All business decisions have a financial implication and financial performance is the common measure of success for internal and external stakeholders; you will explore this, drawing on your own experiences of organisations.

You will learn that being judged and making judgements using financial information is a fundamental process for all enterprises, and this module will give you the confidence to engage with this.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Analyse external and internal accounts using ratio analysis.
- Apply management accounting techniques to solve problems.
- Identify factors driving financial planning in an organisation.
- Propose actions as a result of financial analysis.

Managing People and Change

Year of study 2

Credits 20

Core/option Core

Module contact [Geoff Underwood](#)

Whatever your future aspirations, you will be working with people in your career, and this module will equip you to understand how to manage others, whether formally as a people manager or in the many roles that require informal managing and influencing, especially through periods of organisational change.

When managing people, you will need to consider factors such as the principles of leadership and management, employment law and regulations, communication skills and teamwork. This will include consideration of developing working practices, international and cultural considerations, recent changes and technology.

In managing yourself, you will develop a deeper understanding of your work preferences and behaviours. This will support you in your preparation for your career. This module will cover all of these aspects of management.

Students who successfully complete this module will be able to:

- Reflect on their personal potential and capabilities as people managers.
- Evaluate the purpose of people management in the wider context of employment.
- Review the effectiveness of people management in the workplace at times of change.
- Identify opportunities for improvement in the practices of people management in the context of specific organisations.

eBusiness and Digital Marketing

Year of study 2
Credits 20
Core/option Core
Module contact [Ms Claire Robertson](#)

In this dynamic module you will delve into the rapidly evolving landscape of eBusiness, digital marketing and consumer engagement. It combines theoretical foundations with practical applications to equip you with the knowledge and skills necessary for success in the digital age. Emphasising a strategic approach, this module builds on key concepts explored in previous modules (including Running a Business and the Digital Manager) with a focus on the marketing function of business small and large.

You will engage in lectures, hands-on projects, case studies, and real-world scenarios to develop a deep understanding of eBusiness models and digital marketing strategies and their impact on contemporary business practices. The curriculum covers the latest trends and technologies shaping the digital realm, and the core principles underpinning them.

Interactive lectures and workshops foster critical thinking, creativity, and problem-solving skills. Assessments are designed to evaluate not only theoretical knowledge but also the ability to apply the principles of eBusiness and digital marketing in practical scenarios.

Marketing is an important element of businesses, integrating with every other function with an organisation. By the end of the module, you will feel confident to navigate the complex and ever-changing landscape of digital marketing, whether as a marketer, entrepreneur, or employee within another department, with the strategic mindset and practical skills necessary to thrive in a competitive business environment.

Intended Learning Outcomes:

- Critically appraise current marketing issues within digital culture.
- Apply concepts and principles of digital marketing to solve business problems.
- Demonstrate creativity and originality in content generation and management in both individual and team settings.

Selling, Negotiating and Networking

Year of study 2
Code R5013HF
Credits 20
Core/option Core
Module contact [Ms Claire Robertson](#)

The focus of the module is to build upon the marketing and operational insights gained in your first year of study and apply them to worked examples, case studies and exercises.

Through this module, you will learn about the concepts of the customer value pyramid and how to create persona's of your consumers using data gathered from market research and analysed to generate a view of a target audience for marketing activity. Once this persona is in place you will work (in a project team) to design a campaign to raise brand awareness or shift market focus for a specified organisation. Having honed your B2C (business to consumer) skills you will shift focus to the skills required in the B2B business-to-business context – including learning how to pitch for business and then how to negotiate a deal once you have been selected as a preferred supplier.

Throughout each 'event' you will work as a team of business professionals, developing your portfolio for presentation at the end of each segment.

This module provides you with a focused set of commercial skills to ensure that you are well-prepared for your work placement. Using four focused and real-world mini events, you will develop an understanding of the tools, frameworks and perspectives that will promote successful engagement with suppliers, clients, customers, and stakeholders. These transferable skills are fundamental for the effective operation and development of all businesses and organisations.

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Develop a persona that represents a target audience for an organisation using market research undertaken by your team.
- Create a sample campaign across relevant media to illustrate your understanding of value pyramids and consumer behaviour.
- Respond to a negotiation challenge by creating a strategy, delivering results and evaluating success – with specific focus on the sustainability of the negotiation position adopted.
- Pitch for business, or pitch an idea to a stakeholder group and reflect on personal development as a presenter, persuader or influencer.

Work-based Learning for Digital Skills

Year of study 2

Credits 20

Core/option Core

Module contact [Mr Alastair Boot](#)

The module bridges academic learning and workplace practice, enhancing your employability and preparing students for graduate-level careers. It provides you with the opportunity to gain meaningful, structured, developmental experience in a working environment relevant to your field of study. Through 70 hours of work-based learning, you will engage with real-world work experience, develop transferable skills, and reflect critically on your learning and professional development.

Students may undertake work experience in a range of businesses and organisations, and a core component of your work will be the use of one or more digital technologies in the fulfilment of your role, for example, platforms for digital marketing, customer relationship management, online retail, data analysis, inventory management or bespoke software designed for business activities.

Support and guidance will be available from a university tutor during the work-based learning.

The Digital Manager

Year of study 2

Code R5014HF

Credits 20

Core/option Core

Module contact [Archie Homer](#)

Transforming digital natives into digital managers

If you were born in the 2000s you have grown up in a digital world unrecognisable by any generation before. This module develops your understanding of digital experiences and the knowledge and skills to apply them effectively in business and organisational contexts.

At the heart of every thriving business is good digital business strategy supported by knowledgeable managers who understand complex and ever-evolving digital eco-systems, and make agile decisions based on a fundamental understanding of technology and the human interactions that drive change.

You will learn how to be a manager who is able to take advantage of digital systems that drive innovation, and communicate technically with a wide range of digital stakeholders, from ICT specialists and digital marketing teams to operation managers and senior management.

The content of this module will change, but will always be current. You will be challenged to consider new and emerging ideas developing your confidence in exploring and innovating within the digital interface with the wider organisation.

Intended Learning Outcomes

- Utilise experiences of technologies and data sets to generate and communicate individual perspectives.
- Assess the appropriateness of technologies for business, and lead activities in digital transformation.
- Contribute towards a digital strategy with focus on measurement of success.
- Predict the business implications of changes in Cyberculture and Digital Governance.

Connected Global Commerce

Year of study 3
Credits 20
Core/option Core
Module contact [Geoff Underwood](#)

Connected Global Commerce is delivered in conjunction with the module that follows it, *Strategic Leadership*, to provide the underpinning learning behind the *Capstone Project*.

You will study the dynamics and relationships required for effective international business and with a particular focus on the role and utilisation of digital technologies. It covers the foundations, such as investment, finance and economics, as well as the operational aspects of managing in international contexts. It completes the journey that students started in year one, helping you to develop into a confident manager with a global outlook, aware of the human, cultural and functional elements of business and organisations and how these are supplemented, enhanced and challenged by the use of digital technology.

For the Capstone Project students must work in teams to develop solutions for external clients with an international focus. It runs for the whole of the final year and is intended to provide an immersive and dynamic mix of enrichment activity and experiential learning. Where the first-year Kickstarter Project was an introduction to the fundamentals of business, the Capstone Project requires complex and integrated strategic decision-making across a comprehensive range of business functions and operations. The activity is undertaken in teams, and students are assessed both for group-work and individually.

Digital Sustainability

Year of study 3
Credits 20
Core/option Core
Module contact [Geoff Underwood](#)

This module aims to define what businesses are doing to adopt a more sustainable approach to business management. Students will examine a number of case studies, which will attempt to demonstrate how individual businesses are aligning their activities to address global sustainability challenges such as climate change, carbon reduction, energy and water scarcity and poverty reduction. This module also explores the subject of business ethics and the related concept of corporate social responsibility. The module assesses the business need for ethical practice and examines the strategies through which ethical practices can become embedded. More practically, it is anticipated that students will be able to apply ethical theory and moral reasoning to successful sustainable management decision-making.

Strategic Leadership

Year of study 3
Code HF
Credits 20
Core/option Core
Module contact [Geoff Underwood](#)

Strategic Leadership follows from and is delivered in conjunction with the module Integrated Global Business to provide the underpinning learning behind the students' Capstone Project. Strategic Leadership concerns the transition of intent into action and the implementation of solutions through strategic thinking and the development of the personal leadership skills required to achieve this.

For the Capstone Project students must work in teams to develop solutions for external clients with an international focus. The project runs for the whole of the final year and provides an immersive and dynamic mix of enrichment activity and experiential learning. Where the first-year Kickstarter Project was an introduction to the fundamentals of business, the Capstone Project requires complex and integrated strategic decision-making across a comprehensive range of business function and operations. The project is undertaken in teams and students are assessed individually for the Strategic Leadership component.

Where Integrated Global Business facilitates the students's learning of the dynamics and relationships required for effective international business and commerce,

Intended Learning Outcomes

Students who successfully complete this module will be able to:

- Apply conceptual models to the real-world development and implementation of integrated strategies in organisational contexts.
- Make strategic decisions that include a variety of perspectives: commercial, international, ethical, sustainable.
- Develop personally effective styles and modes of leadership.

Innovation and Digital Enterprise

Year of study 3

Credits 20

Core/option Core

Module contact [Geoff Underwood](#)

This module will introduce and embed the skills and understanding required for successful entrepreneurship and the launch and development of new businesses and enterprises. The skills and qualities required of entrepreneurs are also highly valued established businesses and this module makes that explicit link.

You will explore the critical role of innovation and digital technologies in the creation, growth, and sustainability of new business ventures and start-ups. It is designed to equip students with a an understanding of how digital transformation and entrepreneurial thinking converge to shape the modern enterprise. Emphasis is placed on the development and application of digital tools, platforms, and business models that foster innovation, agility, and competitive advantage in start-up environments.

It is intended to support you in exploring a business idea with the goal to find out if the idea is feasible and allows you to apply this knowledge and develop or enhance your skills in research, pitching and presentation skills, in written and verbal form. These skills are essential for starting and running a business in as much as for working independently within an organisation as a manager.

You will explore the role of entrepreneurship and small business management with the view of sustainable growth. You will investigate and explore how organisations form, then how they begin to evolve. Finally, you will examine how the organisations, their customers and key stakeholders may change as organisations grow to become long term sustainable businesses. As part of the learning experience, you will investigate real life enterprises which are early in their growth to explore: how they started? What were the challenges? How will they grow?

Honours Research Project (Digital Business)

Year of study 3

Credits 40

Core/option Core

In this module you will conduct a significant piece of research into a topic area of your choice. The reading and research you will do allows you to demonstrate your academic ability and also to indulge yourself in an area of particular personal interest.

You will have a dedicated academic helping you all the way as a research supervisor, supporting you to produce a research proposal along with a literature review which will be assessed on its own at the end of the first term. You will then conduct your research and analysis, and present this in an appropriate format such as an academic report, consultancy report, policy 'white paper', or digital portfolio which you will submit at the end of the second term.

The module will include tuition in research methods and analysis.

Alongside the tuition and supervision there are supporting activities such as a students' research conference, opportunities to submit to an in-house journal, and in-depth preparation for students' specific career choices and post-university employment, achieved through targeted intensive small group teaching

and coaching. This will include engagement with industry professionals and specialists, and enrichment opportunities.