

Programme Specification

DEN-CHE-2025: Digital Enterprise (Cert HE)

LU Certificate of Higher Education awarded by Lancaster University (FHEQ Level 4)

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Digital Enterprise (Cert HE) programme and includes the learning outcomes that you as a student are expected to have achieved on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

When undertaken as part of a Degree Apprenticeship additional information is available in the following resources:

- The Programme Delivery Plan
- The End Point Assessment Guide
- B&FC Mentor Guide
- B&FC Apprenticeship Strategy

Key Programme Information

Programme Code	DEN-CHE-2025
Programme Title	Digital Enterprise (Cert HE)
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	
Language of Study	English
Version	1
Approval Status	Approved
Approval Date	19 Jun 2025
JACS Code	
Programme Leader	Christopher Willitts

Programme Awards

Award	Award Type	Level	Awarding Body
LU Certificate of Higher Education	Level 4 Target Award (120 credits)	Level 4	Lancaster University

Programme Overview

The Certificate of Higher Education (CertHE) in Digital Enterprise provides a foundational year of study that equips you with essential skills, knowledge, and behaviours required for success in the computing and digital industries. This qualification can stand alone as a recognised award, or it can serve as a gateway to further study at foundation and honours degree levels within the specialised pathways of User Experience, Web Technologies, Data Analysis, and eSports Management.

Through a blend of practical learning experiences and project-based modules, this programme introduces you to key areas of the digital industry, including website design and development, social media marketing, digital content creation, and contemporary issues in the digital sector. The CertHE Digital Enterprise is designed to provide you with a versatile skill set, preparing you for entry-level roles or progression to more advanced study.

Programme Goals

Upon successful completion of the CertHE in Digital Enterprise, you will:

- Gain a broad understanding of how the digital world works, including creating websites, using social media for marketing, and developing digital content.

- Learn how to solve everyday problems in the digital industry by using the right tools and methods.

- Present your ideas and research clearly and confidently, whether through writing or speaking.

- Build the skills needed to work well both independently and as part of a team, managing your time effectively to meet deadlines.

Core Skills and Competencies

As a graduate of this programme, you will:

- Develop Technical Proficiency:** Gain hands-on experience with industry-standard software and tools for web development, digital marketing, and content creation.

- Enhance Creative and Analytical Thinking:** Learn how to approach challenges with innovative and evidence-based solutions.

- Improve Professional Communication:** Build the confidence to articulate your ideas clearly and persuasively in both verbal and written formats.

- Understand Ethical Practices:** Develop an awareness of ethical considerations in digital activities, including data usage and online interactions.

- Strengthen Transferable Skills:** Master teamwork, problem-solving, and critical thinking, helping you adapt to various professional contexts.

The CertHE Digital Enterprise ensures you are equipped with the knowledge and skills to meet the demands of the modern digital landscape while offering a clear route for academic progression and career development.

Admission Criteria

Entry Requirements

CERTIFICATE OF HIGHER EDUCATION

64 UCAS Points = BTEC Extended Diploma: Grade MPP or BTEC Diploma: Grade MM gained through

Level 3 qualification in a Computing, Business or Digital related discipline

A levels or relevant Access award

T levels in Digital or Business-related subject – Pass

English Language and Mathematics GCSEs at grade C/grade 4 or above (or equivalent e.g., Functional Skills at Level 2)

Applicants who can demonstrate a significant amount of work experience in the sector and hold a level 2 vocational qualification in a related subject will be considered on an individual basis.

Career Options and Progression Opportunities

Graduates from the Digital Enterprise degree programme and its pathways have multiple options to either continue into the next level of study, or secure gainful employment in the Digital Sector; below is a list of some of the opportunities you may unlock when completing the degrees.

CERTIFICATE OF HIGHER EDUCATION

Junior Web Developer: A junior web developer assists in the creation and maintenance of websites. They work with HTML, CSS, and basic JavaScript to develop responsive, user-friendly web pages. This role involves collaborating with designers and developers to implement visual and functional elements on websites.

Digital Content Assistant: In this role, graduates assist in creating and publishing digital content, such as blog posts, videos, and social media updates. They ensure content aligns with the company's brand and marketing strategies, while also managing content schedules and tracking performance metrics.

Social Media Coordinator: Social media coordinators manage a company's social media accounts, posting content, engaging with followers, and analysing social media performance. This role involves implementing basic social media marketing strategies to increase brand awareness and drive engagement across platforms.

If you wish to continue your education, this qualification provides a strong foundation for further study. Upon completion, you will have the opportunity to progress to foundation degree programmes within specialised pathways such as User Experience, Web Technologies, Data Analysis, or eSports Management. These pathways not only enable you to build on your existing knowledge but also align your studies with emerging trends and employer demands in the digital industry.

Progression into these advanced pathways offers the chance to specialise further and pursue careers in high-demand areas such as UX design, advanced web development, data analytics, or eSports event management. By continuing your studies, you can gain deeper insights, refine your technical skills, and enhance your employability in competitive and evolving sectors.

Programme Aims

This programme aims to:

HE CERTIFICATE

Provide students with the knowledge, skills and behaviours expected of digital industry.
Allow students to explore the appropriate approaches to problem solving within digital technologies.

Provide students with skills to effectively communicate the results of their study/work accurately and reliably, with structured and coherent arguments.

Practice the transferable skills required of digital industries which can be applied within further study and employment.

Programme Learning Outcomes

Level 4

Upon successful completion of this level, students will be able to:

1. Demonstrate applicable, relevant knowledge of the underpinning topics within the digital industries in the context of computing.
2. Implement the essential concepts, principles and practices required within digital industry to a range of well defined, limited scenarios using structured arguments to justify the selection and use of tools and techniques.
3. Apply problem solving techniques, to a small development project utilising industry standard practice.
4. Communicate research and evaluative findings to an audience using organised, written and verbal presentation methods.
5. Undertake a bespoke, small-scale research project based on personal findings, and applied to current industry, or individual aspirations.

Programme Structure

Module	Level	Credits	%	Category	Description	Length/Word Count	Grading Method
Stage 1							
BSC401: Contemporary Issues (Mandatory)	4	20	50%	Coursework: Report	n/a	2000	Letter Grade
BSC402: Digital Practice (Mandatory)	4	20	60%	Practical: Artefact	n/a	2500	Letter Grade
			40%	Coursework: Report	n/a	1500	Letter Grade
CDE401: Designing for Creative Content (Mandatory)	4	20	60%	Practical: Artefact	n/a	2500	Letter Grade
			40%	Coursework: Report	n/a	1500	Letter Grade
CDE402: Website Design & Development (Mandatory)	4	20	60%	Practical: Artefact	n/a	2500	Letter Grade
			40%	Coursework: Report	n/a	1500	Letter Grade
CDE403: Social Media Marketing (Mandatory)	4	20	50%	Practical: Artefact	n/a	2000	Letter Grade
			50%	Coursework: Report	n/a	2000	Letter Grade
CDE404: Digital Media for Business (Mandatory)	4	20	60%	Practical: Artefact	n/a	2500	Letter Grade
			40%	Coursework: Report	n/a	1500	Letter Grade

Study Workload

Each module of the programme requires 200 hours of study which is split between your in-class sessions and work away from the classroom. You will be expected to complete around nine hours of independent study weekly which you can do in your own time that should include wider reading, research and the completion of assignments. You will be provided with an assessment schedule at the start of the academic year which you can use to plan your study time in each term. Progress tutorial sessions will also be included to support you in your organisation and time management helping you meet all deadlines.

Most modules follow a pattern including scheduled learning, independent study and career development; these elements are defined as such:

Scheduled Learning

Scheduled time relates to the time you spend in directed study with the guidance and support of our academic tutors. Scheduled learning can take a variety of forms and will vary from one course to the next, but may include lectures, seminars, tutorials, project supervision, demonstrations, studio or workshop time, practical tasks / labs and external visits.

Independent Study

Higher education courses rely on students undertaking work outside of formal, scheduled sessions and this is generally categorised as independent study. Independent study might include preparation for scheduled sessions, follow-up work, wider reading or practice, completion of assessment tasks and revision.

Programme Delivery: Learning and Teaching

The Teaching and Learning Strategy is how we at B&FC define our interaction with you. Through the application of this strategy, we provide you with new knowledge and skills and help you towards your goals. Where possible we try to reinforce your learning through experimental learning opportunities as most people learn well in this way, reflecting on experiences and improving as a result. We have well equipped computer labs, excellent practical labs and access to internal and college wide virtual machines and remote desktops to allow you to engage in sessions with tutors. These same tutors will show you how to connect and configure equipment and how to troubleshoot if the activity does not go as planned. To support these classroom activities, we also have a dedicated workshop available three days a week where a member of staff will be available to support you in your studies and give you encouragement to improve your skills through experimentation.

You will also be able to use some of our equipment whenever you want, in class, at home on your PC or tablet and even on your phone! We have remote access available to the software we use in several modules. For example, in Designing for Creative Content you will utilise the Adobe suite in the classroom, and through the remote desktop software this will also be available to you on your personal devices, meaning you can go home and practice this over and over and use additional tools. You can experiment with new techniques, fix problems and even find solutions the tutors didn't know about! As you progress on the course you will use these resources more and more giving you limitless opportunities for improvement of your skill set.

You will also often work together with other students in group work, developing communication and team skills along the way. Development focused modules are always a great example as many students may never have programmed before, but those who have are usually first to help those not quite as experienced. This is a great way to make new friends and begin to promote team work at levels four, five and six. We put this into a more formal team setting later in the course on level five when students have a designated team project related to your pathway. Other examples of working in a team might be in preparing a presentation or participating in a group discussion. Throughout the programme you will have lots of opportunities to work within all the major roles expected of development and managerial teams to gain valuable experience.

No two students learn in exactly the same manner, to support this paradigm, students within the Blackpool School of Computing have access to hundreds of top-quality training courses through our subscription with LinkedIn Learning. We often recommend a LinkedIn Learning course as support material for a module in much the same way as books appear on a reading list. Staff also makes use of video technology and often produce videos that are specific to some of the tasks you do on the course, or as assessment help.

Programme Delivery: Assessment

Your performance in each module is assessed through a variety of approaches. There is week to week formative assessment, and then there is summative or final assessment. There are two categories of summative assessment within the Digital Enterprise Certificate of Higher Education: Coursework and Practical. The number and type of assessments is dependent on the module, and there are usually one or two, each assessment having a pre-defined weighting. This means, in a typical module you may have a piece of coursework which will be handed in halfway through the semester and worth 60% of the module, and a coursework involving writing an evaluative report worth 40%. To make sure that the assignments are valid, fair and consistent one team member writes the assessment, and another verifies the subject matter and structure fit the required criteria. As a further check, when our Programme Consultant (PC) and External Examiner (EE) visit, they also look over the assessments to make sure they are fit for purpose. With examinations, there is a similar arrangement, one team member writes the exam, and one member checks it, the exam co-ordinator then double checks and sends of to the EE and PC who may suggest amendments.

Coursework

There are several types of coursework that you may be asked to produce. The most common form is that of a structured report written with reference to a supplied scenario and you would research the requirements. You may also be asked to produce an essay or have an assessment with no writing at all such as developing a website, an interface or creating a data dashboard. Some assessments may require you to produce a presentation or contribute to group, technical discussions, and others may require the production of technical diagrams, or the development of a suite of designs to be submitted as a portfolio.

Practical

Practical assessments usually involve the design and development of an “artefact” (which just means an end product); an example of this for this programme would be to develop a functional website. In the weeks prior to the practical element, you learn about how particular software might help you. Scenarios are largely provided in practical activities and it is your job to meet the requirements of the client.

Feedback

In every session with your tutors, you will get “formative” feedback in some manner, this feedback is designed to help you improve, and also to help the tutor gauge your progress. This feedback is in various formats, a simple conversation with your tutor can often be very beneficial. For example, the tutor may highlight a grammar error or calculation error. In a practical situation, the advice might be about a configuration improvement the tutor may suggest. Tutors can even help when you are not physically in college. Microsoft Teams is used to share screens and tutors can look at work remotely.

Other technological methods of feedback are also used by tutors such as recording video or audio feedback. You may be tested on what you learn from a session with an online quiz from our Virtual Learning Environment (VLE), Canvas. Before you submit a piece of coursework for marking, you will be given the opportunity to send in your work to be checked over by your tutor; this almost always leads to improvements because of the advice supplied. You get summative feedback after the assessment has been handed in and marked by the tutor; this is the feedback which carries a grade. The lessons learned from summative feedback should be carried forward to improve future assessments.

Programme Delivery: Work Based and Placement Learning

This Certificate of Higher Education programme does not include work-based or placement learning as part of its curriculum. However, the skills and knowledge you will develop during this programme are designed to prepare you for opportunities in work-based learning at Level 5. By engaging in practical projects and industry-relevant assignments, you will gain the foundational competencies required to succeed in work-based environments and professional placements in the future.

Programme Delivery: Graduate Skill Development

During your time on the Certificate of Higher Education in Digital Enterprise, you will develop a comprehensive suite of skills designed to prepare you for success in both academic and professional contexts. These skills are woven throughout the modules at Level 4, ensuring that you graduate with a strong foundation upon which to build your future studies or career.

Critical Thinking and Analysis: At Level 4, you will begin to develop your ability to critically evaluate information and make informed decisions. Through modules such as Contemporary Issues, you will analyse current trends and challenges in the digital world, building the capacity to approach problems with a thoughtful and evidence-based perspective.

Creativity and Innovation: This programme encourages you to think outside the box and develop innovative solutions. In modules like Digital Content Creation, you will work on projects that challenge you to combine technical skills with creative thinking, enabling you to produce original and impactful digital work.

Technical Proficiency: You will gain hands-on experience with industry-standard tools and software, such as content management systems and web development platforms. Modules such as Website Design & Development will ensure that you are comfortable navigating the technical aspects of the digital sector, also giving you an underpinning knowledge to be worked on at higher levels.

Professional Communication: The ability to communicate effectively is central to success in the digital economy. Modules like Social Media Marketing will provide you with opportunities to refine your written and verbal communication skills, enabling you to articulate ideas clearly, persuasively, and professionally.

Ethical Awareness: Modules such as Contemporary Issues will introduce you to ethical considerations in the digital world, including data privacy, sustainability, and responsible innovation. This awareness will prepare you to navigate the ethical complexities of professional practice with confidence and integrity.

Adaptability and Resilience: As part of your Level 4 journey, you will face challenges designed to help you develop resilience and adaptability. Balancing deadlines and responding to constructive feedback will prepare you for digital industry.

Lifelong Learning: This programme fosters a mindset of continuous improvement and professional growth. By reflecting on your learning experiences and identifying areas for development, you will be equipped to stay relevant in a rapidly changing digital landscape and pursue further opportunities for education or training.

These skills are integral to the Certificate of Higher Education in Digital Enterprise and are designed to provide a strong foundation for academic progression and career success. By the end of Level 4, you will have developed the confidence, knowledge, and abilities needed to be successful in the modern digital industry.

Study Costs: Equipment Requirements

The equipment needed for this programme is accessible through B&FC and a Remote Desktop Connection. It is advised that any student who undertakes this course has a PC or Laptop with which to complete module assessment work however this is not a necessity; if you can access the onsite resources regularly, or head into college and attend workshops.

Study Costs: Additional Costs

There may be opportunities for field trips to conferences, exhibitions or for other interests. This is done so through negotiation as new venues / locations / trips must be Risk Assessed and approved. There is often room in the budget to subsidise costs so discounted contributions can be made however this will depend on several factors, including entry fees / travel.

Related Courses

The Digital Enterprise Pathways (as of September 2025): The programmes below are the pathways you could move onto following success on the Certificate of Higher Education.

- FdSc. & BSc. (Hons) User Experience
- FdSc. & BSc. (Hons) Web Technologies
- FdSc. & BSc. (Hons) Data Analysis
- FdSc. & BSc. (Hons) eSports Management

Current Programmes (as of September 2025): The programmes below consider the wider range of more practically applied computer science subjects in contrast to the Digital Enterprise. The other programmes are based on a two-year foundation degree, and single year honours top-up.

- FdSc. & BSc. (Hons) Software Engineering (Systems Development)
- FdSc. & BSc. (Hons) Software Engineering (Games Development)
- FdSc. & BSc. (Hons) Network Engineering (Systems Administration)
- FdSc. & BSc. (Hons) Network Engineering (Cyber Security)

Upcoming Programmes (September 2026): In the future the applied Computer Science pathway will take on the same method as the Digital Enterprise; a common first year Certificate of Higher Education followed by foundation and honours top up years.

- Certificate of Higher Education in Computer Science
- FdSc. & BSc. (Hons) Cyber Security
- FdSc. & BSc. (Hons) Software Engineering & Game Development
- FdSc. & BSc. (Hons) Network Engineering
- FdSc. & BSc. (Hons) DevOps