E-Business & Innovation

Do you need research involving a mix of IT and management-related issues?

IT related
- Network security & systems
- Cloud computing / mobile applications / Web 2.0 & social media
- Web design/usability
- Technology for e-Business

Management related
- Business planning & finance
- Information management / strategy
- E-business
- E-marketing
- Digital innovation strategy

Projects involve a group of students conducting research on an agreed business issue for an external business client.
About the students
Our MSc in E-Business & Innovation students come from either a technical background or a managerial background and are looking to change their career direction. The programme is jointly run by the School of Computing and Management School and students cover a wide range of topics such as e-business, e-marketing, business planning, finance, entrepreneurship, supply chain management, internet technologies, IT architecture, advanced networking, system security and mobile computing.

Cost
Clients are expected to pay for any costs incurred whilst undertaking the project. Costs will vary between projects and a budget should be agreed with the students at the outset and costs agreed whilst they are scoping out the different ways to undertake the work.

Project Timeline:

- Application period: September - March
- Initial consultation/planning
- Project delivery: June - July

* Initial meeting with the students takes place at the end of May.