

RSBT MSc Programmes

Consolidated Programme Structure

This document provides the consolidated programme structures and official programme codes for RSBT Master of Science (MSc) programmes at Level 7, aligned to the UK Framework for Higher Education Qualifications (FHEQ). Each MSc comprises 180 credits in total, made up of 120 credits of taught modules (4 x 30 credits) and a 60-credit Thesis/Dissertation or Applied Research Project.

Common Credit Framework (All MSc Programmes)

- Total Credits: 180 (Level 7, FHEQ)
- Taught Component: 120 credits (4 modules x 30 credits)
- Capstone: 60-credit Thesis / Dissertation / Applied Research Project
- Assessment and academic standards aligned to UK Level 7 expectations

1. MSc Artificial Intelligence & Machine Learning

Programme Code: RSBT-MSc-AIML-L7-180

Module Code	Module Title	Credits
RSBT-MSc-AIML-901	Foundations of Artificial Intelligence and Machine Learning	30
RSBT-MSc-AIML-902	Data Engineering and Applied Machine Learning	30
RSBT-MSc-AIML-903	Deep Learning, Natural Language Processing and Computer Vision	30
RSBT-MSc-AIML-904	AI Strategy, Ethics and Deployment	30
RSBT-MSc-AIML-960	MSc Thesis / Dissertation / Applied Research Project	60

2. MSc Digital Marketing & Social Media Analytics

Programme Code: RSBT-MSc-DMSA-L7-180

Module Code	Module Title	Credits
RSBT-MSc-DMSA-901	Digital Marketing Strategy and Customer Experience	30
RSBT-MSc-DMSA-902	Marketing Data, Social Media Analytics and Insights	30
RSBT-MSc-DMSA-903	Content, Performance Marketing and Growth	30
RSBT-MSc-DMSA-904	Marketing Technology, AI and Campaign Orchestration	30
RSBT-MSc-DMSA-960	MSc Thesis / Dissertation / Applied Research Project	60

3. MSc Tourism, Events & Hospitality Innovation

Programme Code: RSBT-MSc-TEHI-L7-180

Module Code	Module Title	Credits
RSBT-MSc-TEHI-901	Strategic Tourism, Events and Hospitality Management	30
RSBT-MSc-TEHI-902	Experience Design, Service Innovation and Sustainability	30
RSBT-MSc-TEHI-903	Event Operations, Risk and Destination Management	30
RSBT-MSc-TEHI-904	Digital Transformation and Revenue Strategy in Hospitality	30
RSBT-MSc-TEHI-960	MSc Thesis / Dissertation / Applied Research Project	60

4. MSc International Business & Finance

Programme Code: RSBT-MSc-IBF-L7-180

Module Code	Module Title	Credits
RSBT-MSc-IBF-901	International Business Strategy and Global Markets	30
RSBT-MSc-IBF-902	Corporate Finance and Financial Analysis	30
RSBT-MSc-IBF-903	International Trade, Risk and Financial Governance	30
RSBT-MSc-IBF-904	FinTech, Investment and Global Financial Innovation	30
RSBT-MSc-IBF-960	MSc Thesis / Dissertation / Applied Research Project	60