

BSc Management with Information Technology
For students entering Part 1 in 2011/2

UCAS code: N2G5

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Business and Management
Faculty:	Henley Business School at Univ of Reading
Programme length:	4 years
Date of specification:	19/May/2014
Programme Director:	Dr Keiichi Nakata
Programme Advisor:	Dr Hong Wei
Board of Studies:	Henley Business School Board of Studies for
Undergraduate Programmes	
Accreditation:	British Computer Society (can be applied for individually)

Summary of programme aims

This programme aims to:

- prepare students for responsible professional leadership and managerial roles in the Information Technology Industry.
- provide them with a good understanding of a range of key functional aspects of business.
- introduce them to 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

During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills. In following this programme, students will have had the opportunity to develop such skills, in particular relating to career management, communication (both written and oral), information handling, numeracy, problem-solving, team working and use of IT 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, 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 may be spent on an approved placement in which case Part 3 is taken in the fourth year.

Part 1 (three terms)

Compulsory modules

Students must choose between MM1F11 and MM1F12.

MM1F11	People and Organisations	20	4
MM1F12	Markets, Marketing and Strategy	20	4
MM1F13	Business Statistics	20	4
MM1F2	Introductory Financial Accounting	20	4
SE1EA11	Enterprise, Architecture and eBusiness Systems	20	4
SE1SE11	Software Engineering	20	4
SE1PR11	Programming	20	4

Part 2 (three terms)

Compulsory modules

MM258	Management of Information Systems	20	5
MM256	Management Skills	20	5
SE2BS11	Business Systems Applications	20	5
SE2DB11	Databases	10	5
SE2FD11	Advanced Databases	10	5

Students must choose optional modules to the value of 40 credits. A complete list of options is available from the Programme Director, and a list of current options can be found in the relevant School Handbook. There is no guarantee that in any one year all modules will be available. New optional modules may also be added.

Year abroad/Year away/Additional year (three terms)

Compulsory modules

MM284	Work Placement	120	5
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Work placement experience (including minimum 9 month, full-time work placement and the submission of a reflective learning log, an employer reference and a poster presentation.

Optional modules in Management to total 80 credits:

Students must choose optional modules to the value of 80 credits. A complete list of options is available from the Programme Director, and a list of current options can be found in the relevant School Handbook. There is no guarantee that in any one year all modules will be available. New optional modules may also be added.

Optional modules in IT to total 40 credits:

Students must choose optional modules to the value of 40 credits. A complete list of options is available from the Programme Director, and a list of current options can be found in the relevant School Handbook. There is no guarantee that in any one year all modules will be available. New option modules may also be added.

Progression requirements

To progress to Part 2 a student must:

- (i) obtain an average mark of 40% across all Part 1 modules;
- (ii) obtain at least 40% in 100 credits
- (iii) achieve not less than 35% in the remaining 20 credits

To progress from Part 2 to Part 3 a student must:

- (i) obtain an average mark of 40% across all Part 2 modules;
- (ii) achieve not less than 30% in individual modules amounting to 100 credits.

Assessment and classification

The University's honours classification scheme is:

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

For the University-wide framework for classification, which includes details of the classification method, please see: <http://www.reading.ac.uk/internal/exams/Policies/exa-class.aspx>.

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

Four-year programmes, including placement year: Normally:

Part 2 one-third

Placement Year not included in classification

Part 3 two-thirds

(where students fail a placement year which does not contribute to classification they transfer to the three-year version of the programme)

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:340 points

Mathematics either at A level or GCSE grade A; *and*

GCSE Grade A in English Language or at least a B in an essay-based A or AS level.

Equivalent qualifications are acceptable.

IELTS Band 6.5 (or equivalent) is required for those whose education has not been undertaken in English.

Admissions Tutor: Dr Haiming Hang

Support for students and their learning

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, the Careers, Placement and Experience Centre (CPEC), In-session English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and 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 advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing, academic issues (eg problems with module selection) and exam related queries. 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 and runs workshops and seminars on a range of topics. For more information see www.reading.ac.uk/student

The Henley Business School 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 Henley Business School 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 of Systems Engineering produces a Handbook for Students, which provides general information about the staff and facilities within the school.

Career prospects

This 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 an optional part of the programme in the third year. Students taking this option are expected to seek and secure a work placement in an appropriate firm. The work placement or internship should be of at least 9 months 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. Help in seeking an appropriate placement is provided by the School Placement Officer and the Job Shop located in the Student Employment Experience & Careers Centre. Employer requests are also put up on the departmental notice board and circulated via email.

Programme Outcomes

Assessment in business and IT:

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

Knowledge and Understanding

A. Knowledge and understanding of:

- 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 management and e-business.
- f. Understanding of the drivers of change in business, including technology, management practice, business cultures and organisational behaviour.

In IT: Knowledge and understanding of:

1. Software including:
 - 1a) Programming languages
 - 1b) Software tools, packages and computer applications, including those used in business.
 - 1c) 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

Teaching/learning methods and strategies

in Business:

a-f Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning. All Management courses. Guest lecturers from industry and directed self-study.

Teaching/learning methods and strategies in IT:

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.

Aspects 3 and 4. feature 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.

Assessment

Assessment in business and IT:

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

5. Theory

Note these are the five areas identified in the Computing benchmark

Skills and other attributes

B. Intellectual skills - *able to*:

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

C. Practical skills - *able to*:

Understand the economic basis of the firm in its wider economic, political and social environment.

Recognise and understand basic financial accounting features of a firm.

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-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

c-d. Independent research and self study

In IT:

1. and 2. As above in IT element.

3., 4. and 5. will be taught as part of the themes; Information Systems, Software Engineering and Programming. The taught element will be re-enforced by practical work.

6. will be taught as part of Enterprise and E-Business, 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.

Assessment

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

In IT: These skills are tested through a mixture of formal examinations, presentations, reports and practicals. Oral presentations will be required in Information Systems and Software Engineering.

Teaching/learning methods and strategies

In business:a-d. Practical projects; placements; seminars; lectures; problem-based scenarios. Lectures and workshops. c Case studies, placements, practical projects.

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

In Business: Written exam; practical papers; coursework; case studies.

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

D. Transferable skills - able to:

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

IT elements:

1. Information retrieval will be covered theoretically and by practical work necessitating the use of browsers and search engines. It will be exercised extensively.
2. Numerical skills will be introduced as needed and used in the programming and databases.
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. The theory of teamwork will be covered in Software Engineering. Information Technology will be used throughout the course.

Assessment

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

In IT: 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. 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.