



UNIVERSITY  
OF HULL

| Online

## MSc in Digital Transformation

2020/21 Course Guide

**Duration:** 2 years (part-time)

**Format:** 100% online

**Start dates:** January, May and  
September

## Introduction to

# MSc in Digital Transformation ...

---

Learning to adapt to new technological shifts and interpret their business value requires a new mindset and new capabilities.

Rather than using technology to automate old ways of doing business, with Hull Online's MSc in Digital Transformation you will gain the confidence to evaluate technological potential and choose the right technology to transform how your organisation operates.

Whatever industry you work in, you will get the know-how to help your organisation minimise its exposure to costly mistakes and safeguard its resilience.

## Course overview

---

Whether it's a global pandemic or a cyber-attack, this course will help you develop the data analysis skills you need to address the digital challenges your organisation could face. You will learn how to interpret and visualise data to support your organisation's decision-making process.

You will also get a critical understanding of the role of ethics in digital transformation and learn how to avoid the ethics violations that have tripped up corporations of many different sizes in recent years.

Through looking at case studies, you will learn how introducing new technologies inside an organisation affects its structure, the working relationships between people, the power dynamics and the way data is exchanged.

You will examine how new technologies can create resistance to change, disrupt business operations, and allow for the creation of unintended consequences. You will see how failed technological transformation projects have even led to bankruptcy for some businesses.

You will gain an understanding of the relationship between an organisational system and its environment, so that you can realise the potential of future technologies for an organisation. You will apply systems thinking to analyse problematic situations in different ways. These are skills you can continue to use throughout your career and as you move into more senior positions.

On completion of this MSc, you will be able to confidently manage the adoption, implementation and utilisation of current and future digital technologies. This will make you a valuable individual for any organisation looking to use data-driven insights to help it maintain a competitive advantage.

## How you study

---

This course is offered 100% online, so you don't need to interrupt your work or personal commitments to study. Course content includes an engaging and interactive mix of video, podcasts and online presentations, with links to further resources and downloadable materials.

Online discussion forums will encourage interaction with your global network of peers, enabling you to share perspectives and debate current topics and issues in your field. You'll also be able to interact with members of the academic team through regular webinars and feedback.

All course content is available online through our easy-to-use, intuitive online learning platform that you can access via desktop or your mobile device anytime from anywhere.

## Assessment

---

All assessments for this course are based on coursework and submitted online.

Your performance on the course will be assessed through a range of methods including

- Ongoing tutor and peer feedback
- Practical work, including group projects and discussion forums
- Written work, including case studies, reports and essays

## Career prospects

---

Many companies are looking to expand their operations to digital platforms and make more meaningful use of digital technology. To do this, they need employees who understand the implications of digital transformation for their business.

You will leave this course with a broad and deep subject matter of technological domains like AI, augmented reality, blockchain, quantum computing and 3D printing. You will be able to think reflectively about technology, the ethics of technological change, and how to develop a digital strategy that protects your organisation from cyber-security threats.

With a Digital Transformation MSc, you can be central in planning, coordinating, and exploring digitalisation activities within your current organisation, or in your next move up the career ladder.

Roles open to you as an MSc Digital Transformation graduate could include:

- Digital Transformation Manager
- Cyber-Security Manager
- Information Technology Manager
- Information Systems Analyst

## Entry requirements

---

- Minimum of a 2.2 Honours degree (or international equivalent). Since this is a conversion MSc, previous subject matter experience is not required but is desirable. As technology affects all industries, candidates can come from a variety of subject backgrounds and industry domains.
- A current detailed CV with their application highlighting relevant professional and/or personal experience.
- An IELTS 6.0 score (with minimum 5.5 in each skill) if your first language isn't English (or other English language proficiency qualifications accepted by the University of Hull).

Applicants without the required formal qualifications but with significant relevant experience are also encouraged to apply.

If you're unsure whether you're eligible to apply, please contact our Course Advisers on +44 (0)1482 235569 or email [enquiries-online@hull.ac.uk](mailto:enquiries-online@hull.ac.uk).

## Fees and funding

---

Course fee: £10,300 (including a £250 acceptance fee)

Payment can be made in full prior to commencing the course, or in 6 instalments over the duration of the course.

## Payment methods

---

Payments can be made online, via bank transfer, or over the phone.

## Financing your studies

---

As a University of Hull Online student, you might be eligible for a range of funding and bursaries towards your course fees. UK postgraduate students can apply for a government-backed, non-means-tested loan of up to £10,609.

You may also be able to take advantage of the following

- **Bursary.** Cash help of up to £400 when you apply (must include a statement explaining how a bursary would help you financially).
- **Graduate Studentship.** University of Hull alumni are eligible for a £1,000 reduction in fees.
- **Refer-a-Friend.** Any student who refers another student to the University of Hull Online is eligible to receive a £400 reduction in fees. The referred student will also enjoy the same fee reduction.

For more information about fees and funding, please call us on +44 (0)1482 235569 or email [enquiries@online.hull.ac.uk](mailto:enquiries@online.hull.ac.uk).



## How to apply

---

Apply online by visiting [online.hull.ac.uk](https://online.hull.ac.uk) and submitting the following supporting documents

- Relevant degree transcripts
- Evidence of English language ability (IELTS, TOEFL, or other acceptable proof)
- Curriculum Vitae (CV) / Resume
- References
- Personal statement

We welcome applications from candidates who wish to be considered, at least in part, based on their relevant work experience. Please contact us on +44 (0)1482 235569 for more details.

## About the University of Hull

---

At the University of Hull, we're committed to giving you the expert teaching and support you need to help build a better world. That's why our motto is 'Lampadas Ferens', translated as 'Carrying the Light of Learning.'

The University of Hull Online combines the teaching excellence and career-enhancing opportunities synonymous with the University of Hull with the freedom and flexibility to study from wherever in the world you may be.

**[online.hull.ac.uk/courses/msc-digital-transformation](https://online.hull.ac.uk/courses/msc-digital-transformation)**

University of Hull,  
Cottingham Road,  
Hull, HU6 7RX,  
United Kingdom

T: +44 (0)1482 235569  
E: [enquiries@online.hull.ac.uk](mailto:enquiries@online.hull.ac.uk)

 @UniofHullOnline

 /UniversityOfHullOnline



UNIVERSITY  
OF HULL

| Online