



BSc Business Computing

(Final Year Top-up)

University of Teesside

-  Online-based distance learning
-  Stand alone course or combine with the Edexcel HND Computing (Business IT) to form 3 year degree

Qualification

On successful completion of the programme you will be awarded a BSc Business Computing .

Awarding Body

University of Teesside

Course Description

This programme will appeal to those who have already been successful in studying computing at a Higher Education level (by completing an HND in computing, for example) and want to learn about how information systems and the internet can promote and support business. In addition to looking at how the more traditional information technologies can improve internal business processes, you will learn about emerging technologies and explore their potential for business organisations

Mode

Online distance learning

Course Content (Modules)

Comprises five core modules:

1. Online Business Systems

This module takes students through the theory and technical skills required to design and develop dynamic web applications. A suitable IDE will be used that enables the student to develop a static prototype using XHTML and CSS2. PHP and MySQL will be used to produce server side interactions. The module has a technical emphasis, but students will also use a methodology to underpin project development. This methodology will be user centred and will include tools to model the user characteristics and build a set of requirements specific to the project.

2. Information Resources Management

This module explores what modern computing professionals must know about corporate strategy and information resources management to thrive in business. You will develop your personal skill set and learn what those competencies are. You will discover how the best information system professionals practising today are able to engineer commercially viable, digital solutions to contemporary business challenges and deploy them successfully.

3. Web Development Issues

This module looks at current issues in web development from a number of different perspectives, including engineering, legal and social. Current engineering issues focus on research into web engineering methods, techniques and tools. Current legal issues relate to intellectual property rights, privacy and censorship. Current and social issues centre on the emerging Information Society and the social construction of technology. You will use various theoretical frameworks to analyse, model, understand and evaluate both web development methods and web applications. This will lead to fundamental questions e.g. how is it done well? Do methods and tools work? What assumptions are made about the nature of information, ownership, systems, organisations and society?

4. Web Marketing Life Cycle

This module will provide you with an introduction to online marketing and enable you to identify and explain online marketing and advertising options/techniques. You will evaluate and measure an e-marketing case study and propose and plan a sustainable online marketing strategy. You will also write marketing proposals to target groups.

5. Practical Project

During this module you will undertake a large scale, individual piece of work. You will be responsible for the planning and execution of an extended piece of work including the consideration of associated legal, social, ethical and professional issues. You will explore in depth a chosen subject area, and thereby demonstrate the ability to analyse, synthesise, and creatively apply what has already been studied whilst demonstrate critical and evaluative skills and professional awareness.

Assessment

You will complete four assignments in total and one examination.

Duration of Programme

This programme can be studied over a minimum of 12 months, this may be extended to suit your individual needs for up to a maximum of four years.

Entry Requirements

An HND in a computing subject. The HND Computing (Business IT) allows direct entry to

this programme. English ability equivalent to an IELTS score of 5.5.

What's Included

RDI's Online University **ilearn** is used to deliver all resources for this course including:

- **Study materials** - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- **Tutor support** - Tutors use live chats and forums to stimulate discussions, request input and highlight external sources.
- **External resources** - Links to external sources can include key journal articles, your university's online library, sites of topical interest, etc.
- **Discussion with other students** - Forums allow students to come together, share thoughts and ideas and you can initiate topics that you want to discuss with your fellow students.

Please note students may be required to purchase certain software.

Workload

We recommend an average of 24 hours study time per week for this programme.

Exemptions

For this qualification we may allow you to count credit for relevant study you have already done elsewhere. Exemptions are considered on an individual basis when you submit an application form. Please note that we cannot consider work experience alone for exemptions.

How to Apply

In addition to a completed application form, provide two references, preferably from an academic or current employer, and proof of qualifications.

-  **Apply online**
Visit our website www.rdi.co.uk
-  **Email us**
Email applications@rdi.co.uk
-  **Call us**
Contact us today on **FREEphone 0800 COURSES / 0800 268 7737**

What You Could Study Next

Successful completion of the programme may allow you entry to:

University of Teesside MSc Information Technology