

Programme Specification

BSc Business and Management (Data Analytics and Digital Business) (Tianjin University)

For students entering Part 0 in September 2027

AFBMGDAT4JJ

AFBMGDAT4XJ

UFBMGDAT4

UFBMGDAT4JX

This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	4 years
Length of Programme with placement/year abroad	BSc Business and Management (Data Analytics and Digital Business) (Tianjin University - post-mobility, Part 3 at Tianjin - 4 years (internal transfer only) BSc Business and Management (Data Analytics and Digital Business) (students Transferring from Tianjin University) - 4 years (internal transfer only) BSc Business and Management (Data Analytics and Digital Business) (Tianjin University - Part 2 Mobility year at UoR) - 4 years (internal transfer only)
Accreditation	Association to Advance Collegiate Schools of Business (AACSB) EFMD Quality Improvement System (EQUIS)
QAA Subject Benchmarking Group	Business and Management

Programme information and content

The Programme will provide students with a firm understanding of the practice, concepts and theories of data analytics and digital business within the wider context of business and management as well as equip them with the skills and competencies to apply them in practice. While the programme ensures that students will acquire knowledge in all of the fundamentals of data analytics and digital business within the wider context of management, it also offers a high degree of flexibility.

The programme is delivered entirely in English, at the campus of Tianjin University on Hainan Island, by a combination of Tianjin staff and Henley Business School staff.

This programme is a partnership programme between University of Reading and Tianjin University.

The programme is heavily focused on employability. We recognise that business is constantly evolving but we believe that equipping students with the knowledge of the core

foundations of business and developing their business oriented and personal skills will ensure that the student is well equipped to succeed in a rapidly changing environment. Consequently, the skills required to secure roles and then succeed in them are embedded in the curriculum.

Aims, expectations and opportunities afforded by each Part:

Foundation year:	The aim of the Foundation Year is to develop transferable skills which will help students succeed in their later studies. Modules will develop students' skills in academic language and study skills as well as introduce them to core concepts in business and management.
Part 1:	Provides a firm grounding in business and management that will support students over the remainder of their studies at Henley, regardless of the specialist options they choose. In part 1, students develop their core knowledge and skills, while recognising the inter-disciplinary nature of business. Core theories of the disciplines which underpin business – economics, psychology, sociology and the humanities are taught. Students will also have the opportunity to apply key business concepts and theories, which will provide them with a foundation in strategy, marketing, organisational behaviour, entrepreneurship, data analytics and accounting. In part 1, students will also develop their own business and personal skill set.
Part 2:	In part two, students in this pathway will start to specialise in data analytics and digital business through modules covering machine learning, business applications development, and information systems. The students will also be introduced to more in-depth knowledge of the core principles underlying international strategy, operations, organisational behaviour and human resource management. Finally, students will undertake a short, guided project focusing on social responsibility in action.
Part 3:	Students are given the opportunity to advance their knowledge and skills in developing and implementing technology solutions for business, while specialising in different areas of digital business. Students will undertake core modules in digital business, technology advisory practices and project management. We offer a wide range of specialist modules. Therefore, students will be able to choose optional modules according to their preference and interests and have the option of undertaking a dissertation in topics related to Digital Business and Data Analytics In Part 3, students will be introduced to personal leadership development.

Programme Learning Outcomes - BSc Business and Management (Data Analytics and Digital Business) (Tianjin University)

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

	Learning outcomes
1	Appraise and synthesise academic knowledge of the fundamental concepts of business management, of and the theoretical basis of management and business with an emphasis on data analytics and digital business.
2	Analyse qualitative information and process quantitative data.
3	Demonstrate critical thinking skills.
4	Evaluate the value of diversity and multiculturalism through team-working.
5	Analyse their roles and responsibilities as individuals to support organisational activity which encourages positive outcomes and results in a fairer and inclusive society.
6	Appraise the global context in which organisations operate and have an understanding of the importance of international business and the drivers of change in business in the UK and abroad.
7	Recognise the need for continuing professional learning and development throughout their career.
8	Demonstrate confident, credible communication regardless of the mode of transmission.
9	Value flexibility and a readiness to change.
10	Evaluate and/or apply leading-edge practices and current developments in the practice and theory of business management with an emphasis on data analytics and digital business.
11	Demonstrate and assess sound business practice with an emphasis on data analytics and digital business.

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

In addition to the learning outcomes stated above if you are on a placement or study abroad programme you will have the opportunity to develop the following learning outcome:

Additional learning outcomes
N/A

Module information			
Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.			
Foundation modules:			
Module	Name	Credits	Level
IF0BM	Principles of Business and Management	20	0
IF0COM1	Communication, Language, and Academic Skills 1	40	0
IF0COM2	Communication, Language, and Academic Skills 2	40	0
IF0MOB	Principles of Marketing and Organisational Behaviour	20	0
The Foundation Year contains 120 credits, allocated across a range of compulsory modules as shown above.			
Part 1 Modules:			
Module	Name	Credits	Level
MM1F19	Management Debates: Ways of thinking about business	40	4
MM1F20	Business in Practice: Markets, Marketing and Management	20	4
MM1F27	Business in Practice: Accounting for Managers	20	4
MM1F28	Business in Practice: Data analytics	20	4
MM1F29	Developing Professional Excellence	20	4
Students who do not meet the English language requirement in IF0COM2 Communication, Language and Academic Skills 2 which is as follows: ‘A mark of 6.0 overall, with no element (Speaking, Listening, Reading and Writing) below 5.5 in the TEEP’, are required to take the additional Part 1 non-credit-bearing module IF1COM3 Communication, Language and Academic Skills 3.			
Part 2 Modules:			
Module	Name	Credits	Level
MM257	Introduction to Machine Learning	20	5
MM258	An Introduction to the Management of Information Systems	20	5
MM282	Business Applications Development	20	5
MM296	Building Competitive Advantage: Business Strategy and Operations	20	5
MM297	Managing Work and People: Organisational Behaviour and Human Resources Management	20	5
MM298	Social Responsibility in Action	20	5
Modules during a placement year or study year (if applicable):			
N/A			

If you take a year-long placement or study abroad, Part 3 as described below may be subject to variation.

Part 3 Modules:

Module	Name	Credits	Level
MM304	Developing Personal Leadership	20	6
MM3101	Information Systems and Digital Business	20	6
MM396	Project Management	20	6
MM398	Technology Advisory Practices	20	6

Remaining credits will be made up of optional modules available in Henley Business School.

Non-credit-bearing Tianjin modules:

Since this programme is a partnership programme between Tianjin University and University of Reading (UoR), non-credit-bearing modules provided by Tianjin are needed to meet the requirements of the Ministry of Education of the People's Republic of China. These are outside the University of Reading qualification.

Placement opportunities

N/A

Study Abroad

All modules are taught at Tianjin University, Hainan Campus, China except that students can apply to spend either Part 2 or Part 3 at University of Reading in the UK where they will study the same modules that they would have studied in Hainan.

Optional modules:

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. Details of optional modules for each part, including any additional costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

Teaching and learning delivery:

The programme design is based on academic reasoning, as well as on collaborations with the Henley Careers team, students and representatives from the industry to provide students with a solid foundation in business and management, informed by industry trends and cutting-edge thinking.

The programme introduces key business and management, as well as digital business and data analytics concepts and their applications. It is designed to develop students' knowledge and understanding of different business and management functions and practices, as well as their intellectual, practical and transferable skills to succeed as a business and management graduate. Student centred, the teaching and learning strategy includes constructivist, inquiry-based, reflective, collaborative, and integrative approaches. Following the principle of scaffolding, learning gets appropriately and progressively challenging as students go through their programme, and modules build on prior knowledge and skills gained in previous years, due to how pre-requisites are stipulated for Part 2 and Part 3 modules. Final year modules require more independent study which helps students build their academic confidence to become self-directed autonomous learners.

Within the programme, students are taught through lectures, seminars and workshops. Total study hours for each Part of the programme will be 1200 hours (excluding the non-credit-bearing Tianjin Part0/Foundation modules). The contact hours for the programme will depend upon the student's module combination; an average for a typical set of modules on this programme is Part 1 – 200 hours, Part 2 - 200 hours, Part 3 - 165 hours (excluding Placement year and Study Abroad year if applicable).

In addition to the students scheduled contact hours, they will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Face-to-face learning and digital learning are vital elements of the learning process. Modules will offer a mix of these to create a flexible, accessible and inclusive learning experience. Digital learning will be based on a combination of video recordings, online discussion boards and using various online resources.

Employability, professional and personal development is an integral part of the programme, and it is embedded in the curriculum.

Students will receive the required support from module convenors, teaching assistants, academic tutors.

Elements of your programme will be delivered via digital technology.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about

module study hours including contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Accreditation details

Association to Advance Collegiate Schools of Business (AACSB)
EFMD Quality Improvement System (EQUIS)

Assessment

The programme learning outcomes are assessed according to the UG marking criteria adopted at the University level. These are: knowledge and understanding, cognitive skills, practical skills and transferable skills. It is important to note that different disciplines (related to different business functions) require different types of assessment (e.g., accounting requires at least one exam).

The volume of summative assessments is typically 2 per 20 credit modules, but certain modules will use only one or will need 3 to meet module outcomes. When using 2 or more assessments, these will be assigned at separate times of the semester to avoid overloading students.

Assessment feedback and feed forward play an essential role. The focus is on making the feedback timely, clear and useful to the student, helping them improve in the next instance when the same assessment is used.

Progression

Foundation (Part 0) to Part 1:

- (i) Obtain an overall average of 40% over 120 credits taken in Part 0; and
- (ii) Obtain a mark of at least 40% in the following modules: IF0BM and IF0MOB; and
- (iii) Obtain a PASS in IF0COM2

Part 1 to Part 2:

To achieve a threshold performance at Part 1, a student will normally be required to:

- (i) Obtain an overall weighted average of 40% over 120 credits taken in Part 1; and
- (ii) Obtain a mark of at least 40% in individual modules amounting to not less than 80 credits taken in Part 1; and
- (iii) Obtain marks of at least 30% in modules amounting to 120 credits. (A Fail in a Pass/Fail module will be treated as not meeting the minimum threshold requirement for progression or classification. Pass/fail modules are excluded from weighted average calculations but must be passed to avoid failure of the Part or degree.)

In order to progress from Part 1 to Part 2, a student must achieve a threshold performance; and

(iv) Obtain a PASS in IF1COM3 if taken.

The achievement of a threshold performance at Part 1 qualifies a student for a Certificate of Higher Education if they leave the University before completing the subsequent Part.

Students considering transferring to another programme should seek guidance from their designated Support Centre in the first instance.

Part 2 to Part 3:

To achieve a threshold performance at Part 2, a student shall normally be required to:

- (i) Obtain a weighted average of 40% over 120 credits taken in Part 2; and
- (ii) Obtain marks of at least 40% in individual modules amounting to at least 80 credits taken in Part 2; and
- (iii) Obtain marks of at least 30% in individual modules amounting to at least 120 credits. (A Fail in a Pass/Fail module will be treated as not meeting the minimum threshold requirement for progression or classification. Pass/fail modules are excluded from weighted average calculations but must be passed to avoid failure of the Part or degree).

In order to progress from Part 2 to Part 3, a student must achieve a threshold performance.

The achievement of a threshold performance at Part 2 qualifies a student for a Diploma of Higher Education if they leave the University before completing the subsequent Part.

Classification

Bachelor's degrees

The University's honours classification scheme is based on the following:

Mark	Interpretation
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class
40% - 49%	Third class
35% - 39%	Below Honours Standard
0% - 34%	Fail

The weighting of the Parts/Years in the calculation of the degree classification is:

Three year programmes:

Part 2: one-third

Part 3: two-thirds

Details of the classification method is given in detail in the [Assessment Handbook](#) under:

- Section 17: Awards (Bachelor's), or
- Section 18: Awards (Integrated Master's programmes). Students who do not progress to Part 4 of the Integrated Master's will normally be subject to the method detailed under Section 17: Awards (Bachelor's)

Please note that there may be a specific version of the above for your year of entry.

Additional costs of the programme

During the student's programme of study the student will incur some additional costs.

For textbooks and similar learning resources, we recommend that students budget approximately 2,500 RMB per year. Some books may be available second-hand, which will reduce costs. A range of resources to support the curriculum, including textbooks and electronic resources, are available through the library. Reading lists and module specific costs are listed on the individual module descriptions.

Subject to the students module selection, the student may be required to purchase sundry materials (i.e. printing). Many students find it advantageous to have their own personal computing facilities though there are central facilities available.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2026.

Students may consider purchasing a laptop to help support their learning. Information on recommended device specifications can be found on the [DTS Student Hub](#).

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

BSc Business and Management (Data Analytics and Digital Business) (Tianjin University)
for students entering Part 1 in session 2027/28

2 September 2026

© The University of Reading 2026