



ROBERT KENNEDY COLLEGE

SWISS QUALITY EDUCATION



University of  
**Salford**  
MANCHESTER

100% ONLINE

# MSc Information Systems Management

Offered in exclusive partnership with  
Robert Kennedy College Zürich

# The Programme at a Glance

This course gives you an opportunity to develop a detailed understanding of the role of information systems and technology (IS/T) in businesses around the world, along with a critical awareness of current and emerging issues in this continually developing sector.

You will learn from our expert team and external guest speakers, renowned for their specialist knowledge. You will also enjoy the programme's emphasis on debate, critique and interaction with other students and staff.

On completion of your course you will have the necessary skills to become an effective IS/T manager with strategically valuable capabilities in IS/T.

## **3 good reasons to study Information Systems Management:**

- Developing critical thinking and employability skills in high demand from a range of employers
- Put Information Systems theory into real practice with an exciting Business Innovation Project
- Benefit from a course backed by cutting-edge research in Information Systems at Salford Business School

## **Duration**

Minimum 12 months, maximum three years

## **Study Online, graduate on-campus**

Our MSc and LLM programmes are available 100% Online but you are invited to attend the graduation ceremony held in Salford-Manchester, England. Attendance to the graduation ceremony is entirely optional.

## **Delivery Method**

100% online via OnlineCampus (an interactive online learning environment) with intensive class discussion and collaboration.

## **Terms**

We offer rolling admissions throughout the year. Register at any time and begin your learning journey immediately.

## **Tuition Fees**

Start your British Master's Degree journey with just 525 CHF (Swiss Francs) per month, an amount equivalent to approximately US\$ 582 or € 536. This rate, structured over an 24-month period, amounts to a total tuition of 12600 CHF (Swiss Francs).

This **all-inclusive** tuition covers a wide array of university costs such as matriculation fees, online campus access, library use, and graduation charges, offering convenience with interest-free installments.

For those who can make an upfront payment of the entire tuition or a significant part of it (2,000 CHF or more), we offer the option of a fee reduction.

## **Accreditation and Recognition**

This degree is awarded by the University of Salford, which received a Royal Charter in 1967 from Her Majesty the Queen. The University is fully recognised by the British government; The University of Salford degree transcript will mention Robert Kennedy College as your teaching institution.

## **Admission Requirements**

Normally a minimum 2:2 honours degree or equivalent.

A wide range of professional qualifications are also accepted either in partial or complete fulfilment of entry requirements.

We welcome applications from students who may not have formal/traditional entry criteria but who have relevant experience or the ability to pursue the course successfully.

Suitable evidence of working or studying in an English-speaking environment will usually be sufficient to demonstrate an acceptable English level.

# Module Descriptions

There are no average courses within our MSc programme. We are bound to provide an exceptional learning experience, and there is no better way to achieve this aim than with outstanding courses. They have been carefully crafted by experienced professors and are all meant to make you a more successful and efficient manager.

There are no old-fashioned exams. Instead you are given real-life case studies and essays, which allow you to think critically about your company and your own career. All this might seem too glossy but there is one catch: we do not accept average candidates. Only individuals as outstanding as our values can find their way toward admission at the Robert Kennedy College.

## **Induction**

A not-for-credit induction module will be the starting point of the programme. The induction process is designed to familiarise you with the programme design, requirements and resources, as well as with the way online interaction, learning and grading will take place. After the induction you should be familiar with academic life, including academic writing, library services and library access, OnlineCampus access, and academic support services.

## **Digital Marketing Analytics and Strategy**

The module combines two interesting topics in the field of digital marketing: (i) Digital Marketing strategies and (ii) Marketing/Digital Analytics. The first part of the module looks at digital marketing strategy development, the critical components of a digital marketing strategy and its strategic significance. Interesting topics like buyer persona development, customer journey mapping etc. will form this part of the module. At the end of the first part of the module you will be required to develop a digital marketing strategy for a firm of

your choice. This ties into what you have learned and provides a platform to apply the principles and frameworks that you have learned. The second part of the module looks at digital analytics. In this part we work on a google analytics data set and try to conduct advanced data analysis to bring out interesting patterns and messages. Ultimately all marketing is data driven and hence a marketer should have a good grasp for data analysis. The main aim of this part of the module is to develop an ability to spot patterns in data, conduct basic data analysis and to appreciate how data analysis could inform and enrich marketing decision making.

## **Information Systems and Digital Transformation**

Most businesses are undergoing some form of digital transformation, this module has been designed with business leaders to take a critical overview of the processes that are involved. You will develop a theoretical and practical understanding of the needs of organisations when strategically planning transformation and integrating business information systems. You will also achieve a holistic

knowledge of the critical role of IS/T, both at corporate and business levels, enabling you to be ready to support and deliver professional, ethical and legal services in IS/T transformation.

## **Innovative Problem Solving**

This work-based module has been developed to ensure that you will gain an awareness and appreciation of the innovative, exploitative nature of emerging and disruptive technologies and open-source possibilities. You will gain the knowledge obtained by problem analysis, to design creative solutions to meet information needs of defined and potential user communities. This might include the elderly, disabled or the third sector groups. You will be tasked with innovatively problem solving real life case studies in purpose built developmental spaces. This exciting module has a continuous digital portfolio assessment to showcase the progress of your DIY innovative designs.

# Project Management, Leadership and Skills: Planning and Control

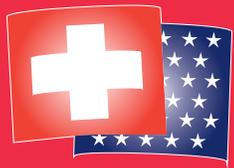
You will learn about the approaches, skills and methods of effective project management, and the tools and techniques required for planning, control, teamwork, leadership and other key processes. All of these qualities will develop your ability to lead complex projects.

 **Click here to apply for admission to the MSc Information Systems Management** 

<https://salford.rkc.edu/apply>

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Business  
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