

**BSc Business Information Technology**  
**For students entering Part 1 in 2008/9**

**UCAS code: GN5F**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Business and Management/Computing
Faculty:	Science Faculty
Programme length:	3 years
Date of specification:	18/Aug/2010
Programme Director:	Dr Gerard McKee
Programme Advisor:	Dr Steve Han Dr Evelyn Fenton
Board of Studies:	Computer Science and Informatics
Accreditation:	This course is not accredited but students can apply individually to the British Computer Society for Chartered IT Professionals (CITP) status.

**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, or within the IT structure of large organisations outside the IT industry.

The degree aims 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.

**Transferable skills**

During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills in line with the University's Strategy for Learning and Teaching. In following this programme, students will have had the opportunity to develop such skills, in particular relating to communication, interpersonal skills, learning skills, numeracy, self-management, use of IT and problem-solving and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.

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, management report 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 50% on Information Technology subjects. In second and third years students will *major* in Management or Information Technology, spending approximately 60% of their time on their major subject and 40% on their minor subject.

**Part 1 (three terms)**

*Compulsory modules*

<i>Module</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
EC1F5	Introductory Quantitative Techniques	20	4
MM1F2	Introductory Financial Accounting	20	4
MM1F4	Introduction to Management	20	4
SE1SB5	Software Engineering	20	4

SE1TQ5	Commercial off-the-shelf Software 1	20	4
SE1TR5	E-Business 1	20	4

## Part 2 (three terms)

### *Compulsory modules*

<i>Module</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
CS2TD7	Databases	10	5
CS2TZ3	PC Infrastructure	10	5
CS2TR6	e-Business 2	20	5

### *Management major*

MM255	Marketing Management	20	5
MM258	Introduction to Information Systems Management	20	5
MM254	Organisational Behaviour	20	5
MM256	Management Skills	20	5

### *IT major*

MM255	Marketing Management	20	5
MM270	Practice of Entrepreneurship	20	5
CS2TA6	Information Systems Engineering	20	5
CS2TS6	Software Engineering 2 and Career Management	20	5

## Part 3 (three terms)

### *Compulsory modules*

#### Compulsory Modules (Management Major)

MM332A	Strategic Management and Business Policy 1	20	6
CS3TA4	Enterprise IT Architectures	10	6
CS3TC4	Project Management	10	6
MM374	Informatics for E-Enterprise	20	6

#### Optional Modules (Management Major): Select 60 credits

MM336	Evolution of Entrepreneurship	20	6
MM339	Strategic Human Resource Management	20	6
MM330	Comparative International Management	20	6
MM335	International Marketing	20	6
MM359A	Business Ethics 1	20	6

#### Compulsory Modules (IT Major)

SE3Z10	Social, Legal and Ethical Aspects of Science and Engineering	10	6
MA332A	Strategic Management and Business Policy 1	20	6
CS3TU4	Individual Project	40	6

#### Optional modules (IT major): Select 50 credits from:

CS3TA4	Enterprise IT Architectures	10	6
CS3TC4	Project Management	10	6

MM374	Informatics for E-Enterprise	20	6
CS3TE4	Requirements Analysis	10	6

Consult with Course Advisor for additional IT module options.

### **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%. The weighting between Part 2 and 3 is outlined in University regulations.

### **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.

### **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 Michael Evans

### **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, School Senior Tutors, the Students' Union, the Medical Practice and the Student Services Directorate. The Student Services Directorate is housed in the Carrington Building and includes the Careers Advisory Service, the Disability Advisory Service, Accommodation Advisory Team, Student Financial Support, Counselling and Study Advisors. Student Services has a Helpdesk available for enquiries made in person or online ([www.risisweb.reading.ac.uk](http://www.risisweb.reading.ac.uk)), or by calling the central enquiry number on (0118) 378 5555. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions on everything from accommodation to finance. The Carrington Building is open between 8:30 and 17:30 Monday to Thursday (17:00 Friday and during vacation periods). Further information can be found in the Student website ([www.reading.ac.uk/student](http://www.reading.ac.uk/student)).

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 School of Systems Engineering 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 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.

Accreditation may be sought on an individual basis from the British Computer Society.

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

Students are encouraged to find work placements for the summer vacation between their second and third years and the placements officer within the School of Systems Engineering will provide some help in identifying suitable opportunities. The parallel degrees of BSc Management with Information Technology/BSc Information Technology with Management include a compulsory placement year between Parts 2 and 3 of the course. Since the first and second years of these degrees are compatible, transfer between them is allowed dependent on funding body approval.

### **Programme Outcomes**

#### **Knowledge and Understanding**

##### **A. Knowledge and understanding of:**

1. Software including:
    - 1a) Programming languages, 1b) Software tools, 1c) Packages, 1d) Computer Applications, 1e) Structuring of data and information
  2. Practice
    - 2a) Problem identification and analysis, 2b) Design, development and evaluation, 2c) Management and organisation, 2d) Professionalism and ethics, 2e) Commercial and industrial exploitation
  3. Hardware
  4. Communication and interaction
  5. Theory
- Note these are the five areas identified in the Computing benchmark.
- In addition the following from the Business and Management elements:*
- a. The theoretical basis of management and key functional areas of business. b. Current developments in the practice and theory of business management. c. Fundamental concepts of business management relevant to the student becoming a manager in a UK business. d. The environmental and ethical context of business management in the UK. e. An understanding of the importance of international and e-business. f. Understanding of the drivers of change in business, including technology, management practice, business cultures and organisational behaviour.

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

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. Aspects 2c) and 2d) will additionally be covered by the compulsory material in the final year. 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.

##### **Business:**

a-e Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning. All Management courses.

b. Guest lecturers from industry and directed self-study.

##### **Assessment**

Knowledge is tested through a mixture of formal examinations and practical work.

## Skills and other attributes

### B. Intellectual skills - 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.

#### In Business:

- 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

### C. Practical 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

#### Practical skills of business:

- a. Understand the economic basis of the firm in its wider economic, political and social environment.
- b. Recognise and understand basic financial and management 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.

### Teaching/learning methods and strategies

1. and 2. As above.
- 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 and they will be particularly exercised in the individual Project.
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.

#### 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.

#### Assessment:

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

### Teaching/learning methods and strategies

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 - 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.

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. 9. Ability to function in the work place

In business:

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

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

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

1. Information retrieval will be covered theoretically and by practical work necessitating the use of browsers and search engines. It will be first introduced in COTS 1 but exercised extensively elsewhere.

2. Numerical skills will be introduced as needed and used in programming examples and project planning. They will also be 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. Tutorial support for self managed learning will be provided in COTS 1.

4. Professionalism will be an important issue throughout the course. Students will be encouraged to join the BCS and participate in local meetings.

5. The theory of team work will be covered, in Software Engineering, and the students required to undertake a piece of group work

6. The Careers management skill module component will be included in the second year of the Software Engineering theme.

7. The role of written and verbal communications will be covered in the COTS and Software Engineering themes.

8. Information Technology will be used throughout the course. The COTS theme will specifically include the use of IT.

#### *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.

Business elements:

a-h. Lectures, group work, group presentations, dissertation and project based methods.

b-c. Group projects, business simulation exercises, self assessment exercises.

#### *Assessment*

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

9. Is provided by the work placement and assessed

through reports and oral examination.

**Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected 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 the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.**