

Programme Specification

Programme Title and Name of Award	Postgraduate Certificate Managing Digital Projects (Work Based)		
Academic Level	7	Total Credits	60
Professional Body Accreditation / Qualification	Not applicable		
Date of Professional Body Accreditation	Not applicable	Accreditation Period	Not applicable
UCAS Code	Not applicable		
HECoS Code	100812		
Criteria for Admission to the Programme	<p>The University's standard criteria for admissions apply.</p> <p>You must normally hold an Honours degree (Minimum Class 2:2) of a recognised university or comparable institution, or must in other ways be qualified to be regarded by the University as equivalent to such graduates. Where the course has a professional focus, you may be required to demonstrate competence as prescribed by the relevant professional body. The following additional requirements apply for entry to this programme:</p> <p>You should:</p> <ul style="list-style-type: none"> • Be employed in a role relevant to Programme Management • Have completed any in house induction required by your employer • Be able to evidence previous engagement in CPD activity (or demonstrate equivalent experience and understanding) • Have the commitment of your employer to provide the opportunity to embed and implement learning in the work place <p>For APL, please refer to the University website.</p>		
Teaching Institution	University of Cumbria		
Owning Department	Institute of Business, Industry and Leadership		

Programme delivered in conjunction with	Not applicable
Principal Mode of Delivery	Distance Learning or via Blended Learning (to open & closed cohorts)
Pattern of Delivery	Part time over 52 weeks, to be completed within one year as standard
Delivery Site(s)	University of Cumbria campuses in Carlisle, Lancaster, Ambleside, and London. Delivery at Workington and Barrow (subject to cohort viability)
Programme Length	12 months part-time with a maximum registration period of 4 years.
Higher Education Achievement Report (HEAR)	Upon successful completion of this programme, you may receive a Diploma Supplement/Higher Education Achievement Report (HEAR).
Period of Approval	01.06.2020 to 31.05.2026
<p>This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage: https://www.cumbria.ac.uk/study/courses/postgraduate/managing-digital-projects-work-based/</p>	

Cumbria Graduate Attributes

Throughout your studies, you will be provided with the skills and knowledge relevant to the global workplace. All successful graduates of the University of Cumbria will be:

- Enquiring and open to change
- Self-reliant, adaptable and flexible
- Confident in your discipline as it develops and changes over time
- Capable of working across disciplines and working well with others
- Confident in your digital capabilities
- Able to manage your own professional and personal development
- A global citizen, socially responsible and aware of the potential contribution of your work to the cultural and economic wellbeing of the community and its impact on the environment
- A leader of people and of places
- Ambitious and proud

Programme Features

Digital technologies in business and public service organisations offer enormous potential to improve customer offerings, increase staff productivity, reduce errors and streamline operations. Digital technologies are hugely beneficial also to collaborative working between organisations, supporting common strategic goals.

The PGCert Managing Digital Projects (Work Based) programme has been designed to support you as professionals working in any field, whether in operations, business development, engineering or other departments. Managing digital projects involve teams with multidisciplinary skills that you will need to co-ordinate. It is not expected that you will have detailed technical skills, but you will learn to work with those who do. The programme offers a continuing professional development opportunity if you are looking to develop your practice in this area. It is anticipated that you will use the programme to develop a work-based project, with mentored support from course tutors and external champions. Your mentor, which could be your tutor or industry specialist, will support you to settle into your studies and sign post you to our wider support network here at the University of Cumbria as required. We encourage appropriate projects to be selected and developed in conjunction with employers, so that the impact can be maximised.

The programme can be studied flexibly by you via distance learning. Employers can also commission a bespoke version of the programme to be delivered via blended learning.

The programme comprises two modules. The first module aims to provide you with an in-depth and critical understanding of factors associated with using Digital Technology in practice. The module includes an overview of available technologies, examples of uses, and success stories from those who have used them in business and public services. You will be supported to critically engage with the evidence base to better inform your project ideas. This provides a strong foundation from which you can move on to study the second module.

The second module aims to support and mentor you to devise a digital transformation project within your business area, which culminates in a project report. This module is suitably flexible to afford you the option to work on a hypothetical project in the event of changes to employer business plans responding to the fast paced environment we operate in.

When undertaking this module you will adhere to the Ethical Code of Conduct and Intellectual Property Rights/Copyright Law provided by your current employer.

The programme forms part of the continuing professional development offer at the University of Cumbria. You will be awarded a PGCert Managing Digital Projects (Work Based) (60 masters level credits at Level 7) and can opt to combine these credits towards a PGDip or Masters qualification.

Aims of the Programme

The overall aims of the Programme are:

1. To provide participants with an in-depth and critical understanding of factors associated with using digital technology to support practice and/or operations in the workplace
2. To support and mentor participants to devise and implement a digital transformation project within their workplace.

Level Descriptors

Level Descriptors describe in general terms the expected outcomes you will achieve at each level of study as you progress through your programmes. They describe the relative demand, complexity, depth of learning and learner autonomy associated with a particular level of learning and achievement. The University's Level Descriptors are aligned to the national [Framework for Higher Education Qualifications](#) (FHEQ) and are a key mechanism for ensuring the academic standards of the University's provision.

At Level 7 (Usually Master's level), you will be able to demonstrate that you have the ability:

- To display a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice.
- Employ advanced subject-specific and cognitive skills to enable decision-making in complex and unpredictable situations.
- Generate new ideas and support the achievement of desired outcomes
- Accept accountability for decision making including the use of supervision
- Analyse complex concepts and professional situations by means of synthesis of personal and work place reflection and data drawn from scholarship and research in the field.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

After 60 credits of study (PGCert) you will be able to demonstrate:

- K1. A critical appreciation of the drivers and enablers of digital innovation.
- K2. An in-depth understanding of the barriers and challenges associated with digital innovation in industry and public services
- K3. Rigorous consideration of cybersecurity issues and the risks associated with the use of digital technology.
- K4. A reasoned justification for the implementation of a digital technologies project within your own industry or public service.

Programme Outcomes – Skills and other Attributes (including Employability Skills)

The programme provides opportunities for you to develop and demonstrate the following:

After 60 credits of study (PGCert) you will be able to demonstrate:

- S1. Scope and define, a digital transformation project suitable for implementation within your workplace.
- S2. A critical appraisal of the organisational enablers, challenges and processes associated with the implementation of your digital transformation project.
- S3. Critical dialogue for the implementation plan for your digital project.
- S4. A robust evaluation strategy for your digital project.

S5. Synthesis of key outcomes and learning from your project.

External and Internal Reference Points

The following Subject Benchmark Statements and other external and internal reference points have been used to inform the Programme Outcomes:

- [QAA Benchmark statement for General Business and Management \(2015\)](#)
- [QAA Benchmark statement for Computing \(2016\)](#)
- [QAA Framework for Higher Education Qualifications in England, Wales and Northern Ireland](#)
- [UoC Strategic Plan](#)
- [UoC Learning, Teaching and Assessment Strategy](#)
- [UoC Academic Regulations and Academic Procedures and Processes](#)

Graduate Prospects

Course participants are already in work. However, the course will improve their skills enable them to progress within their careers. Skills will include understanding of digital technology adoption and diffusion of innovation, leadership and influencing skills for transformative projects, stakeholder management, evaluation and measures of success.

Graduates from the sister programme, PGCert in Digital Health, from earlier cohorts have developed successful innovations in their work place.

This programme enables graduates to formally evidence their level 7 achievement which may be required for progression within their work-place. Students who are awarded the PGCert Digital Managing Digital Projects (Work Based) may opt to use their credits towards a PGDip or Masters qualification (conditions may apply) from the University of Cumbria's Masters portfolio:-

<https://www.cumbria.ac.uk/study/courses/?keyword=&level=Postgraduate>

The University of Cumbria has a Graduate school where you may also wish to consider a postgraduate research degree undertaken by research thesis and oral defence, a Master of Philosophy (MPhil) or a doctoral-level award assessed through a research thesis and oral defence, Doctor of Philosophy (PhD).

Please see <https://www.cumbria.ac.uk/research/prospective-students/>

Learning, Teaching and Assessment Strategies employed to enable the Programme Outcomes to be Achieved and Demonstrated

As a student at the University of Cumbria, you are part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate, facilitative and dynamic learning environment. Teaching, assessment and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy.

We seek to create a stimulating and innovative community of learning, whether encountered on campus or at a distance or in the workplace. Facilitated by our expert practitioner staff, you will experience a learning environment that is well equipped, flexible, and stimulating.

Learning and Teaching

Continuing professional development (CPD) courses attract diverse student cohorts, this diversity will be exploited in our module delivery. This programme is aimed at professionals from across the UK and further afield, with an interest in using digital technology, (whether as practitioners, managers or commissioners), and is designed to support practitioners to plan, implement and evaluate a work based digital innovation. You will be encouraged to work together through our digital platform to share practice from your own diverse communities, and to form a learning community of digital innovators. Our current students have identified peer support as a key to their success. We also recognise that time will be an important factor for you to develop your learning, so consequently, this programme has been designed to be flexible, utilising a full range of UoC digital resources and supported communication through learning technology to facilitate distance learning. Use will be made of UoC learning technology and the availability of resources suitable for mobile learning (such as downloadable video podcasts and associated transcripts, discussion boards, wikis and blogs). Learning will be based in academic study and supported with real-world examples of digital health being brought in through a network of visiting speakers (including digital champions, innovators and former students). We will adopt a reflective approach that fosters an enquiring, evaluative approach to academic study; you will be encouraged to apply and validate your learning in your professional contexts. Intellectual, subject specific and key transferable skills are central to learning opportunities and assessment. You will be encouraged to critically reflect on your skill development in your learning and, where relevant, employment contexts in order to develop your ability to make sound professional judgments.

Summative and Formative Assessment

Learning and assessment are considered to be interrelated. Everything that you undertake – and the products of that learning – are embedded through active participation and formative opportunities for peer review; and designed for your success. Summative assessment is authentic, in that assessment clearly aligns to programme and module level learning outcomes. Further, assessment is student centred in that it gives great importance to your purpose and is attentive to workplace realities (Raine and Rubienska, 2008:435); it encourages and enables progressive development through feedback, and it is of relevance to either further academic progression or your current and future employment needs.

Formative assessment

- peer review of individual components of patchwork assessment
- Reflective blogs

Summative

- Set Exercise as a Patchwork Text
- Project Report

Student Support

We provide responsive learner support that promotes student success. Our approach to learner support is designed to support achievement and progression, champion inclusivity and accessibility, prepare you for opportunities beyond study, and promote independence and resilience, enabling you to achieve your potential.

As a student of the University of Cumbria, you will be taught by academics and expert practitioners who facilitate learning through structured inquiry. You will be provided with access to high quality academic resources through physical and digital libraries and will be supported to develop skills that enable you to become a critical, reflective, discerning and independent learner and researcher.

Induction

In the first week of study we will introduce you to the requirements of the programme, the programme structure and how to navigate through the learning resources. We will also ensure you are aware of the range of academic and pastoral support available to you during your studies.

There is an induction week at the start of the programme which ensures that you understand the requirements of M level study as well as the structure and content of the programme. Blackboard, our virtual learning environment, is used to support the programme and you will have all the information regarding timetabled sessions, learning resources and module assessment schedules available to you at the start of the programme.

An interactive on-line induction session is also available for this programme. This will set-the-scene for the programme and include information about the programme, how on-line provision will work in practice, Blackboard, expectations and how you will access support remotely. On-line activities will enable students to get to know each other prior to on-line group learning activities.

Personal Tutoring

You will also be allocated a Personal Tutor. Your Personal Tutor will be proactively involved in the delivery of your programme and will have contact with you throughout your time at the University. They will support your learning and development, including through tutorials, Progress Reviews and other support as outlined in the Personal Tutoring Policy. Reflecting the blended learning basis for this course, it is expected that tutoring support will be delivered using video-conferencing, such as Skype4Business, telephone and email.

Personal Development Planning

This programme is designed to provide the opportunity for your critical reflection on your changing roles and professional accountability and synthesis of your learning in relation to your work place.

Library and Academic Support (based in Information Services)

Module leaders will collaborate with Library and Academic Advisors to ensure that your reading and resource lists are current and items are available via the library discovery tool OneSearch. In order to maximise access, availability and usefulness, ebooks and electronic journal titles will, in most cases, be prioritised. You can access a wide range of electronic and print content using [OneSearch](#) and you can find out more about key texts, databases and journals for your subject by accessing the library's [subject resources webpages](#). Where appropriate, module reading and resource lists will be made available to you electronically using the University's [online reading and resource list system](#).

The [Skills@Cumbria](#) service can help support your academic skills and success throughout your programme. The service is delivered by a team of professional Library and Academic Advisors. It includes a suite of [online self-help resources](#) accessible 24/7 via the University's website and Blackboard site. It also provides group and individual advice and guidance accessible through and alongside your course and by different means such as face to face, email or virtual. Visit [skills@cumbria](#) for more details.

IT and Technical Support

Technology is an invaluable asset when it comes to studying, so it's important you know how to make the most out of the excellent [facilities](#) we have available. Our aim is to ensure you can access university electronic resources from anywhere or any device, whether on or off campus. The [Student Hub](#) is your one-stop gateway to all university systems, Outlook email, and OneDrive.

Whether you consider yourself a computer expert or you're not confident about your IT skills, we're always around to ensure you get the level of support you need. We have a wealth of information and support available on the [website](#) and have a dedicated IT Service Desk where you can talk to someone by phone or log your question online from anywhere, at any time.

Student Support Services

Student Support Services offer a wide range of support, including: careers and employability, financial help, counselling, health and wellbeing and support for disabled students and those with specific learning requirements. We also offer mentoring by trained students which you can request at any point during your studies. We know that you want to get the most out of your programme, make the best use of your time and find or continue in the career you always dreamed of. Access university support and facilities easily and quickly via the [website](#) and/or via the Student Services guidance tile on the [Student Hub](#).

In addition to the range of guidance above, you have the opportunity to further develop your personal, academic and professional skills by taking part in a number of initiatives coordinated and delivered by professional services advisers:

Preparing for Postgraduate Study

This free online pre-entry Master's level course is available free of charge through the Open Education Platform powered by Blackboard as is Head Start Plus. It provides a useful insight into the academic requirements of study at postgraduate level and is recommended to students who are about to start their PG qualification.

To access the course simply follow the link to <https://openeducation.blackboard.com/cumbria> and set-up a free account with Open Education. Once logged on, select the course free of charge and work through it at your own pace.

Peer Mentoring @ Cumbria

You will be allocated a student Mentor who will be in touch to offer a non-judgemental and friendly hand and to help with various aspects of your student experience, from making friends to settling in, to helping you understand the expectations of academic study and dealing with assessment worries.

Mature Students' Events

Whether it is a coffee morning, lunchtime gathering or a social event, there are events happening throughout the year to link you up with other mature students who will also be juggling a number of commitments alongside their studies.

Help is at Hand Events

Keep a look out for these interactive events on campus around October and January. You are encouraged to attend these as they showcase the range of support available here and give you the opportunity to talk to people from Finance, Accommodation, the Students' Union, the Wellbeing and Disability Team etc.

Career Ahead+

Career Ahead+ is the University of Cumbria's Employability Award. Completing Career Ahead+ will help you recognise and develop your skills, providing a greater opportunity for you to get the job you want when you graduate. The award is based on what employers look for in an ideal candidate, in relation to skills, knowledge and experience. You will be supported with career direction, gaining experience, and providing all the skills needed to complete the perfect application and be successful in that all important job interview. Contact careerahead@cumbria.ac.uk or visit www.cumbria.ac.uk/careerahead for more information.

Programme Curriculum Map					
Academic Level	Module Code	Module Title	Credits	Module Status*	Programme Outcomes achieved
7	HPRO7001	Use of Technology in Industry, Business and Public Services	20	Compulsory	K1, K2, K3, K4, S5
7	HPRO7002	Work-based Project	40	Compulsory	K1, K3, S1, S2, S3, S4, S5
Notes					
<p>This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes:- https://unicumbriaac.sharepoint.com/sites/CL/Corporatelibrary/Academic%20Regulations%202018-19.pdf</p> <p>Module pass mark: 50% (Postgraduate).</p> <p>A failed student will not normally be permitted to re-register on the same programme.</p> <p>The modules have been developed to be studied sequentially and successful completion of module HPRO7001: Use of Technology in Industry, Business and Public Services is a pre-requisite to studying HPRO7002: Work-based Project on this PGCert Managing Digital Projects (Work Based) programme. Notwithstanding, HPRO7002 may be studied as a stand-alone module by students who can evidence an equivalent level of knowledge and skills; an ability to study at level 7 and can commit to attempting the assessment. However, it is not appropriate to study HPRO7002 first, followed by HPRO7001 when registered for the target award of PGCert Managing Digital Projects (Work Based).</p> <p>Students who successfully complete HPRO7001 module as a stand-alone module will be eligible for a University transcript of credit.</p> <p>The delivery pattern is flexible to suit your employer. For example, 3 one day workshops for module 1, with online tasks. Module 2 is mainly project based, so the bulk will be one to one mentoring and group sessions where you will present and share your work.</p>					
* Key to Module Statuses					
Compulsory Modules		Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed)			

Programme Delivery Structure: Part Time over 52 weeks				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		Autumn Semester / Spring Semester / Extended Spring Semester / Year-Long		
HPRO7001	Use of Technology in Industry, Business and Public Services	As described above, flexibly depending on employer contract. Indicatively, this could be months 1-4	Formative – peer review of individual components of patchwork assessment Summative – Set Exercise (100%)	Month 4
HPRO7002	Work-based Project	As described above, flexibly depending on employer contract. Indicatively, this could be months 5-12	Formative - Reflective blogs shared with peers Summative –Project Work (100%)	Month 12
Students exiting with 60 credits at Level 7 would receive a PGCert Managing Digital Projects (Work Based)				

Exceptions to Academic Regulations

There are no exceptions to the Academic Regulations.

Methods for Evaluating and Improving the Quality and Standards of Learning

Mechanisms used for the Review and Evaluation of the Curriculum and Learning, Teaching and Assessment Methods	<ul style="list-style-type: none">• Module Evaluation• Programme Validation and Periodic Review• Annual Monitoring• Peer Review of Teaching• External Examiner Reports• Student Success and Quality Assurance Committee
Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from: Students, graduates, employers, placement and work-based learning providers, other stakeholders, etc.	<ul style="list-style-type: none">• Staff Student Forum• Module Evaluation Forms• Programme Evaluation: National Student Survey, UK Engagement Survey• Module/Programme/Personal tutorials• Meetings with External Examiners

Date of Programme Specification Production:	October 2019
Date Programme Specification was last updated:	13.03.2020

For further information about this programme, refer to the programme page on the University website:-

<https://www.cumbria.ac.uk/study/courses/postgraduate/managing-digital-projects-work-based/>

The following information has implications for potential international applicants who require a Tier 4 visa to study in the UK

Is the placement requirement more than 50% of the programme?

No

If yes, what % of the programme is the placement requirement?	Not applicable
If yes, is the amount of placement a statutory requirement to meet Professional, Statutory or Regulatory Body (PSRB) or Department of Education requirements?	Not applicable