**Programme Specification**

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| **BSc Business and Management (Data Analytics and Digital Business)** | **UCAS Code: NG12** |
| **For students entering Part 1 in September 2021** | **UFBMGDAT** |
| | **UFBMGDATSY** |
| | **UFBMGDATWY** |

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

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| Awarding Institution | University of Reading |
| Teaching Institution | University of Reading |
| Length of Programme | 3 years |
| Length of Programme with placement/year abroad | BSc Business and Management (Data Analytics and Digital Business) with Year Abroad - 4 years (UCAS Code: NG14)<br>BSc Business and Management (Data Analytics and Digital Business) with Placement Year - 4 years (UCAS Code: NG13) |
| Accreditation | Henley Business School Board of Studies for Undergraduate Programmes |

| Programme information and content |
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| The Programme will provide you 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 you with the skills and competencies to apply them in practice. Key features of the programme are as follows:<br><br>• The programme can be taken over either three or four years. Students opting to take the four year programme can choose either a placement or to study abroad in their third year.<br>• While the programme ensures that you 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. Any student joining the Business and Management (Data Analytics and Digital Business) programme can transfer to the more general Business and Management programme or any of the more specialised associated programmes at the end of the first year.<br>• 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 they are well equipped to succeed in a rapidly changing environment. Consequently, the skills required to secure roles and then succeed in them is embedded in the curriculum. |

| Part 1: | Provides a firm grounding in business and management that will support you over the remainder of your studies at Henley whatever specialist |

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| | options you take in subsequent years. The Part 1 programme develops the students core knowledge and skills over the three terms:<br><br>• Recognising the inter-disciplinary nature of business, in the first term you will be introduced to the core theories of the disciplines which underpin business – economics, psychology, sociology and the humanities.<br>• In the second term, you will build upon this knowledge by learning and applying key business concepts and theories. These will provide you with a foundation in strategy, marketing, organisational behaviour, entrepreneurship, data analytics and accounting.<br><br>In both terms, there is a strong emphasis on applying concepts to current business problems.<br><br>• In the third term, the focus will be on developing your own business and personal skill set – this will prepare you not only for your remaining time at Henley but also for the external market as you apply for internships, placements and full-time employment. |
| Part 2: | The first two terms provide you with a more in-depth understanding of core principles in international strategy, operations, organisational behaviour and human resource management. You will also specialise in data analytics and digital business through modules covering business data analytics, business applications development and information systems.<br>In the third term, you will undertake a short, guided project focusing on social responsibility in action which involves working with local communities. The module will be very practical allowing students to apply their learning in different real-world contexts and will open them up to new experiences and ways of thinking |
| Placement/Study abroad year: | Students can choose to transfer straight into Part 3 or undertake an additional year either in a work placement or studying in an overseas University.<br>A one year work placement aims at developing professional practice skills that form the basis for students' future careers. It provides hands-on experience in a business or professional practice and develops transferrable skills.<br>A year studying abroad allows students to gain life experiences and skills that are actively sought out by employers. These can be a talking point at interviews or part of a CV that makes you stand out from the crowd. |
| Part 3: | Gives you the opportunity to advance your knowledge and skills in developing and implementing technology solutions for business and |

specialise in different areas of digital business. You will undertake core modules in digital business, technology advisory practices and project management. You will also be able to choose optional modules from a wide range of topics in general business and management.

## Module information

Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

**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 |

**Part 2 Modules:**

| Module | Name | Credits | Level |
|---|---|---|---|
| MM258 | An Introduction to the Management of Information Systems | 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):**

| Module | Name | Credits | Level |
|---|---|---|---|
| MM284 | Work Placement | 120 | 5 |

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 |
|---|---|---|---|
| MM3101 | Information Systems and Digital Business | 20 | 6 |
| MM396 | Project Management | 20 | 6 |
| MM398 | Technology Advisory Practices | 20 | 6 |

Students must choose optional modules to the value of 60 credits, only one of which may be at level 5. You can select up to 20 credits of modules from elsewhere in the University.

**Optional modules:**

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your Programme is set out in the Further Programme Information. 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.

# Additional costs of the programme

Costs are indicative, but will vary according to module choice and are subject to inflation and other price fluctuations. The estimates were calculated in 2020
During your programme of study you will incur some additional costs.
For textbooks and similar learning resources, we recommend that you budget approximately £300 a year. 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.
Subject to your module selection, you 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.

# Placement opportunities

Placements:
You may be provided with the opportunity to undertake a credit-bearing placement as part of your Programme. This will form all or part of an optional module. You will be required to find and secure a placement opportunity, with the support of the University.

Study Abroad:
You may be provided with the opportunity to undertake a Study Abroad placement during your Programme. This is subject to you meeting academic conditions detailed in the Programme Handbook and the availability of a suitable Study Abroad placement. If you undertake a Study Abroad placement, further arrangements will be discussed and agreed with you.

**Teaching and learning delivery:**

You will be taught through a combination of lectures, seminars and practical workshops.

Total study hours for each Part of your programme will be 1200 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is Part 1 – 240 hours, Part 2 - 180hours, Part 3 (following the placement year if applicable) - 150hours.

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.

# Accreditation details

**Assessment**

The programme will be assessed through a combination of written examinations, coursework, oral examinations, practical examinations.

**Progression Requirements:**

**Part 1**
The University-wide rules relating to 'threshold performance' are as follows:
(i) Obtain an overall average of 40% over 120 credits taken in Part 1; and
(ii) Obtain a mark of at least 30% in individual modules amounting to at least 100 credits taken in Part 1.'
**In order to progress from Part 1 to Part 2**, a student must achieve a threshold performance.
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.

**Part 2**
**To gain a threshold performance at Part 2, a student shall normally be required to:**
(i) achieve an overall average of 40% over 120 credits taken in Part 2;
(ii) achieve a mark of at least 40% in 80 credits taken in Part 2 and a mark of at least 30% in

120 credits taken in Part 2.
**In order to progress from Part 2 to Part 3**, a student must achieve a threshold performance.
**Placement**
Students who choose to undertake a placement are required to pass the placement year in order to progress on the programme which incorporates the placement year. Students who fail the placement year transfer to the non-placement year version of the programme.
**In order to progress from Part 2 to Part 3**, students must achieve a threshold performance and pass their placement year assessment.

**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 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)

**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.**