

Competence profile for M.Sc. Business Administration and E-Business 2021

The M.Sc. in Business Administration and E-Business is a full time, research based graduate programme at Copenhagen Business School.

The graduate from the E-Business programme will have obtained fundamental insights and practical skills with the development of digital technologies, proficiency with strategic and tactical aspects of digital business as well as legal- and policy related issues pertaining to these areas.

The graduate from E-Business at CBS will be able to perform specialist functions that require knowledge, technical- and communicative skills based on the highest international research in information technology and business issues within the broader area of E-Business.

This will enable the student in planning, implementing, and evaluating digital solutions for a wide variety of business- and organizational applications. All graduates will gain competences in fundamental programming principles, strategic and tactical tools for e-commerce, as well as EU Internet law and legal/policy issues. This aids the graduate in facilitating and collaborating in decision making within a complex digital economy. It provides a foundation for innovation and entrepreneurial work both inside and outside corporations.

The programme's interdisciplinary focus entails that the graduate will be able to develop and communicate about IT solutions on the basis of scientific theories and methods within the technical-, business- and legal/policy areas covered in the programme.

The E-Business programme aligns with the overall strategy of Copenhagen Business School with a particular emphasis on the increased role of organizational innovativeness, an entrepreneurial mindset as well as links between business, ethics, sustainability and broader societal concerns.

Specifically, the M.Sc. E-Business Programme allows the students to gain the needed knowledge and competences to:

- Analyse a broad set of business practices and how information technologies may be utilized to further specific business goals
- Facilitate communication between technical and business/strategic units in an organization
- Analyse user, customer, as well as business requirements for technology implementation or innovative development
- Design IT architecture and develop information technology to support organisational processes or to satisfy user needs
- Evaluate IT products from user-, organizational-, ethical-, and societal perspectives
- Collaborate in cross-disciplinary teams on IT innovation processes
- Communicate professionally about E-Business in English

As a basis for the above competencies, the successful graduate must engage in learning activities that deliver:

- An integrated core competency in a high-level programming language, strategic understanding of E-Business, and EU Internet law
- An integrated core competency advancing the students ability to cross disciplinary team work on problem-oriented projects
- An advanced understanding of contemporary issues, opportunities, and concerns regarding digitalization and the global marketplace facilitated by IT
- Advanced foundations for critical academic analysis and interdisciplinary research methods, as they pertain to technical and development aspects of IT implementation, innovation, IT use, IT strategy, IT case law as well as policy aspects pertaining to the implementation-, innovation-, and use of IT
- An up-to-date knowledge of new IT phenomena and their current and future use in a variety of business settings
- A critical mind-set that allows the graduate to identify useful methods and theories for the analysis of IT related opportunities and challenges
- An entrepreneurial approach to innovation within the field of IT