

DUBLIN CITY UNIVERSITY BUSINESS SCHOOL



M.Sc. in Electronic Commerce (Business)

(PAC Code: DC506) 1 Year Full-Time Programme



Programme Overview

Jointly offered by DCU Business School and DCU School of Computing, the M.Sc. in Electronic Commerce features a common core curriculum with two distinct streams – Business and Technical. With major fee support for E.U. students and a strong practical focus, the programme has a wealth of attractive features for both recent graduates and those wishing to update their skills through full-time study.

The programme has been awarded the prestigious EPAS accreditation by EFMD, the European Foundation for Management Development. The accreditation recognises the quality of alumni of the programme and their career progression, the market positioning of the programme nationally and internationally, the curriculum content and delivery system, the extent to which the programme has an international focus, its balance

between academic and managerial dimensions, and the appropriateness of the faculty who deliver the programme.

Entry Requirements

Applicants to the business stream must hold a first, or second class grade 1 honours degree in business, computing or a related discipline. In exceptional circumstances, candidates with a second class grade 2 honours degree may be admitted. Candidates with significant business experience on top of a primary degree may also apply.

Aims and Objectives

The programme is designed to produce the kind of e-business managers, technologists, entrepreneurs and innovators in greatest demand by the information economy. It achieves this by providing students on each stream with a powerful combination of technological and business skills of relevance to electronic commerce applications. A strong collaborative ethos across the business and technical streams is fostered through the extensive shared curriculum, interactive teaching modes, and overall entrepreneurial and innovative orientation.



National Development Plan 2007 - 2013

Funded by the Irish Government under the
National Development Plan 2007 - 2013

Programme Structure

The programme is delivered on a full-time basis over twelve months. It begins with an intensive orientation programme designed to encourage the development of teams by combining various skills and talents from the two different streams of students.

Students on both streams take a core set of modules such as web design, business modelling and process innovation, information access, and e-commerce infrastructure in the first two semesters. Students on the business stream take modules in advanced business topics as well as some fundamental modules in computing. Students with a technical background on the business stream take additional business modules in lieu of the fundamental modules in computing. Students on the technical stream take advanced technical modules in each semester.

Next Generation Management

The M.Sc. in Electronic Commerce (Business) is part of DCU Business School's Next Generation Management initiative. Starting with a weeklong immersion course, this initiative provides students with a unique and flexible learning opportunity to develop the competencies required for successful management careers and to contribute to business success. Particular emphasis is placed on reflective and critical thinking, collaborating with people, creating and sharing knowledge and dealing with complexity. The module is structured around the major personal, organisational and contextual challenges in modern management and focuses on four key themes: personal and career development; leadership, teamwork and corporate accountability; global and societal awareness; and research, media and communication.

Programme Content

- Immersion Course
- Next Generation Management
- Object Oriented Programming
- Organisation and Management in the Networked Era
- Web Design and Media
- Accounting*
- Business Finance*
- The Digital Economy*
- Business Modelling and Process Innovation*
- Innovation and High Technology Entrepreneurship
- Networks and Internets
- Risk Management and Regulation in E-commerce
- Information Access**
- eCommerce Infrastructure**
- Next Generation Marketing**
- Strategic Thinking in the Information Age**
- Group Practicum

** All students select one of these options in Semester 1. Students on the Business Stream with a technical background must select an additional optional module in lieu of Object Oriented Programming.*

*** All students select one of these options in Semester 2. Students on the Business Stream with a technical background must select an additional optional module in lieu of Networks and Internets.*

Putting Knowledge into Practice

Throughout the programme, students will be given the opportunity to apply their knowledge to real-world projects. This may involve running an online marketing campaign, researching a commercial opportunity or international market entry strategy, compiling a business plan or applying some other business process or toolset. As well as undertaking these projects for individual modules, students have the opportunity of working together in a group to complete a major practical project which is submitted and presented in August. In addition to business research, this typically entails the prototyping of an e-commerce system or development of a software application. Projects are sourced from DCU's research centres, corporate clients, or may be based on students' own insights and ideas.

Fees Reduction

This programme is supported by the HEA under the Graduate Skills Conversion Programme, resulting in a reduced fee for most European Union students. This is subject to annual review but in 2010/2011 the fees payable per annum by most EU students were reduced to €2,500.

Career Prospects

Graduates have pursued a variety of careers in the information economy as managers, entrepreneurs, business analysts, management consultants, e-marketing professionals and e-business technologists. They work in specialist e-commerce organisations and in traditional industry, which has begun to innovate its systems and processes to compete in the new economy. Other students have developed their entrepreneurial talents and have won awards for their work. Employers of our graduates include Cambridge University Press, Elverys Sports, Google, IBM, Mars, Nike, Oracle, Unilever and Vodafone.

Chairperson of the Programme

Regina Connolly, M.Sc., Ph.D., M.I.C.S.

Contact Details

Enquiries should be directed to the DCUBS School Office at: +353 (0)1 700 5265 or email: dcubs@dcu.ie

View full programme details, including fees and closing dates for application, at www.dcu.ie/dcubs

To apply for a postgraduate taught programme, visit the Postgraduate Applications Centre (PAC) at www.pac.ie to complete an online application.