



BSc (Hons) + Foundation Year Digital Business Management (School of Coding and AI)

Duration Four years

Start date Early 2027

Location School of Coding & AI, Birmingham campus OR The Quad, Telford.

This course is delivered by the [School of Coding & AI](#) in partnership with Harper Adams University. Upon successful completion, students will be awarded a Bachelor's Degree with Honours from Harper Adams University.

Delivery: This programme is taught throughout the week, including over weekends.

The course

This 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.

Commencing with a foundation year to give you the skills, confidence and resilience required to succeed in Higher Education, 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.

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.

You will learn key skills and knowledge, both core and subject-specific, and how your chosen area of study fits into the challenges and opportunities of the modern global landscape. Through reflective approaches, you will develop and monitor your own personal learning journey.

This programme will help you build on a foundation of skills and knowledge developed in the classroom and practical/vocational environment. This will enable you to undertake independent and collaborative tasks, supported by workshops, masterclasses (in person and online – delivered by internal and external experts) and targeted individual mentoring.

Your Foundation Year involves varied assessments that develop your personal skillset and also that relate to the programme which you will progress onto. You will be able to demonstrate your knowledge and skills through verbal, written, practical and collaborative tasks that will provide a broad underpinning for your ongoing academic journey.

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.

What will I study?

Year 1	Year 2	Year 3	Year 4
Key Academic Skills (SOC) 20	Business in the Digital Economy (SOC) 20	Finance and Accounting for Managers (SOC) 20	Connected Global Commerce (SOC) 20
Principles of Business and Food (SOC) 20	Professional and Study Skills (SOC) 20	Managing People and Change (SOC) 20	Digital Sustainability (SOC) 20
Vocational Skills Portfolio (SOC) 20	Running a Business (SOC) 20	eBusiness and Digital Marketing (SOC) 20	Strategic Leadership (SOC) 20
Global Challenges - Local Impact (SOC) 20	Being Human in the Digital World (SOC) 20	Selling, Negotiating and Networking (SOC) 20	Innovation and Digital Enterprise (SOC) 20
Economics and Marketing (SOC) 20	Data and Decision-Making (SOC) 20	Work-based Learning for Digital Skills (SOC) 20	Honours Research Project (Digital Business) 40
Team Challenge (SOC) 10	Digital Business in a Global Environment (SOC) 20	The Digital Manager (SOC) 20	
Individual Project (SOC) 10			

Key Academic Skills (SOC)

Year of study 1
Credits 20
Core/option Core

In this module, you will develop a grounding in the Key Academic Skills vital in Higher Education and future employment, both in literacy and numeracy. These skills involve the ability to communicate in written form as prescribed by Harper Adams University using the appropriate referencing format, based on the ability to search for and evaluate appropriate sources to support your work. In addition, this module aims to consolidate and improve your ability to process and interpret data and present results effectively, thereby improving your confidence in the use of mathematics, statistics and associated software. This module is designed to enable you to develop your skills to feel more confident and competent as you progress through the Foundation Year Programme and advance to the first year of your university degree.

Principles of Business and Food (SOC)

Year of study 1
Credits 20
Core/option Core

This module is designed for students interested in pursuing degrees in food production/management or business management but the principles of food and business that you will learn are highly transferable. You will develop a broad understanding of topics related to these fields, including micro and macro environments, pricing and costings, communications and consumer behaviour, and begin to develop the skills and knowledge needed to apply them sustainably in a real-world context.

You will have the opportunity to work both individually and collaboratively in groups, identifying and solving problems, conducting market research and analysis, and business planning. Alongside the key theories and business practices, you will develop skills in communication, planning, digital literacy as it applies to food and business, teamworking, and many more graduate attributes sought after by employers

Vocational Skills Portfolio (SOC)

Year of study 1
Credits 20
Core/option Core

Your academic and professional careers will be underpinned by a set of core skills. This module will equip you with a portfolio of vocational, practical and technical skills which will serve you through your academic, social and professional development – including ICT, core subject-related skills and wider personal/professional/interpersonal skills development. Through a blend of mandated workshops and self-selected/self-directed learning experiences, it will provide you with opportunities to reflect on your own skills gaps, strengths and weaknesses.

Global Challenges - Local Impact (SOC)

Year of study 1
Credits 20
Core/option Core

This module is intended to support the early development of critical thinking and synthesis by signposting you toward global challenges that will have a real and current impact on local businesses/organisations and their stakeholders.

You will explore regional and global problems and their impact on global resources, the environment, and human societies. You will identify and explore challenges that may shape organisational Environment, Social and Governance (ESG) strategies, underpinned by sustainable development goals, that will be further studied later in your degree programme.

Economics and Marketing (SOC)

Year of study 1
Credits 20
Core/option Core

Economics and marketing are the key pillars of any successful business, and a strong understanding of both is essential for any businessperson looking to succeed in today's competitive market. By combining insights from both fields, businesspeople can develop effective strategies for pricing, marketing, and growth that drive long-term success. You will begin to appreciate how marketers, in the conventional as well as in the digital world, are encouraged to integrate marketing with economics, to create successful and effective business decisions, considering both the micro-economic and macro-economic situation of the globalised world. We will explore the ways that consumers behave and make decisions, how businesses set prices, demand and supply, and the positioning of products and services. You will learn how economics and marketing can help businesses identify new market opportunities and develop effective marketing strategies in a global marketplace.

Team Challenge (SOC)

Year of study 1
Credits 10
Core/option Core

This module aims to support the development of group working skills and capabilities. You will gain an insight into your team working skills through undertaking group activities and tasks. This learning will benefit you both when undertaking group assignments for your degree but also whilst on placement with employers. You will undertake a group challenge which allows you to test your skills in a supportive environment. You will reflect on these experiences in order to develop stronger self-awareness and improve skills for use in your future academic career.

Individual Project (SOC)

Year of study 1
Credits 10
Core/option Core

This module brings together the academic, vocational and research skills you will have gained across the foundation year, providing an opportunity for students across the programme to apply these skills by researching, creating and presenting an academic poster on a topic related to your intended destination course.

Business in the Digital Economy (SOC)

Year of study 2
Credits 20
Core/option Core

This module introduces the basics of business and how organisations operate within the wider economy and digital environment. You will explore how economic decisions are made, the role of government policies, and how digital technologies are changing business

Professional and Study Skills (SOC)

Year of study 2
Credits 20
Core/option Core

"Professional and Study Skills" is a module designed to equip students 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.

Running a Business (SOC)

Year of study 2
Credits 20
Core/option Core

This module focuses on the practical side of business management. You will explore how businesses operate day-to-day, including decision-making, teamwork, communication, and problem-solving.

Being Human in the Digital World (SOC)

Year of study 2
Credits 20
Core/option Core

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.

Data and Decision-Making (SOC)

Year of study 2
Credits 20
Core/option Core

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.

Digital Business in a Global Environment (SOC)

Year of study 2
Credits 20
Core/option Core

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 business practices.

Finance and Accounting for Managers (SOC)

Year of study 3
Credits 20
Core/option Core

This module introduces the role of finance in business decision-making. You will learn how to analyse financial information, use accounting techniques, and understand the factors that influence financial planning and organisational performance.

Managing People and Change (SOC)

Year of study 3
Credits 20
Core/option Core

This module explores how to manage and work effectively with people in organisations. You will examine leadership, communication, teamwork, employment law, and managing change, while also reflecting on your own management and professional development.

eBusiness and Digital Marketing (SOC)

Year of study 3
Credits 20
Core/option Core

This module explores how businesses use digital technologies and marketing strategies to engage customers. Through case studies and practical activities, you will learn about eBusiness models, digital marketing tools, and current trends shaping modern business.

Selling, Negotiating and Networking (SOC)

Year of study 3
Credits 20
Core/option Core

This module focuses on understanding customers and developing practical business skills. You will learn how to create customer profiles, design marketing campaigns, deliver sales pitches, and negotiate with clients and partners through team-based projects.

Work-based Learning for Digital Skills (SOC)

Year of study 3
Credits 20
Core/option Core

This module allows you to investigate a real business problem related to digital business management. With guidance from a supervisor, you will conduct research, analyse findings, and present your results in a structured report.

The Digital Manager (SOC)

Year of study 3
Credits 20
Core/option Core

This module explores how digital technologies shape business strategy and innovation. You will examine digital systems, emerging technologies, and how organisations adapt to digital change while developing the skills to support digital transformation.

Connected Global Commerce (SOC)

Year of study 4
Credits 20
Core/option Core

This module explores how businesses operate in the global digital economy. You will examine international business relationships, finance, and operations while developing a global management perspective.

Digital Sustainability (SOC)

Year of study 4
Credits 20
Core/option Core

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 (SOC)

Year of study 4
Credits 20
Core/option Core

This module focuses on strategic thinking and leadership in business. You will develop the skills needed to turn business strategies into action and lead teams effectively.

Innovation and Digital Enterprise (SOC)

Year of study 4
Credits 20
Core/option Core

This module introduces the skills and knowledge needed to start and grow a business. You will explore entrepreneurship, innovation, and the use of digital technologies in creating sustainable ventures. Through real-world case studies, you will develop skills in research, pitching, and presenting ideas, while learning how businesses form, grow, and adapt to meet the needs of customers and stakeholders.

Honours Research Project (Digital Business)

Year of study 4
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.