Programme Specification

Business Computing [Sep][FT][Frenchay][3yrs]

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Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Business Computing [Sep][FT][Frenchay][3yrs]

Highest award: BSc (Hons) Business Computing

Interim award: BSc Business Computing

Interim award: DipHE Business Computing

Interim award: CertHE Business Computing

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: FET Dept of Computer Sci & Creative Tech, Faculty of Environment & Technology

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2021

Programme code: N1I113-SEP-FT-FR-N1I1

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Educational Aims: The BSc Business Computing programming 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 Business Computing programming 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 Learning Outcomes:
On successful completion of this programme graduates will achieve the following learning outcomes.

Knowledge and Understanding

A1.   The function of different business units and the value of intelligence to business efficiency and strategy

A2.   Business organization, operations, finance, human resource management and strategic issues and the relationship to Information Systems.

A4.   The value of data to businesses, consumers and the economy as a whole, and the major mechanisms through which value is created from data

A5.   Selection and application of statistical methods and statistical inference

A6.   Application and evaluation of machine learning and text mining techniques

A7.   Theoretical and contemporary issues surrounding business in general and business analytics in particular

A8.   Knowledge and understanding of investigative techniques in business analytics

A9.   Ethical, legal and professional issues in data-related work

A10.   Programming language concepts; syntax and semantics; top-down development; programming to satisfy designs

A11.   Relational databases; logical and physical database design; database query languages' data schemas

A12.   Being professional in a technical environment

Intellectual Skills

B1.   Problem formulation and problem solving

B2.   Analysis and Critical Thinking

B3.   Synthesis of different types of information

B4.   Evaluation

B5.   Balance conflicting objective

B6.   Ability to make decision In a variety of context

Subject/Professional Practice Skills

C1.   Use of data analysis tools and libraries for data retrieval, manipulation, storage and transformation

C2.   Employ a range of tools and notations to support the activities listed above; e.g. editors, compilers, design workbenches, HTML, CGI, Java etc

C3.   Analyse problems and develop solutions using leading ideas and techniques

C4.   Model business systems and solutions using standard tools and techniques

C5.   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

C6.   Model and design procedures, data structures, information systems

C7.   Visualisation and communication of results

Transferable Skills and other attributes

D1.   Team working

D2.   Interdisciplinary working

D3.   Communication skills

D4.   Progression to independent learning

D5.   Comprehension of professional literature; to read and use literature sources appropriate to the discipline to support learning activities

Part B: Programme Structure

Year 1
The student must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules
The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UFCFP3-30-1	Business Applications 2021-22	30
UFCFR3-30-1	Information Technology 2021-22	30
UFCF83-30-1	IT Practice: Skills, Models and Methods 2021-22	30
UMAD4U-15-1	Understanding Business and Financial Information (Business, International and Management) 2021-22	15

UMODDP-15-1	Understanding Organisations and People (Marketing, Events and Tourism) 2021-22	15

Year 2

The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules

The student must take 90 credits from the modules in Compulsory modules.

Module Code	Module Title	Credit
UFCFV4-30-2	Data, Schemas and Applications 2022-23	30
UFCFKM-30-2	Foundation of Business Analytics 2022-23	30
UFCFN6-30-2	IT Practice: Collaborative Project 2022-23	30

Year 2 Optional Modules

The student must take 30 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UFCFX3-15-3	Advanced Topics in Web Development I 2022-23	15
UMKDQD-15-2	Marketing Planning and Practice 2022-23	15
UFCFB6-30-2	Object-Oriented Systems Development 2022-23	30
UFCFG6-30-2	Project Management 2022-23	30
UFCFD5-15-3	Technical Writing and Editing 2022-23	15

Year 3

The student must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules

Students must take 75 credits from Compulsory Modules.

Module Code	Module Title	Credit

UFCFMM-30-3	Business Intelligence and Data Mining 2023-24	30
UFCFB5-15-3	Ethical and Professional Issues in Computing and Digital Media 2023-24	15
UFCFRB-15-3	Security Management in Practice 2023-24	15
UFCFLM-15-3	Sustainable Business and Computing 2023-24	15

Year 3 Compulsory Modules Choices
The student must take 30 credits from the modules in Compulsory Modules Choices.

Module Code	Module Title	Credit
UFCFM5-30-3	Information Systems Dissertation 2023-24	30
UFCFFF-30-3	Software Development Project 2023-24	30

Year 3 Optional Modules
The student must take 15 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UMKDMQ-15-3	Digital Marketing Communication 2023-24	15
UFCF95-15-3	Entrepreneurial Skills 2023-24	15
UFCFVJ-15-3	Professional Development 2023-24	15
UFCFM6-15-3	Requirements Engineering 2023-24	15

Part C: Higher Education Achievement Record (HEAR) Synopsis

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.

Part D: External 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.

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 6 Ethics and Professional Issues module and the Individual Project, making it a candidate for BCS accreditation.

Part E: Regulations

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.