STUDENT AND ACADEMIC SERVICES

UWE Bristol | University of the West of England

PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	UWE
Teaching Institution	UWE
Delivery Location	UWE, Frenchay Campus
Study abroad / Exchange / Credit recognition	None
Faculty responsible for programme	Environment and Technology
Department responsible for programme	Computer Science and Creative Technologies
Professional Statutory or Regulatory Body Links	
Highest Award Title	BSc(Hons) Business Computing
Default Award Title	
Interim Award Titles	BSc Business Computing Dip HE Business Computing Cert HE Business Computing
UWE Progression Route	
Mode of Delivery	Full time, Sandwich
ISIS code/s	
For implementation from	September 2019

Part 2: Description

The BSc (Hons) Business Computing programme has the following general aims:
- To produce graduates with a balance of domain knowledge, a practical awareness of coding, tools and data extraction and transformation.
- To provide students with a broad background of business operations, procedures and culture applicable to a career in an IT environment
- To inculcate in students problem-solving and other transferable skills that will be valuable to them in any career
- To develop students' knowledge and practical skills to select and employ appropriate techniques and methods for understanding and developing information systems in business contexts
- To continue the development of those general study skills that will enable students to become independent, lifelong learners

The BSc (Hons) Business Computing programme has the following specific aims:
- To provide a coherent and broad based coverage of the theory of data analytics and its application to practical problems
- To provide insight into the range of business areas and specific domains where analytics may be applied to available data in order to further organizational goals;
- To develop both personal and inter-personal skills to enable students to work closely and communicate with others
- To provide students with a set of problem-solving, modeling and analytics skills appropriate to IT related business systems development and operations
- The ability to work in an analytic role within cross-disciplinary teams.
- To encourage students to uphold professional, ethical and social standards and to keep up to date with recent technological and theoretical developments
- The use of real datasets, case studies and industry challenges to ensure the currency and relevance of material provided and to help contextualize course content.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

This programme requires students to develop abilities in business skills, computer science and data analytics in order to fulfill the emerging roles in the field of data analytics within organisations. Data production is quickly outpacing organisations' abilities to benefit from it to generate intelligence and insight. Students are therefore expected to develop proficiency in identifying and specifying data analytics projects, gathering/organizing/linking data, designing user interaction, undertaking data analysis, develop information systems to gain business insight and finally communicating results to stakeholders. It provides a solid foundation for lifelong learning, emphasizing the development of knowledge, skills and professional values.

Regulations

A: Approved to University Regulations and Procedures

It is the Award Board's responsibility to determine whether the student's attainment at level 0 is sufficient to progress to level 1.

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UFCFC3-30-1	UFCFR3-30-1	UFCFP3-30-1	UMODDP-15-1	UMKD6J-15-1	UFCFV4-30-2	UFCFN6-30-2	UFCFKM-30-2	UFCFFF-30-3	UFCFM5-30-3	UFCFRB-15-3	UFCFB5-15-3	UFCFMM-30-3	UFCFLM-15-3
A) Knowledge and understanding of:														
The function of different business units and the value of intelligence to business efficiency and strategy			X	X			X							
Business organization, operations, finance, human resource management and strategic issues and the relationship to Information Systems.			**X**	X										
The core concepts of marketing					X									
The value of data to businesses, consumers and the economy as a whole, and the major mechanisms through which value is created from data			X		X		X	X					X	
Selection and application of statistical methods and statistical inference								X					X	
Application and evaluation of machine learning and text mining techniques								X					X	
Theoretical and contemporary issues surrounding business in general and business analytics in particular								X			X		X	
Knowledge and understanding of investigative techniques in business analytics								X					X	
Ethical, legal and professional issues in data-related work				X					X	X	X	X	**X**	X
Programming language concepts; syntax and semantics; top-down development; programming to satisfy designs	X	X				X								
Relational databases; logical and physical database design; database query languages' data schemas		X	X			X								
Being professional in a technical environment			X					X		X	X	X	X		X
(B) Intellectual Skills														
Problem formulation and problem solving	X	X	X					X	X	X			X	
Analysis and Critical Thinking	X	X	X		X	X		X	X	X	X	X	X	X
Synthesis of different types of information						X			X	X			X	
Evaluation	X	X			X	X		X	X	X	X	X	X	
Balance conflicting objective							X		X	X	X	X	X	X
Ability to make decision In a variety of context							X		X	X	X	X	X	X
(C) Subject/Professional/Practical Skills														

Part 3: Learning Outcomes of the Programme

	1	2	3	4	5	6	7	8	9	10	11	12	13
Use of data analysis tools and libraries for data retrieval, manipulation, storage and transformation						X	X					X	
Employ a range of tools and notations to support the activities listed above; e.g. editors, compilers, design workbenches, HTML, CGI, Java etc		X				X							
Analyse problems and develop solutions using leading ideas and techniques	X					X	X	X	X	X	X	X	
Model business systems and solutions using standard tools and techniques	X		X			X			X			X	X
Apply descriptive, predictive, and prescriptive analytics techniques on structured, semi-structured and unstructured data to extract patterns, forecast trends, run what-if scenarios, and determine the optimal course of action							X					X	
Model and design procedures, data structures, information systems	X	X	X			X							
Visualisation and communication of results			X			X		X				X	
(D) Transferable skills and other attributes													
Team working	X		X	X		X	X	X				X	
Interdisciplinary working							X	X				X	X
Communication skills	X		X		X		X	X		X	X	X	X
Progression to independent learning						X	X	X		X		X	X
Comprehension of professional literature; to read and use literature sources appropriate to the discipline to support learning activities				X	X		X		X	X	X	X	X

Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Awards
	Level 1	Introduction to Object Oriented Systems Development UFCFC3-30-1 Information Technology UFCFR3-30-1 Business Applications UFCFP3-30-1 Understanding Organisations and People UMODDP-15-1 Understanding the Principles of Marketing (Business, International and Management UMKD6J-15-1		**Interim award**: Certificate of Higher Education in Business Computing *(120 credits, of which not less than 100 are at level 1 or above)*

		Compulsory Modules	Optional Modules	Interim Awards
	Level 2	Data Schemas and Applications UFCFV4-30-2 For 2019/20: The Information Practitioner 2 UFCFN6-30-2 From 2020/21: IT Practice: Collaborative Project UFCFN6-30-2 Foundation for Business Analytics UFCFKM-30-2	30 credits from: Object Oriented System Development UFCFB6-30-2 Project Management UFCFG6-30-2 Integrated Marketing Communications UMKD6M-15-2 Advanced Topics in Web Development UFCFX3-15-3 Technical Writing and Editing UFCFD5-15-3	**Interim award**: Diploma of Higher Education in Business Computing *(240 credits, of which not less than 100 are at level 2 or above and a further 120 are at Level 1 or above)*

Year Out: Students who take a placement year or a year abroad will take one of the following modules: Professional Experience (UFCFE6-15-3) or International Experience (UFCFWJ-15-3) or). Students who do not take a placement year or a year abroad will take one of the following optional modules below.

	Compulsory Modules	Optional Modules	Interim Awards
Level 3	Software Development Project UFCFFF-30-3 Or Information Systems Dissertation UFCFM5-30-3 Business Intelligence and Data Mining UFCFMM-30-3 Security Management in Practice UFCFRB-15-3 Ethical and Professional Issues in Computing and Digital Media UFCFB5-15-3 Sustainable Business and Computing UFCFLM-15-3	15 credits from: Entrepreneurial Skills UFCF95-15-3 Digital Marketing Communication UMKDMQ-15-3 Requirements Engineering UFCFM6-15-3 Professional Development UFCFVJ-15-3	**Interim award**: BSc Business Computing *(300 credits with at least 60 credits at level 3, plus a further 100 credits at level 2 or above and a further 120 credits at level 1 or above)* **HIGHEST AWARD:** BSc(Hons) Business Computing

Part time:
N/A

Part 5: Entry Requirements

The University's Standard Entry Requirements apply.

Tariff points as appropriate for the year of entry - up to date requirements are available through the courses database.

Part 6: Reference Points and Benchmarks

The following reference points and benchmarks have been used in the in the design of the programme:

The Subject Benchmarking Statements for the computing field (http://www.qaa.ac.uk/en/Publications/Documents/SBS-Computing-16.pdf) was consulted in designing this programme. The skills recommended for computing students cover three broad categories: computing-related cognitive skills, computing-related practical skills and generic skills for employability.

Part 6: Reference Points and Benchmarks

The design of the programme has ensured that the skills specified for each category (and relevant to this programme) is incorporated within existing or new modules for the programme.

Additionally, the Subject Benchmarking Statements for the Business and Management field (http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf) was also consulted with the aim of incorporating knowledge and understanding of some of the areas recommended for business students as well as some of the key practical skills relevant for this programme.

QAA UK Quality Code for HE
     -Framework for higher education qualifications (FHEQ)
     -Subject benchmark statements

Strategy 2020
University policies

The programme includes the level 3 ethics and professional issues module and the individual project, making it a candidate for BCS accreditation.

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First Approval Date	30 May 2017			
Revision Approval Date		Version	1	Link to MIA-10615 (ID 3743)
	29 May 2018		2	Link to RIA (ID 4749)
	February 2019		3	Link to Business Case (ID 5068)
	2 July 2019		4	Link to RIA (ID 5240)
Next Periodic Curriculum Review due date	May 2023			
Date of last Periodic Curriculum Review				