

## Programme Specification

A Programme Specification provides a concise summary of the main features of a programme and its intended learning outcomes. It is intended to be used by prospective students, current students, academic staff and potential employers.

<b>Programme Title:</b>	
<b>Business Management and Information Technology</b>	
<b>Programme (AOS) Code(s):</b>	Available from Academic Registry on request.
<b>UCAS Code:</b>	
<b>Name of Final Award:</b>	<b>Bachelor of Science with Honours, BSc (Hons)</b>
<b>Level of Qualification:</b>	<b>Level 6</b>
<b>Regime of Delivery:</b>	<b>Attendance</b>
<b>Mode(s) of Delivery:</b>	<b>Full Time</b>
<b>Typical Length of Study (Years):</b>	<b>3 years, 4 with Foundation Year</b>

### Brief Description of the Programme

As Artificial intelligence becomes more useful and more widespread, and businesses recognise the power of using data to support their decision making, there is an increasing demand for business leaders who can harness the power of IT to ensure the success of their organisation.

A recent BBC report suggested that we need to future proof our careers because some of our existing roles will no longer be needed, as AI and technology take over those roles. The same article stated that education needs to change dramatically to prepare graduates. New graduates will need technical ability, data discipline and human discipline. This programme will provide all of those skills.

A key feature of this programme is to blend academic study from both Business Management and Computing, in order to enhance the employability of our graduates and future proof their careers. The programme will provide opportunities to develop higher order skills, such as problem solving, empathy and creativity which will ensure students are highly sought after by employers, and which AI/computers cannot achieve.

This programme is aimed at those who wish to develop a good understanding of Business Management in a changing world of volatility, uncertainty and change, but who also appreciate the role that IT and data can have in that ambiguous business setting. The course provides a balance of theory and practice, providing opportunities to apply knowledge into live briefs and real projects where possible. Students acquire a wide range of skills and competences useful for dealing competently with real-life, practical problems. The course will focus on the ability to think critically and will, therefore, enable students to analyse and evaluate solutions to complex, real-life problems.

#### Distinguishing Features

- This programme offers a wide range of knowledge and skills for students, so that they can pursue a career in business roles, such as IT Director, technical sales and support roles, IT Consultant, Data Analyst, IT project manager.

- The degree uses live project examples wherever possible so that students can apply their learning.
- The programme provides a strategic and global view with recurring themes throughout of problem solving, creative thinking and developing empathy
- Students will learn about how technology is impacting business, so that they can understand how technology can underpin innovation and improvements to business and organisations.
- Guest lecturers will be used throughout the programme to demonstrate the relevance of the teaching in a business context.

In Year 1 students will learn about the fundamentals that provide a sound basis for their study of business management. Core modules include Finance, Marketing, contemporary business environments, digital technologies, programming concepts and business modelling.

In year 2 students will gain a more strategic understanding of business issues, and in particular work with live clients to support them in implementing changes to their business. They can choose at this stage whether to adopt a more technical career route, which includes web development, database design and cyber security, or a more business orientated route to include operations management and the customer experience.

In the final year, students will be expected to integrate, apply and evaluate the knowledge they have gained through independent study on their dissertation/consultancy project.

## Programme Aims

1	Provide all students with an in-depth knowledge and understanding of the core functions of business and management
2	Provide students with a deep understanding of technical decisions involving commercial computing and the development of an awareness of various types of technologies.
3	Develop students who can systematically and critically analyse and discriminate between options for various computer-based problems and devise appropriate solutions
4	Equip students with a range of technical competencies and leadership skills, to enhance their employability as graduates.
5	Develop in students the intellectual skills necessary to contribute to effective business practice and problem solving

## Programme Learning Outcomes

The Bucks Graduate Attributes focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens. The attributes are developed through the programme.

ID	Learning Outcome
On successful completion of the programme a graduate will be able to:	
<b>Graduate Attribute: Knowledge and its application (K)</b>	
K1	Demonstrate knowledge and understanding of key business foundation disciplines, such as business environment, finance, marketing, business information systems and people management

K2	Evaluate and critique the range of activities within the key business functional areas and their interrelationship and interconnectedness;
K3	Analyse theories and concepts of strategic management, leadership and innovation within a changing environment.
K4	Appreciate the core disciplines of Computing including: <b>programming, Web, databases and networking</b>
K5	Recognise the business, industrial and commercial context in which computer systems are deployed, with particular regard to their usability
<b>Graduate Attribute: Creativity (C)</b>	
C1	Create, evaluate and assess options to enable effective problem solving and decision-making, using appropriate qualitative, quantitative and IT techniques and skills;
C2	Solve problems by clarifying complex questions, considering alternative solutions and critically evaluating outcomes
C3	Research information about complex business and IT situations and apply qualitative and quantitative techniques to it, in a project context.
C4	Make informed decisions and produce innovative plans, approaches and solutions to software issues within Quality Assurance and Testing Framework
<b>Graduate Attribute: Social and ethical awareness and responsibility (S)</b>	
S1	Behave in an honest and ethically responsible way, showing respect to others
S2	Implement the necessary data protection principles, including the appropriate use of computers and technology, such that information is used fairly, lawfully and transparently
S3	Adhere to any principles and guidelines of conduct applicable to professional practice, such as integrity, confidentiality, competence and fairness, providing support to colleagues and acting properly towards clients and others
<b>Graduate Attribute: Leadership and self-development (L)</b>	
L1	Demonstrate ability to work both independently and as part of a team
L2	Display a range of personal and interpersonal skills, including the capacity for continuous learning, taking initiatives, performing to deadlines, communicating effectively and persuasively, skills which are necessary to enter a career in Business and IT, or undertake further study
L3	Appreciate the need for continuing professional development in recognition of the need for lifelong learning.

## Programme Structure

Programmes are structured in stages. The number of stages will vary depending on the mode (e.g. full-time, part-time), duration and location of study which will be detailed in the Programme Handbook.

Modules are set at a specific academic level and listed as either core (compulsory) or optional. The level indicates the relative academic difficulty which will increase through the programme. Passing modules will reward you with academic credit. The amount of credits will depend on the complexity of the module and the level of effort required, which is measured in 'notional learning hours'.

Our [Academic Advice webpages](#) provide more information on the structure of taught awards offered by the University.

*Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to sector developments.*

### Foundation Level (Optional for students on degree programmes)

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
FY026	Preparing for Success, Knowledge and Creativity	N/A	C	Yes
FY007	Computing Essentials	N/A	C	Yes
FY008	Digital Media		C	yes
FY027	Preparing for Success: Self-development and responsibility	N/A	C	Yes
FY028	Inquiry Based learning (Business focus)	N/A	C	Yes

### Level Four

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
BM461	Global Business Environment (S1)	15	C	Yes
MG412	Principles of Marketing (S1)	15	C	Yes
CO452	Programming Concepts (S1)	15	C	Yes
CO454	Digital Technologies & Professional practice (S1)	15	C	Yes
BM414	Financial Decision Making (S2)	15	C	Yes
MG413	Data Insights for Business Decisions (S2)	15	C	Yes
CO455	User Experience (S2)	15	C	Yes
CO457	Business Modelling (S2)	15	C	Yes

### Level Five

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
BM561	Business Consulting (S1)	15	C	Yes
	Choose 1 of 2 business modules			
MG529	Strategic Marketing (S1)	15	O	Yes
BM564	Enterprise and Entrepreneurship (s1)	15	O	Yes
BM522	Project management IS1)	15	C	Yes
CO456	Web development (s1)	15	C	Yes
	Choose 1 of 2 Computing modules			
CO558	Database design (S1)	15	O	Yes

CO507	Cyber Security Management (S1)	15	O	Yes
BM562	Consulting in practice (S2)	15	C	Yes
BM565	Digital Business and New Technologies (s2)	15	C	Yes
	Choose 1 of 3			
BM563	Operations and Services Management (s2)	15	O	Yes
MG526	Customer Experience (S2)	15	O	Yes
CO559	Intro to Intelligent Systems (s2)	15	O	Yes
CO592	IT Services Management	15	C	Yes

### Level Six

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
BM631	Research Methods (s1)	15	C	Yes
BM633	Strategic Agility (S1)	15	C	Yes
	Choose 2 from 3 below			
MG629	Developing Leadership and Management skills (S1)	15	O	Yes
CO654	Cloud Computing (S1)	15	O	Yes
CO669	Security Auditing and response (S1)	15	O	Yes
BM634	Dissertation (S2)	30	C	Yes
BM632	Managing Innovation and Creativity (S2)	15	C	Yes
CO670	Business Continuity Management (S2)	15	C	Yes

### Learning and Teaching Activities

Please see the [Academic Advice pages](#) for a description of learning and teaching activities that are recognised by the University. Detailed information on this specific programme is outlined below:

Modules on this programme will be taught in line with best practice across the university and in the sector. A variety of approaches, and good use of the latest technology, will be blended together to engage students in learning in class and beyond, and to encourage full student participation. Meanwhile, the Course Team will strive to ensure that all modules embrace current industrial practice wherever possible.

The teaching and learning strategies employed throughout the course are those judged to be the most appropriate for each module at each stage and level of the course. The strategies have been designed to ensure that there is progression from formal teaching through to student centred independent learning as the student progresses through the levels of the course(s).

A range of teaching methods will be used including:

#### **Lectures**

This is the most formal teaching strategy employed in teaching the modules. It is generally used to deliver a body of theoretical information to a large group of students and is most effective when followed up by a seminar or tutorial session to consolidate learning.

The lecture format may be supported by written hand-outs, web or library references which serve to reinforce and expand the audio-visual information presented. In addition, staff will make appropriate use of the VLE (Blackboard) facilities. This should enable lecturers to enhance the traditional communication and learning mediums, as well as making material available to students at home and university.

#### **Tutorials / Practical Sessions**

Often in smaller groups, tutorials are guided learning sessions, which can either support a formal lecture by students working through tutorial sheets with the help of a lecturer or by students working through practical exercises in say a computing room.

#### **Seminars**

These can vary from large group seminars, which provide an opportunity for the student-led formal debate of particular topic areas, to 'impromptu' discussion sessions with smaller groups, which may for example follow the showing of a video.

Other techniques such as industrial visits, guest lectures and computer aided learning tools will be used where appropriate. This variety of techniques is aimed at stimulating student learning. The teaching and learning strategies for individual modules are detailed in the relevant module pro-forma.

#### **Virtual Learning Environment (VLE)**

The University has a **Virtual Learning Environment** which is a digitally based programme that offers an abundance of supportive features used by lecturers teaching on this programme. This is not offered as an alternative to classroom interaction between students and lecturers, rather it is seen as an additional resource in the forms of:

- *Peer support* – facilitated through the use of the discussion board facility
- *Notices* – maintains communication between lecturer and students between teaching sessions.
- *Resources page* – on-line links to good academic articles of relevance to the module
- *E-Journals* – students registered on Blackboard have the ability to access full-text e-journals that the library subscribes to from anywhere that they have Internet access.

- *Course documents* – such as; lecture handouts, seminar activities, module guides, seminar readings, assessment guidelines, reading list etc.

### Additional Course Costs

There are costs associated with all studies, additional to the tuition fee, which require consideration, when planning and budgeting for expenditure. Costs are indicative and for the total length of the course shown unless otherwise stated and will increase with inflation; depending on the programme they may include equipment, printing, project materials, study trips, placement activities, DBS and/or other security checks.

### Contact Hours

1 unit of credit is the equivalent of 10 notional learning hours. Full time undergraduate students study 120 credits (1200 hours) and full-time postgraduate students study 180 credits (1800 hours) per year or 'stage' of the course.

Course Stage	Scheduled Activities (Hours)	Guided Independent Study (Hours)	Placement / Study Abroad / Work Based Learning (Hours)
Foundation Year	360	840	N/A
Year One	360	840	N/A
Year Two	360	840	N/A
Year Three	315	885	N/A

## Assessment Methods

The [Assessment and Examination webpages](#) provide further information on how assignments are marked and moderated, including a description of assessment activities. These also include further information about how feedback on assessed work is provided to students, including our commitment to ensure this is provided to students within 15 working days (the 'three-week turnaround').

Summative assessments are designed to test the achievement of the learning outcomes. Some modules include formative assessments. Whilst these do not give marks towards the final module grade, they offer students a valuable learning resource by way of feedback from the tutors, which can offer direction for improved performance on the summative assignments. This is particularly relevant at level 4, to ensure that students can make the transition from school/college to university.

Assessments will provide sufficient opportunity for the best students to exhibit a level of innovation and creativity associated with excellence.

During the Foundation Year, students will be exposed to a variety of summative and formative assessments whilst developing the academic skills to be a successful student at university; course content and Learning Outcomes strongly relate to students developing their knowledge and understanding of the subjects being studied and assessed.

Level 4 assessments will be primarily formative and will encourage the development of appropriate academic practice and concepts. The emphasis will be on frequent small-scale assessments wherever possible with a balance between formative and summative assessment.

Level 5 assessments will be more demanding, with the emphasis still on development of knowledge, skills, and concepts but now encouraging learning at greater depth, emphasising the fundamental principles. There will be a shift towards summative assessment.

Level 6 assessments are designed so as to allow students to demonstrate their knowledge and skills so that they have become effective, independent learners. The emphasis is on summative assessment.

A range of summative assessment methods will be employed on this course, as follows:

- Report will provide the opportunity for students to demonstrate in-depth understanding of a particular aspect of their learning. It will encourage them to engage in conducting a systematic literature review and provide the opportunity for them to demonstrate their capacity to critically analyse, synthesis and evaluate the principles, processes and debates inherent in the material, and to present a rational, coherent, information-based argument.
- Oral Presentations will permit students to demonstrate their knowledge through effective communication skills, and to demonstrate sensitivity to contextual and interpersonal factors
- The Dissertation represents a major piece of independent research focused on strategic business and IT issues chosen by the student and undertaken in their final year. This will be undertaken with support from an academic supervisor and with regular meetings throughout the academic year.



## Classification

<b>Calculation of final award:</b>	<b>The Degree classification will be calculated as follows:</b> <b>Level 5 - 33%</b> <b>Level 6 – 67%</b>
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For full details of assessment regulations for all taught programmes please refer to our [Results webpages](#). These include the criteria for degree classification.

## Admissions Requirements

Please see the [Application webpages](#) for more information on how to apply, including a statement on how we support students from a variety of backgrounds. Please also see our [general entry requirements](#) for taught programmes. Applicants who do not meet our published entry requirements are encouraged to contact our admissions team for further advice and guidance.

## Typical applicant profile and any programme-specific entry requirements

Please see the [Application webpages](#) for more information on how to apply, including a statement on how we support students from a variety of backgrounds. Please also see our [general entry requirements](#) for taught programmes. Applicants who do not meet our published entry requirements are encouraged to contact our admissions team for further advice and guidance.

<b>Do applicants require a Disclosure and Barring Service (DBS) Check?</b>	<b>No</b>
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## Opportunities for students on successful completion of the programme

This programme offers a wide range of knowledge and skills for students, so that they can pursue a career in business roles, such as IT Director, technical sales and support roles, IT Consultant, Data Analyst, IT project manager. The programme will place great emphasis on developing the student's employability skills, thus providing them with the competence and confidence to succeed in this environment.

## Recognition of Prior Learning

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules. Please refer to our [Credit Accumulation webpages](#) for further guidance.

## Student Support

During the course of their studies, students will be supported in the following ways:

- At the start of their studies all students will receive a full **induction** to the programme which will include introduction to the staff responsible for delivering the course, and access to library and IT facilities
- The **Programme Handbook** will outline the exact nature of the course and how it is structured, including the availability of option modules
- Each student will be allocated a **Personal Tutor** who will support their academic development, be able to advise and guide them with their studies and, where necessary, give advice on study options
- Students will be able to access our full range of **support services**, including the Learning Development Unit for skills and study support, the Library, the Careers and Employability Team, Student Finance Team, Accommodation and Counselling Services

## Appendices

### Quality Assurance

<b>Awarding Body:</b>	Buckinghamshire New University
<b>Language of Study:</b>	English
<b>QAA Subject Benchmark Statement(s):</b>	Computing (2007) Business & Management (2015)
<b>Assessment Regulations:</b>	<i>Academic Assessment Regulations</i> , accessible via the Academic Advice webpages ( <a href="https://bucks.ac.uk/students/academicadvice">https://bucks.ac.uk/students/academicadvice</a> )
<b>Does the Fitness to Practise procedure apply to this programme?</b>	No
<b>Ethics Sub-committee</b>	
<b>Date Published / Updated:</b>	June 2019
<b>Date programme re-approval required:</b>	2025

### Other awards available on programme (Exit Qualifications)

Please refer to the *Academic Qualifications Framework* for Exit Qualifications recognised by the University and credit and module requirements.

<b>Name of Exit Qualification:</b>	Ordinary Degree
<b>Full name of Qualification and Award Title:</b>	BA in Business Management and Information Technology
<b>Credits requirements:</b>	300 Credits
<b>Module requirements:</b>	ALL 120 Credits at Level 4 ALL 120 Credits at Level 5 PLUS 60 credits at Level 6. The following Level 6 modules will count to the achievement if this award: BM631 Research Methods BM633 Strategic Agility MG629 Developing Leadership and Management skills CO654 Cloud Computing CO669 Security Auditing and response BM634 Managing Innovation and Creativity CO670 Business Continuity Management
<b>Learning Outcome</b>	
Demonstrate knowledge and understanding of key business foundation disciplines, such as business environment, finance, marketing, business information systems and people management	
Evaluate and critique the range of activities within the key business functional areas and their interrelationship and interconnectedness;	
Analyse theories and concepts of strategic management, leadership and innovation within a changing environment.	

- Appreciate the core disciplines of Computing including: **programming, Web, databases and networking**
- Recognise the business, industrial and commercial context in which computer systems are deployed, with particular regard to their usability
- Create, evaluate and assess options to enable effective problem solving and decision-making, using appropriate qualitative, quantitative and ICT techniques and skills;
- Solve problems by clarifying complex questions, considering alternative solutions and critically evaluating outcomes
- Research information about complex business and IT situations and apply qualitative and quantitative techniques to it, in a project context.
- Make informed decisions and produce innovative plans, approaches and solutions to software issues within Quality Assurance and Testing Framework
- Behave in an honest and ethically responsible way, showing respect to others
- Implement the necessary data protection principles, including the appropriate use of computers and technology, such that information is used fairly, lawfully and transparently
- Adhere to any principles and guidelines of conduct applicable to professional practice, such as integrity, confidentiality, competence and fairness, providing support to colleagues and acting properly towards clients and others
- Demonstrate ability to work both independently and as part of a team
- Display a range of personal and interpersonal skills, including the capacity for continuous learning, taking initiatives, performing to deadlines, communicating effectively and persuasively, skills which are necessary to enter a career in Business and IT, or undertake further study
- Appreciate the need for continuing professional development in recognition of the need for lifelong learning.

<b>Name of Exit Qualification:</b>	<b>Diploma of Higher Education (DipHE)</b>
<b>Full name of Qualification and Award Title:</b>	<b>BA in Business Management and Information Technology</b>
<b>Credits requirements:</b>	<b>240 Credits</b>
<b>Module requirements:</b>	<b>ALL 120 Credits at Level 4 ALL 120 Credits at Level 5</b>

**Learning Outcome**

- Demonstrate knowledge and understanding of key business foundation disciplines, such as business environment, finance, marketing, business information systems and people management
- Evaluate and critique the range of activities within the key business functional areas and their interrelationship and interconnectedness;
- Analyse theories and concepts of strategic management, leadership and innovation within a changing environment.
- Appreciate the core disciplines of Computing including: **programming, Web, databases and networking**
- Recognise the business, industrial and commercial context in which computer systems are deployed, with particular regard to their usability

Create, evaluate and assess options to enable effective problem solving and decision-making, using appropriate qualitative, quantitative and ICT techniques and skills;

Solve problems by clarifying complex questions, considering alternative solutions and critically evaluating outcomes

Research information about complex business and IT situations and apply qualitative and quantitative techniques to it, in a project context.

Make informed decisions and produce innovative plans, approaches and solutions to software issues within Quality Assurance and Testing Framework

Behave in an honest and ethically responsible way, showing respect to others

Implement the necessary data protection principles, including the appropriate use of computers and technology, such that information is used fairly, lawfully and transparently

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Demonstrate ability to work both independently and as part of a team

Display a range of personal and interpersonal skills, including the capacity for continuous learning, taking initiatives, performing to deadlines, communicating effectively and persuasively, skills which are necessary to enter a career in Business and IT, or undertake further study

Appreciate the need for continuing professional development in recognition of the need for lifelong learning.

<b>Name of Exit Qualification:</b>	<b>Certificate of Higher Education (CertHE)</b>
<b>Full name of Qualification and Award Title:</b>	<b>BA in Business Management and Information Technology</b>
<b>Credits requirements:</b>	<b>120 credits</b>
<b>Module requirements:</b>	<b>ALL 120 Credits at Level 4</b>

### Learning Outcome

Demonstrate knowledge and understanding of key business foundation disciplines, such as business environment, finance, marketing, business information systems and people management

Evaluate and critique the range of activities within the key business functional areas and their interrelationship and interconnectedness;

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Recognise the business, industrial and commercial context in which computer systems are deployed, with particular regard to their usability

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