

Programme Specification

BSc Digital and Business Economics (NUIST-UoR Academy) NUIST-based (full-time)

For students entering Part 0 in September 2027

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UFDIGBECJX

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 Digital and Business Economics (NUIST-UoR Academy) UoR-based (full-time) - 4 years (internal transfer only)
Accreditation	N/A
QAA Subject Benchmarking Group	Economics

Programme information and content

The programme aims to provide a thorough degree level education in economics in general, and in digital and business economics in particular. It focuses on principles of economic analysis and accompanying quantitative methods, adopting a technical approach: these core areas are compulsory in all three parts of the degree. Students taking the degree will acquire a thorough knowledge and appreciation of core economic theory and of its uses and applications especially in a digital and business environment.

The programme includes a foundation year (Part 0) which enables students to progress on to the undergraduate programme in three years within the NUIST-University of Reading Academy. On completion of Part 0, you will have the general academic language and study skills required to begin your degree studies through Part 1, Part 2 and Part 3

This programme is available to students studying at NUIST-Reading Academy, who may transfer to UoR for Parts 2 and/or 3 of their degree.

Foundation year:	Part 0 helps you develop the academic language and study skills you will need for your university degree programme. This year provides opportunities to: 1. Understand and engage with the expectations of UK academic culture; 2. Attain the academic reading, writing, listening, and speaking skills needed to undertake university study in English; 3. Understand and apply basic academic study skills, including the selection, evaluation, and use of information sources; 4. Develop as independent learners. Studied at NUIST.
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Part 1:	Introduces the basic underpinnings of economics, quantitative techniques and applied economics. Studied at NUIST.
Part 2:	Provides the opportunity to further develop the core strands of digital and business economics. Studied at NUIST or UoR.
Part 3:	Gives the opportunity to deepen the theoretical and practical knowledge and skills for the core strands and allows students to apply what they have learnt to a topic of their choice. Studied at NUIST or UoR.

Programme Learning Outcomes - BSc Digital and Business Economics (NUIST-UoR Academy) NUIST-based (full-time)

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	Critically understand the fundamental concepts and tools of microeconomics, macroeconomics, quantitative methods and digital economics.
2	Apply the most frequently used mathematical techniques in economics.
3	Understand and apply the fundamental concepts and techniques of business economics and the economic analysis of policy.
4	Assess the impact of past and contemporary changes on business, economic, and societal circumstances.
5	Formulate and critically analyse business and economic challenges and policy applications.
6	Interpret and critically assess econometric data analysis results.
7	Use IT (word-processing, visual communication, Excel, econometric software, Web search).
8	Communicate ideas in a logical way both verbally and non-verbally to both specialist and non-specialist audiences.
9	Collate, interpret and present analysis of economic, business, and policy relevant data and information.
10	Manage time and prioritise workload.
11	Plan career strategy.

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
IF0NU1	English for Academic Purposes 1	60	0
IF0NU2	English for Academic Purposes 2	40	0
IF0NUP	English for Academic Purposes Project	20	0

Part 1 Modules:

Module	Name	Credits	Level
EC140NU	Principles of Economics 1	20	4
EC141NU	Principles of Economics 2	20	4
EC142NU	Applied Economics and Policy	20	4
EC143NU	Quantitative Methods and Data Analysis	20	4
EC144NU	Mathematical Methods for Economists	20	4
IL1IETNU	English for Economists	20	4

Part 2 Modules:

Studied at NUIST:

Module	Name	Credits	Level
EC201NU	Intermediate Microeconomics	20	5
EC202NU	Intermediate Macroeconomics	20	5
EC204NU	Introductory Econometrics	20	5
EC205NU	Intermediate Econometrics	20	5
EC208NU	Business Economics	20	5
EC210NU	Digital Economics	20	5

Students studying Part 2 at UoR must take the following:

Module	Name	Credits	Level
EC201	Intermediate Microeconomics	20	5

EC202	Intermediate Macroeconomics	20	5
EC204	Introductory Econometrics	20	5
EC208	Business Economics	20	5
EC210	Digital Economics	20	5

Remaining credits will be made up of optional modules available in the Department of Economics.

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

Part 3 Modules:

Studied at NUIST

Module	Name	Credits	Level
EC314NU	Public Economics	20	6
EC347NU	Industrial Organisation	20	6
EC349NU	Financial Economics	20	6
EC311NU	International Economics	20	6
EC355NU	Machine Learning for Economics	20	6
EC319NU	Development Economics	20	6

Students studying Part 3 at UoR must take the following:

Module	Name	Credits	Level
EC347	Industrial Organisation	20	6
EC311	International Economics	20	6
EC355	Machine Learning for Economics	20	6

Remaining credits will be made up of optional modules available in the Department of Economics.

Placement opportunities

N/A

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:

In Part 0, you will be taught through classes, using a communicative approach to language learning, with an emphasis on meaning, task completion, interaction and feedback. You will also have a number of tutorials and carry out supervised project work. Modules in Part 0 are taught by Academy staff in NUIST.

For Parts 1, 2 and 3 you will be taught primarily through a mixture of lectures, tutorials and seminars, depending on the modules you choose. Some modules may include group work.

Modules in Nanjing are taught by a combination of Academy staff and visiting staff from the University of Reading.

In addition to your scheduled contact hours, you 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.

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

N/A

Assessment

This programme will be assessed through a combination of both coursework and written examinations,

Progression

Part 0 (Foundation Year)

In order to complete the foundation year (Part 0) successfully, a student is required to:

(i) Obtain a mark of at least 40% in IF0NU1 and IF0NUP.

(ii) Obtain a pass mark in IF0NU2 as specified in the module description

Students who obtain 6.0, with no element (Speaking, Listening, Reading and Writing) below 5.5 in the IF0NU2 final test will be deemed to have met the English language progression requirements to Part 2 and will be exempted from the mandatory Part 1 English for Academic Purposes module IF1NU3A.

Successful completion of these modules will lead to progression to Year 1 of the student's chosen degree programme.

The achievement of a threshold performance at Foundation Year qualifies a student for a Certificate of Completion if they leave the University before completing the subsequent Part.

Part 1

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

- (i) Obtain an overall 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.

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

- (iv) Obtain 6.0 in TEEP on IF1NU3A (where taken), with no element (Speaking, Listening, Reading and Writing) below 5.5.

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 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, except that a mark below 30% may be condoned in no more than 20 credits of modules owned by the Department of Mathematics and Statistics.

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

Bachelors' 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:

Part 2: one-third

Part 3: two-thirds

The classification method is given in detail in Section 17 of the Assessment Handbook.

Dual Awards

Successful completion of the Programme will lead to the award of degrees by both the University of Reading and Nanjing University of Information Science and Technology.

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 your programme of study, you will incur some additional costs:

At NUIST: There will be some additional costs if you require printing facilities at NUIST, there may also be additional costs if your programme involves a field trip whilst at NUIST. Details of costs can be found at the NUIST help desk.

At UoR: For textbooks and similar learning resources, we recommend that you budget up to £400 per year. This figure is approximate. Actual costs will vary depending on individual study technique, preferences, and requirements. Some books may be available second-hand, which will reduce costs. A range of resources to support your curriculum, including

textbooks and electronic resources, are available through the library. Reading lists and module specific costs are listed on the individual module descriptions.

Printing and photocopying facilities are available on campus at a cost per A4 page of £0.05 (black and white) and £0.30 (colour). Essential costs in this area will be low as most coursework will be submitted electronically.

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 Digital and Business Economics (NUIST-UoR Academy) NUIST-based (full-time) for students entering Part 1 in session 2027/28

2 July 2026

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