

## BSc Management with Information Technology

UCAS code: N2G5

Awarding Institution:  
Teaching Institution:  
Relevant QAA subject benchmarking group(s):  
Faculty of ESS  
For students entering Part 1 in 2004  
Date of specification: 10 May 2004  
Programme Director: Dr L. Newton  
Programme Adviser: tba  
Board of Studies: Information Technology and Business  
Accreditation: British Computer Society

The University of Reading  
The University of Reading  
Business and Management  
Programme length: 4 years

### Summary of programme aims

This programme aims to prepare students for responsible professional leadership and managerial roles in the Information Technology industry, and provides a good understanding of a range of key functional aspects of business. It is distinctive in placing a strong emphasis on international business themes relevant for the emerging challenges facing business in a global context. Graduates will be well qualified to develop as professional career in the management or development of a firm within the IT industry.

### Transferable skills

The University's Strategy for Teaching and Learning has identified a number of generic transferable skills which all students are expected to have developed by the end of their degree programme. In following this programme, students will have had the opportunity to enhance their skills relating to career management, communication (both written and oral), information handling, numeracy, problem-solving, team working and use of information technology.

As part of this programme students are expected to have gained experience in the following transferable skills: IT (programming, word processing, databases and use of standard software), technical writing, oral presentations, team-working, problem-solving, use of library resources, time-management, career planning and management, and business awareness.

### Programme content

In the first year students spend 50% of their time on Management related subjects, and the remainder on their minor subject. More time is spent on the major subject in latter years. The third year is spent on an approved placement.

#### Part 1 (three terms)

##### Compulsory modules

Mod Code	Module Title	Credits	Level
MM1F4	<i>Introductory Management</i>	20	C
MM1F2	<i>Introductory Financial Accounting</i>	20	C
EC1F5	<i>Introductory Quantitative Techniques</i>	20	C
CS1TQ2	<i>COTS 1</i>	20	C
CS1TS2	<i>Software Engineering 1</i>	20	C
CS1TR2	<i>E-business 1</i>	20	C

**Part 2 (three terms)** *Credits* *Level*

*Compulsory modules*

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
MM255	<i>Marketing Management</i>	20	I
MM258	<i>Introduction to Information Systems Management</i>	20	I
MM254	<i>Organisational Behaviour</i>	20	I
MM252	<i>Qualitative and Quantitative Methods for Managers</i>	15	I
	<i>Careers Management Skills</i>	5	I
CS2BB4	<i>Databases</i>	10	I
CS2TZ3	<i>PC Infrastructure</i>	10	I
CS2BA4	<i>E-business and Programming</i>	20	I

**Placement year** *Credits* *Level*

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
CS3BW4	<i>Placement Work Experience</i>	80	I
CS3BP4	<i>Placement Project</i>	40	I

**Part 4 (three terms)** *Credits* *Level*

*Compulsory modules*

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
MM332A	<i>Strategic Management and Business Policy 1</i>	20	H
MM359A	<i>Business Ethics 1</i>	20	H
MM330	<i>Comparative International Management</i>	20	H
MM335	<i>International Marketing</i>	20	H

*Optional modules in Information Technology:*

*Students should take 40 credits of optional material from Information Technology final year modules such as:*

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
CS3TA4	<i>Enterprise IT Architectures</i>	10	H
CS3TD4	<i>Requirements Engineering and Management</i>	20	H
CS3TC4	<i>Project Management</i>	10	H
CS3TR4	<i>Informatics for E-Enterprise</i>	20	H

**Progression requirements**

To gain a threshold performance at Part 1 a student shall normally be required to achieve an overall average of 40% over 120 credits taken in Part 1, and a mark of at least 30% in individual modules amounting to not less than 100 credits. In order to progress from Part 1 to Part 2, a student shall normally be required to achieve a threshold performance at Part 1 and obtain at least 30% in all compulsory modules.

To gain a threshold performance at Part 2 a student shall normally be required to achieve an overall average of 40% over 120 credits taken in Part 2, and a mark of at least 30% in individual modules amounting to not less than 100 credits. In order to progress from Part 2 to Part 3, a student shall normally be required to achieve a threshold performance at Part 2.

To be eligible for Honours, students must obtain an overall average mark of 40% **and** pass the placement year. Students who pass Part 2 are eligible to transfer to the Business Information Technology BSc (this degree does not include a placement year).

### **Summary of teaching and assessment**

Teaching is organised in modules that typically involve both lectures and practical work. Most modules are assessed by a mixture of coursework and formal examination. However, some modules are assessed only as coursework, while others are assessed solely by examination. Details are given in the relevant module descriptions. The weighting between Part 2, 3 and 4 is outlined in Faculty regulations.

### **Admission requirements**

Entrants to this programme are normally required to have obtained:

UCAS Tariff: 320 points, from three A2's plus:

- (i) Mathematics either at A level or GCSE grade A; *and*
- (ii) GCSE Grade A in English Language or at least a B in an essay-based A or AS level.

Equivalent qualifications are acceptable.

Admissions Tutor: Dr Denise Tsang.

### **Support for students and their learning**

University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@IL) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.

The School of Business provides handbooks that outline programme and module content. In addition to lecture and class time, each module lecturer has appointed office hours during which they may be consulted without prior appointment. The Department of Management has a resource centre with reference books and computers for student use.

Within the Computer Science Department additional support is given through practical laboratory classes. The development of problem-solving skills is assisted by appropriate assignment and project work. There is a Course Adviser to offer advice on the choice of modules within the programme. Course handbooks are provided for each Part of the course: these give more details about the modules which make up the degree. In addition, the School of Computer Science, Cybernetics and Electronic Engineering produces a Handbook for Students, which provides general information about the staff and facilities within the school.

### **Career prospects**

This new degree is designed to be industry oriented. It is expected that graduates will work within the IT industry in managerial careers and may also be employed in IT management in other private and public sector organisations. Graduates in Management with Information Technology could be expected to have the following generic job titles:

- Systems manager
- Marketing manager-IT
- IT operations manager
- systems analyst
- analyst/programmer

- software engineer
- applications developer
- web developer
- project manager
- software/hardware trainer.

### **Opportunities for study abroad or for placements**

Placements are a compulsory part of the programme in the third year. Students are expected to seek and secure a work placement in an appropriate firm. The work placement or internship should be of at least 30 weeks in an organisation approved by the Board of Studies. In exceptional circumstances (e.g. company failure) the Board may reduce this or approve a substitute or other alternative on the advice of the Director of Studies.

### **Educational aims of the programme**

To develop the students' knowledge of the practice and underlying theory of Information Technology and Business, necessary for them to secure employment as a professional in a wide variety of industries; to encourage their critical and analytical skills; to develop their ability for independent thinking and reasoning; to develop their competence in applying management and business techniques and skills to business practice; and to develop their skills in applying practical concepts to the design of computer systems, and the development of Management Information Systems. Finally, the programme aims to meet the needs of the IT industry for business graduates who have a sound knowledge and understanding of IT and the IT industry.

## Programme Outcomes

### *Knowledge and Understanding Skills and other attributes*

<p><b>A. Knowledge and understanding of:</b> <i>1. Business and Management</i></p> <ul style="list-style-type: none"><li>a. The theoretical basis of management and key functional areas of business.</li><li>b. Current developments in the practice and theory of business management.</li><li>c. Fundamental concepts of business management relevant to the student becoming a manager in a UK business.</li><li>d. The environmental and ethical context of business management in the UK.</li><li>e. An understanding of the importance of international and e.business.</li><li>f. Understanding of the drivers of change in business, including technology, management practice, business cultures and organisational behaviour.</li></ul> <p><b>B. In IT: Knowledge and understanding of:</b></p> <ul style="list-style-type: none"><li>1. Software including:<ul style="list-style-type: none"><li>1a) Programming languages</li><li>1b) Software tools</li><li>1c) Packages</li><li>1d) Computer Applications</li><li>1e) Structuring of data and information</li></ul></li><li>2. Practice<ul style="list-style-type: none"><li>2a) Problem identification and analysis</li><li>2b) Design, development and evaluation</li><li>2c) Management and organisation</li><li>2d) Professionalism and ethics</li><li>2e) Commercial and industrial exploitation</li></ul></li><li>3. Hardware</li><li>4. Communication and interaction</li><li>5. Theory</li></ul> <p>Note these are the five areas identifies in the Computing benchmark.</p>	<p><b>Teaching/learning methods and strategies (and sources of K&amp;U by class code):</b> in Business: a-e Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning. All Management courses.</p> <p>b. Guest lecturers from industry and directed self-study. CB3BW4;CS3BP4. d-e. MM359;MM258;MM330;MM335; MM330. f. MM332;MM335;MM254;CSB3P4; CS3BW4</p> <p><b>Teaching/learning methods and strategies in IT:</b> The course concentrates on aspects 1. and 2. with teaching of all aspects involving an introduction of the aspects in theoretical manner and re-enforcement by related practical work, with the first year providing the core, subsequent years involve deeper study, with the student concentrating on a single theme in their final year.</p> <p>Aspects 3 and 4. feature within the COTS themes particularly from a practical perspective. Aspects 3, 4. and 5. are presented as supporting material and taught in the context of aspects 1. and 2. as and when they are needed.</p> <p><i>Assessment in business and IT:</i> Knowledge is tested through a mixture of formal examinations and practical work.</p>
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### *Skills and other attributes*

#### **B. Intellectual skills –**

In Business to be able to:

- a Apply the skills needed for academic study and enquiry.
- b. Evaluate research and a variety of types of information and evidence critically.
- c. Synthesise information from a number of sources in order to gain a coherent understanding of theory and practice.
- d. Apply strategies for appropriate selection of relevant information from a wide source and large body of knowledge.
- e. Utilise problem-solving skills.
- f. Analyse, evaluate and interpret the assumptions and principles underpinning business management.

In IT to be able to:

1. Demonstrate knowledge and understanding related to aspects outlined above.
2. Apply such knowledge and understanding to the modelling of computer systems.
3. Recognise and analyse criteria and specifications appropriate to a specific problem.
4. Critically evaluate and test a computer based system.
5. Deploy appropriate methods and tools for creating computer systems.
6. Reflect and communicate
7. Recognise and conform to appropriate professional, ethical and legal practices

#### **Teaching/learning methods and strategies.**

In Business:

- a-f. Lectures; tutor-led tutorials; student and tutor-led seminars; self-directed learning; research-based teaching materials and methods; problem-based learning scenarios. All Management classes to some degree.  
b,e,f. Case studies.CS3BW4; CS3BP4;MM252;MM332.  
c-d. Independent research and self study CS3BW4; CS3BP4;MM252;MM332.

*Assessment:*

Written exam papers; practical assessments; coursework (essay); case study analysis; dissertation.

In IT:

1. and 2. As above in IT element.
- 3., 4. and 5. will be taught as part of the themes; Software Engineering; Programming and Design and COTS. The taught element will be re-enforced by practical work.
6. will be taught as part of COTS 1 and E-Business 1, throughout the course the students will be expected to use these skills.
7. will be pervasive throughout the course but be covered specifically in the Software Engineering theme and the compulsory material in the final year.

*Assessment*

These skills are tested through a mixture of formal examinations, presentations, reports and practicals. The individual project provides a major piece of work in which among other things the student will be assessed on their abilities to reflect and communicate. Oral presentations will be required in the Software Engineering and COTS themes and the Project, in the latter the presentation will be assessed by two members of staff not involved in the supervision of the Project.

**C. Practical business skills. Able to:**

- a. Understand the economic basis of the firm in its wider economic, political and social environment.
- b. Recognise and understand basic financial accounting features of a firm.
- c. Evaluate the behaviour, culture and strategy of firms.

Effectively apply key professional skills learnt in optional classes to the business world.

**Practical IT skills. Able to:**

1. Specify, design and construct computer-based systems.
2. Evaluate systems
3. Recognise Risks and Safety aspects
4. Effectively deploy software tools
5. Operate computing equipment effectively

**Teaching/learning methods and strategies:**

In business:

a-d. Practical projects; placements; seminars; lectures; problem-based scenarios. MM1F4;MM254;MM332

b. Lectures and workshops. MM1F2;

c Case studies, placements, practical projects. MM254;MM332;MM330.

Assessment: Written exam; practical papers; coursework; case studies.

In IT:

1. will be covered both theoretically and practically, particularly in the Programming and Design themes.

2. will be particularly covered as part COTS themes.

3. Theoretical aspects of risk and safety, the compulsory material in the final year will also cover managerial aspects. Practical aspects will be presented in the IT themes.

4. will be covered theoretically and practically as part of the COTS, Programming and Design and Software Engineering themes.

5. will be covered as part the COTS theme in a theoretical and practical manner.

*Assessment*

Skills 1. to 5. will be assessed by a mixture of practical work and examination.

**D. Transferable skills –**

Business elements: able to:

- a. Communicate effectively with a wide range of individuals using a variety of means.
- b. Evaluate his/her own academic professional performance.
- c. Utilise problem-solving skills in a variety of theoretical and practical situations.
- d. Manage change effectively and respond to changing demands.
- e. Take responsibility for personal and professional learning and development (Personal Development Planning).
- f. Manage time, prioritise workloads and manage personal emotions and stress.
- g. Understand career opportunities and begin to plan a career path.
- h. Information management skills, e.g. IT skills.

IT elements able to:

1. Effectively retrieve information
  2. Present cases in a quantitative dimension.
  3. Manage own learning and development.
  4. Appreciate the need for continuing professional development (CPD), be able to plan and execute their own CPD
  5. Organise and work as part of a team.
  6. Plan and manage their own careers.
  7. Communicate in a manner appropriate to the situation.
  8. Effectively use Information Technology.
9. Ability to function in the work place

**Teaching/learning methods and strategies**

Business elements:

a-h. Lectures, group work, group presentations, dissertation and project based methods. MM1F4; MM252; CS3BW4;CS3BP4;MM332;MM359;MM330 ;MM335. CMS.

b-c. Group projects, business simulation exercises, self assessment exercises. CS3BW4;CS3BP4; CMS;MM332;MM335;MM359;MM330;M M252;

*Assessment*

Assessments include a wide variety of methods such as tutor feedback, critiques of presentations, interactive discussion in groups. Group feedback and peer assessment. IT elements:

1. Information retrieval will be covered theoretically and by practical work. It will be introduced in COTS 1.
2. Numerical skills will be introduced and exercised in the COTS 1.
3. Time management and organisational skills will be taught as part of Software Engineering. The students will also be expected to use a number of on-line learning tools.
4. Professionalism will be an important issue throughout the course. Students will be encouraged to join the BCS and participate in local meetings.
- 5,6 and 7. The University's Careers management skill module component will be taken in the second year through the Management department.
8. The COTS theme will specifically include the use of Information Technology.

*Assessment*

1. to 3., 5. to 8. will be assessed by a mixture of practical work, presentations, reports and examinations. 4. will be assessed by formal examination. Communication skills (7.) will also be assessed with the Individual Project.
9. Is provided by the work placement and assessed through reports and oral examination.

*Please note:* This specification provides a summary of the main features of the programme and learning outcomes that a typical student might reasonably expect to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in module and programme handbooks.