

PROGRAMME SPECIFICATION – Undergraduate Courses

Programme Specification for BSc (Hons) Business Information Technology

1.	Awarding institution/body	University of Worcester
2.	Teaching institution	University of Worcester
3.	Programme accredited by	N/A
4.	Final award	BSc Hons
5.	Programme title	BSc (Hons) Business Information Technology
6.	Pathways available	Single honours
7.	Mode and/or site of delivery	Taught modules at the University of Worcester
8.	Mode of attendance	Full time, part time
9.	UCAS Code	BSc (Hons) Business Information Technology – G500
10.	Subject Benchmark statement and/or professional body statement	Computing Benchmark Statement 2007, QAA.
11.	Date of Programme Specification preparation/ revision	February 2013; August and October 2014 – amendment to regulations; November 2014 amendment to Award Map; April 2015 – amendments to Award Map. Updated 18 June 2015. Updated 15 July 2015. September 2015 - Updated to include the new Taught Courses Regulatory Framework . October 2015 – minor amendment to award map.

12. Educational aims of the programme

This programme aims to develop learners' appreciation of Business Information Technology (BIT) as an integral part of commercial and industrial activities and also as a pervasive part of everyday life. It aims to meet Computing Curriculum recommendations and aims developed by two professional bodies (IEEE and ACM)¹, as well as combining a solid foundation of business topics. It seeks to develop skills appropriate, but not restricted to, graduate careers in computing and business with the potential for management positions and general employability, including self-employment. The programme uses a variety of methods to prepare students for various employment opportunities by developing work-related skills such as computing competencies, project management, and team work. Students have the option to do a work-placement with a local or national firm, or engage in a work-based learning module which allows students to apply knowledge they have gained in their academic setting to a work environment. The programme offers a variety of unique opportunities to develop skills including classroom skills development, study-abroad opportunities, work-placement with local and national firms, and work-based learning modules,

Our aims are:

1. Preparation for and development of a career in Information Technology, such that the student will be able to work effectively with others in both computing and business arenas
2. To assess business and technical decisions involving commercial computing and develop and awareness of using various types of technologies to deliver value to an organization and have a positive effect on competitive advantage

¹ Association for Computing Machinery & IEEE Computer Society, Computer Science Curriculum 2008: An Interim Revision of CS 2001, Report from the Interim Review Task Force, December 2008, <http://www.computer.org/portal/web/education/Curricula;jsessionid=d1a6005da0be07c12560e4eb298e>

3. To develop students who have skills to enable them to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.
4. Develop an appreciation of professional, moral and ethical issues involved and a sensitivity to changes in computing and information technology and the external business environment
5. Prepare, develop and enhance lifelong learning skills to support employability career aspirations and effective contribution to a diverse and multi-cultured society
6. To demonstrate project management skills to effectively lead and motivate fellow team members
7. To develop an understanding of the effective management of business operations, resources market and customers.
8. Provide opportunities for students to engage in work-based experiential learning as an integral part of the programme

13. Intended learning outcomes and learning, teaching and assessment methods

Our students are expected to develop a spectrum of skills and abilities, grounded in intellectual tasks (SB 3.1). These can be categorized as (i) knowledge and understanding (ii) cognitive abilities and skills related to intellectual tasks, (iii) practical skills related to the discipline of Computing, (iv) transferable skills which may be learned within the context of Computing, but which may be deployed in other contexts.

<p>Knowledge and understanding:</p> <ol style="list-style-type: none"> 1. Understanding of the internal aspects, functions, processes and behaviours of organisations that influence the firm's computing environment 2. Demonstration of knowledge and understanding of theories, concepts, principles and facts relating to computing, and business applications 3. Knowledge of the operational and contemporary management principles, practices, and contexts that affect computing operations 4. Understanding of the practical requirements for computer-based systems including the recognition and analysis of criteria and models leading to specifications used in the solution of specific business, management and computing problems. 5. Understanding of key technology changes affecting the management, operations and resourcing of organisations and how these could affect their current and future software implementations. 	<p>Examples of learning, teaching and assessment methods used:</p> <ul style="list-style-type: none"> • All programmes contain varied approaches to learning, teaching and assessment designed to encourage student to progress as individuals within their capabilities, and to achieve a qualification. • Assessment is by a variety of means including essays, oral presentations, group work, research-driven tasks and open and closed-book examinations. • Tutor support is deployed at all levels to assist students' progression towards achieving a broad but deep understanding of the fields of Computing and Business to motivate students and to provide different learning approaches • Formal lectures which encourage student interaction and discussion. • Inter-active materials available on VLE. • Use electronic feedback and where possible, electronic submission for easier student access • Using recent news articles and case studies on how changes with technology (such as cloud computing) can have positive and negative effects on business issues (such as sustainability), and develop alternative strategies that businesses could implement (COMP3381)
<p>Cognitive and intellectual skills:</p> <ol style="list-style-type: none"> 1. Appreciation of critical thinking, analysis and synthesis within a business environment with a particular emphasis on 	<p>Examples of learning, teaching and assessment methods used:</p> <ul style="list-style-type: none"> • Student activities including individual and group exercises, the use of guided worksheets and direct input into sessions.

<p>contemporary issues of organisational resourcing, management and operations</p> <ol style="list-style-type: none"> 2. Understanding of methods, tools and approaches to specify, design, implement and evaluate computer systems 3. Analysis of the applications issues that can be encountered in the implementation of computing business strategies within the context of newer technologies 4. Recognition of the professional, economic, social, environmental, moral and ethical issues of using electronic media, including impact and sustainability 5. Problem solving in dealing with complex issues of systems development and design. 	<p>These may be paper-based or computer-based.</p> <ul style="list-style-type: none"> • Research-based workshop activities, following which students may be invited to contribute to a “plenary discussion” (COMP3006). • Students are encouraged to engage in peer-support, through both informal contacts (email and direct), but also through the use of discussion groups (supported by the VLE). • Tutors and students are encouraged to make use of the VLE to incorporate electronically mediated group work and collaborative learning (SB 5.9). • Assessment guides learning (SB 5.4). Modules typically include a strong element of formative assessment. This is achieved through (i) in-session discussions and exercises, (ii) on-line tests and presentations. Also, many modules employ a dual-assignment assessment, where the first assignment provides formative as well as summative feedback to the students. • It is the norm for modules to assess theory and practice in some combination (SB 5.5) through the implicit dual assignment assessment procedure. • Inclusion of peer-assessment in formative feedback to encourage students to review each other’s work before the final submission (COMP3302). • Students are encouraged to reflect on how social and technical changes can have ethical, sustainability and moral impact on themselves, society and business (COMP3381)
<p>Practical skills relevant to employment:</p> <ol style="list-style-type: none"> 1. Initiation and implementation of projects 2. The operation, specification, design, construction and documentation of computer-based systems and applications that support the effective resourcing and management of business operations 3. The evaluation of systems in terms of quality and trade-offs related to both computing and business requirement 4. Presentation (either group or individual) or systems and business concepts and projects 	<p>Examples of learning, teaching and assessment methods used:</p> <ul style="list-style-type: none"> • Operation of computer applications is found in most modules. Specific examples include the use of CASE and project management tools (COMP2311) and Immersive Environment development tools (COMP1331, 2351, 3351) see SB 5.6. • Some modules will also provide basic preparation for professional examinations such as CISCO and CIP (COMP2322). • Understanding of how Computing and ICT can be used to solve sustainability issues in society and business and how they can be implemented (COMP2381, COMP3381). • Encourage students to gain practical skills by engaging in work placement or work-based learning modules (BUSM3000, BUSM2069) or developing an actual computing artifact (such as an e-business site) for a client (COMP3006). • Presentations (either group or individual) are

	required at all three levels in mandatory modules.
<p>Transferable skills:</p> <ol style="list-style-type: none"> 1. Effective oral and written communication 2. Numeracy and quantitative skills including the analysis, interpretation and extrapolation of data 3. The ability to work as a member of a team, recognizing different roles within the team, and various ways of organizing teams 4. Management of individual learning and development, including organization and time-management 5. the ability to conduct research into business, management and computing issues with an appreciation of the uncertainty, ambiguity and limits of knowledge and conclusions 6. Future generators of sustainable values. 7. Commercial awareness showing an appreciation of the needs for operational efficiency, cost effectiveness, customer importance and a general knowledge of the marketplace in which an organisation operates 	<p>Examples of learning, teaching and assessment methods used:</p> <ul style="list-style-type: none"> • The opportunity to learn a variety of methods for online retrieval and research from Internet sources, online libraries and other methods and to incorporate this directly into assignments. • Several modules involve formal group work including assessment (e.g. the mandatory module COMP2311). • Written assessments in a variety of formats (essay, report, learning journal) are used to develop numeracy and literacy skills. • Management of individual learning is achieved through structured tutor support in learning activities, through meeting assignment deadlines and through the planning and production of the Computing Project. • Personal development is introduced in the induction period, and developed through the mandatory modules COMP1812, COMP1347, COMP1341, COMP2311 and COMP3006. • The Induction process aims to introduce students into several aspects of learning and study: (i) Time Management related to assignment hand-in dates, (ii) The nature of learning, including concepts of multiple intelligences, levels of learning, experiential and collaborative learning approaches. • Explicit attention has been given to the plagiarism issue. • The skills of researching, synthesising and citing sources of information are highlighted within the mandatory modules (COMP2311, COMP3006). • Secondary research is a part of most module assignments and are applied in the Computing Project module COMP3006. • Project management and the ability to work at various team levels is an important part of running a development project, so this skill set has been incorporated into the programme (COMP2311).

Students taking the BSc. (Hons) Business Information Technology degree will have the opportunity to explore a range of specific aspects within the fields of Computing and Business. Students are able to take a number of optional Computing and Business module options to develop a deeper level of knowledge and understanding within specific areas based in student interest and progression into distinct career opportunities (see Section 15).

A matrix mapping the Learning Outcomes Developed and Assessed by each Module is contained within the Course Handbook. The Handbook also contains an overview of

learning and teaching methods, integration of practice and theory, integration of research into the modules, BIT Project overview, and sustainability overview.

The Programme has a software mapping strategy. The use of software encompasses an integrated scheme to promote active learning as well as prepare students for employability in various computing fields. Further details of this strategy can be found in the Course Handbook.

- Software use is aligned with employability required by industry.
- The software chosen is used to promote active and hands-on learning in seminar sessions. This software is installed at City Campus and available for student use 24x7.
- When possible, we attend to utilise software that the students can freely access and download to their home computers. However, due to the nature of vendor agreements, this is not always possible to provide 'free' software.
- Use of OpenSource software and 'free trials' in modules where appropriate.
- Students have access to 'Software Webstore' where software from vendors such as Microsoft may be available for free or purchase at discount rates

14. Assessment Strategy

The Assessment strategy has been designed to provide students with a variety of challenges appropriate to students on a programme which is both academic and vocational (SB 5.3). The programme's assessment strategy has been considered within the context of UW's [Learning, Teaching and Assessment Strategy](#) and [Assessment Policy](#) (UW Grade descriptors). Assessment criteria and grade descriptors are provided for each assessment.

The range of assessment specified in the module outlines have been developed in order to support the pedagogical approaches employed and which are appropriate for the nature of the Computing discipline topic covered. Assessments for the individual modules have been designed to enable students to demonstrate that they successfully met the learning outcomes. Each module outline contains an assessment strategy outlining the nature of the assessment exercises it employs and the respective weighting of each assessment item, as well as a sample assessment. Emphasis on assessments is placed on development of analytical skills and combining theory and practice. The styles of each assessment is determined by the module leader and takes into account a myriad of factors, including learning outcomes, content of the module and teaching and learning styles. For example, modules in programming lend themselves to more practical-based project assessments compared to a case-study assessment.

Because of the unique nature of Computing, emphasis is placed on practice, project-based learning and assessment and work-based learning. The use of formative assessment is especially important and practical projects are incorporated in the programme. Other areas of emphasis include:

1. Support formative assessment through on-line exercises, multiple choice questions
2. Facilitate discussions and provide a forum for on line tutor-to-student and peer-to-peer support
3. An approach of some module assignments, where the first assignment typically has a theoretical context, while the second may be grounded in practice.
4. Develop learning skills and confidence through multiple learning assessment approaches where students have the opportunity to maximize and develop a range of skills. For example, the portfolio assignment for COMP1345 consists of an individual presentation, learning journals and software project.
5. Offer enhanced challenges and opportunities to students with advanced topic skills

6. Detailed assessment grading criteria and matrices which helps clarify goals and expected standards.
7. An appropriate balance for scheduling summative assessments during the year. One approach in several modules is the use of multiple learning assessment opportunities where several portions of the assignment is phased during the assessment period. This allows students to balance their work-loads and receive feedback during each assessment opportunity.
8. The inclusion of summative assessments in most modules where students have the opportunity to receive formal feedback on assignment drafts.

A grid showing assessment methods and weightings mapped to modules at each level, together with an assessment calendar of submission dates is included in the course handbook.

The programme has also been designed to align with the University's [Curriculum Design Policy](#). That "reflect the institution's values, goals and mission, that provide an excellent experience for students to learn, discover and fulfil their academic potential, and offer opportunities for students to be 'co-creators' in the learning experience, whilst also securing appropriate academic standards."

1	be specified in terms of clear aims and learning outcomes with explicitly aligned learning, teaching and assessment strategies, taking account of good practice in curriculum design	The programme was developed in conjunction with UW's Learning, Teaching and Assessment Strategy and Assessment Policy (UW Grade descriptors).
2	be consistent with national and institutional credit frameworks and the expectations of the UK Quality Code for Higher Education and, where appropriate, the requirements of PSRBs and employers, in defining the level of the qualification and the intended learning outcomes, and in promoting progression so that the demands on the learner in intellectual challenge, skills, knowledge, conceptualisation and learning autonomy increase as students move through a programme of study.	The UW Undergraduate Regulatory Framework (replaced by the Taught Courses Regulatory Framework from the 1 st September 2015) and URF Generic Grade Descriptors were used to define the level qualification and develop a conceptualized model of learning. Also frameworks from two professional bodies (ACM and IEEE) were used to develop appropriate learning outcomes for the course (see section 13 – Intended Learning Outcomes).
3	be informed by relevant and current research, scholarship and professional practice, and promote student understanding of, and engagement with, the research process and its application	Modules are developed with research-based activities to promote understanding of the Computing area. For example: the Computing Project module (COMP3006) requires a heavy component of research-based activity leading to a Literature Review section in their project documentation. Module tutors develop and teach the modules to integrate current research findings and up-to-date content into the modules.
4	promote in students enquiry-based learning and critical thinking related to their field of study which is up-to-date and based on academic research methodologies	Higher order critical skills (e.g. the ability to evaluate evidence, arguments and assumptions to reach sound judgements) are encouraged not only at level 6, but also at levels 4 and 5 (with additional tutor support in line with UW's Curriculum Design Policy). By explicit assessment approaches e.g., the use of "Learning Journals" in COMP3302 where students are

		encouraged to write in a critical, evaluative and reflective way, and also to reflect on their learning processes,
5	take account of the previous likely educational backgrounds of potential students and legislation and institutional policy on equality and diversity	UW teaching and learning strategies for inclusivity are incorporated into the development and implementation of the curriculum for inclusive teaching. For example, tutors work closely with the Disabilities Group to ensure they accommodate and meet the needs of those students with a range of learning needs, such as providing 'sensitive marking' or arrangements for students with classroom helpers.
6	prepare students for their next step including the world of work by developing their employability , cultivating work-related and transferable skills, and offering opportunities for students to participate in work-based learning, work placement or other work-related learning .	The curriculum encourages students to gain practical skills by engaging in work placement or work-based learning modules. (BUSM3000, BUSM2069) or developing an actual computing artifact (such as a web site) for a client (COMP3006). The School has a Director of Business and Professional Development in order to promote closer links with employers. This role is supported by a newly appointed Business Development Consultant and the generation of a contact database (see section 22 – Graduate Destinations)
7	embed a structured programme of personal academic tutoring , promoting professional behaviours and attitudes	Each student has a nominated Personal Academic Tutor to provide academic advice and guidance, personal development planning and pastoral support as appropriate. (see Section 17.3)
8	offer students opportunities to engage in personal development planning processes and build a record of their learning achievements	Personal development is introduced in the induction period, and developed through the mandatory modules COMP1812, COMP1347, COMP1341, COMP2311 and COMP3006. It is encouraged throughout the course via the personal academic tutor support system, online resources for PDP and employability, opportunities for work based learning, overseas exchange and Elective module choices at Levels 4 and 5.
9	promote ethical and environmental responsibility, including an understanding of sustainability in its widest definition	Students are encouraged to reflect on how social and technical changes can have ethical, sustainability and moral impact on themselves, society and business (COMP3381)
10	develop international understanding and cultural awareness to enable students to be inclusive in their actions and value diversity	A specialist exchange tutor to advise students regarding module choices and other arrangements through the University's International Office for an exchange semester overseas.

15. Programme structures and requirements

The BIT programme has been designed to develop students with a combined knowledge of Information Systems and how these systems are effectively used by organisations to manage and run the firm.

There are a number of mandatory modules that all students must take that provide students with a broad base of Computing knowledge and skills allowing them to understand the technical nature of the subject. Mandatory Business modules are geared towards management and marketing, and allow students the opportunity to gain an overall understanding of business needs and functions. Students also are able to take several free Computing and Business modules to broaden their understanding of these areas and specialise in areas that meet their career interests. Career options include: Systems and business analysis, e-business development, IT consulting, e-marketing, software development, mobile development and IT services.

These are available as Single Honours only. They may be taken in full-time, part-time mode or sandwich mode with an optional one year placement between levels 5 and 6.

See end of document for level 4, 5 and 6 Award Maps.

See Course Handbook for excluded combinations and joint modules.

A Computing Platform Policy can be referenced in the Course Handbook.

16. QAA and Professional Academic Standards and Quality

The 2007 QAA Subject Benchmark statements for Computing² bachelor's degrees with honours articulate the knowledge, skills and categories of achievement to be expected of successful honours graduates in the field. These have been used to craft module learning outcomes and content as well as learning, teaching and assessment strategies of all modules, including core modules as a discrete subset in their own right.

The QAA Code of Practice for the assurance of academic quality and standards in higher education has informed the writing of this programme, in particular with reference to Section 6 'Assessment of Students' and Section 9 'Work-based and placement learning'.

The programme conforms to the requirements of the Framework for Higher Education Qualifications (FHEQ), and thus aims to support Honours graduates to:

- Develop an understanding of a complex body of knowledge, some of it at the current boundaries of an academic discipline
- Develop analytical techniques and problem-solving skills that can be applied in many types of employment
- Evaluate evidence, arguments and assumptions, to reach sound judgements, and to communicate effectively
- Develop the qualities needed for employment including the exercise of personal responsibility and decision-making in complex and unpredictable circumstances.

² Available from the QAA Website at

<http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/computing07.pdf>

³ Association for Computing Machinery & IEEE Computer Society, Computer Science Curriculum 2008: An Interim Revision of CS 2001, Report from the Interim Review Task Force, December 2008,

<http://www.computer.org/portal/web/education/Curricula;jsessionid=d1a6005da0be07c12560e4eb298e>

This award is located at level 6 of the FHEQ.

17. Support for students

17.1 General Approaches to Support

Our fundamental approach to student support is centred on the need to motivate and inspire our students (SB 5.11). We acknowledge that students learn in different ways and also have different expectations of their learning experience. Some respond best to a 'traditional' lecturing approach; others are motivated by learning and teaching contextualised in an industrial or an academic context. Others respond to an academic research approach. Our modules provide a spectrum of approaches designed to engage with a wide range of student abilities. Yet we highlight the need for *active learning* where students are invited to participate in learning activities, and also to reflect (at a meta-cognitive level) on their learning process.

17.2 Student Induction

Our induction process within Computing consists of a week of activities designed to inform students what is expected of them in a Higher Education setting (SB 5.13, 5.14). Discussions of essay and report writing, working with others while avoiding plagiarism, and how to strive to achieve excellence are vital components of our induction process. Important here is Time Management, where we encourage students to organize their studies to meet the assessment deadlines which may tend to be clustered in time. Students meet WBS tutors and representatives from Registry, ILS, Student Services and the Students' Union and are provided with information on course structure and content, resources and student support.

The following are activities that have been put in place for new students entering WBS. These activities provide a range of activities where students develop relationships with their peers and tutors, learn about university services and engage in team building activities.

- Review of Computing pathways and overall Computing course structure
- Meet Student Liaison and student representatives (StARS)
- Talks on Employability, placements,, international study-abroad options
- Team building activities
- Visit to HIVE
- Meet with module leaders, tutors and Academic Advisors
- Hands-on sessions on UoW computer systems, library, software
- Student Union activities
- Talks by Registry, ILS, librarians, student services

Induction for Level 4 is week long and we have extended induction for Levels 5, 6, top-ups and returning students from placement.

17.3 Personal Academic Tutoring

Each student has a nominated Personal Academic Tutor to provide academic advice and guidance, personal development planning and pastoral support as appropriate. The Personal Academic Tutor plays a significant role in enhancing the student's academic and personal experience of studying and [key aspects of the role](#) include:

- Assisting students to make the transition to studying in higher education
- Helping students to understand the requirements of their course
- Supporting students to take responsibility for their own learning

- Helping students to make the most of learning resources and other forms of support available
- Supporting students in academic, professional and career related planning and development
- Advising and guiding students on issues or problems that arise while they are at University
- Supporting students for whom there may be particular challenges
- Meeting students on a regularly scheduled basis. Individual meeting will be held throughout the academic year, and the Personal Academic Tutor will provide group meeting times during Worcester and/or Induction Weeks
- Tutors will advise students on individual course options, module selection and academic planning.

17.4 Student Support

The following activities and documents have been put in place to provide support for undergraduate students within Computing at the Worcester Business School.

- Induction programme including inputs from Student Services
- Module outlines include module code, module title, level, planned teaching activities, attendance requirements, assessment brief, assessment criteria and reading lists
- Learning and study guides, including guides for the Computing Project and for Direct Entrant students
- Library, IT, Media and Print support is provided by Information Learning Services (ILS) staff through an Information Desk and Study Guides
- Student representation on Course Management Committee to address course-wide
- A nominated Personal Academic Tutor to provide pastoral support, academic advice and guidance, and Personal Development Planning, as appropriate
- Via Registry Services, students can obtain details of module availability, registration and results via the student online learning environment (SOLE page)
- A range of support services, including finance and accommodation advice
- Student and academic support, representation and social networking via the Students' Union
- Student Services (<http://www.worcester.ac.uk/student-services/index.htm>) and the Disability and Dyslexia Service (<http://www.worcester.ac.uk/student-services/disability-and-dyslexia.htm>)
- A specialist exchange tutor to advise students regarding module choices and other arrangements through the University's [International Office](#) for an exchange semester overseas.
- Career Services offer one-to-one drop-in advice and information and publishes career events, activities and job opportunities. Worcester Business School also has its own intranet which advertises placement and career opportunities specifically for Computing and Business Management students
- A Virtual Learning Environment – VLE to provide module-specific material, documents, activities and networking, as well as a more general announcements and updates.

17.5 Future Weeks

The following are activities that have been put in place for Future Weeks (previously Employability and Achievement Weeks). Refer to the Course Handbook for detailed information on Future Weeks.

- Level 4 – Introduction to Work Placements

- Presentation skills
- Searching for vacancies
- CV clinic
- Graduate Internships
- Bright Futures Employers Panel & Networking
- Mock assessment centre
- Careers in Computing
- Preparing to leave options
- Self employment – starting your own business
- Volunteering opportunities
- Computing Portfolios
- Investor pitches workshops

18. Admissions

Admissions Policy

The University aims to be accessible; it is committed to widening participation and encouraging diversity in the student population. Worcester Business School works closely with central student support services including the Admissions Office, the Disability and Dyslexia Service and the International Centre to support students from a variety of different backgrounds. We actively encourage and welcome people from the widest range of economic and cultural backgrounds and value the contribution of mature learners.

Entry requirements

The University's standard entry requirements apply: 4 GCSEs at Grade C or above plus a minimum of 2 and maximum of 3½ A Levels or equivalent Level 3 qualifications. The current UCAS Tariff requirements for entry to the course are published in the prospectus.

Recognition of Prior Learning

Details of acceptable level 3 qualifications, policy in relation to mature students or applicants with few or no formal qualifications can be found in the prospectus or on the University webpages. Information on eligibility for recognition of prior learning for the purposes of entry or advanced standing is also available from the University webpages or from the Registry Admissions Office (01905 855111).

Further information on Recognition of Prior Learning can be found at <http://www.worcester.ac.uk/registryservices/941.htm>

University of Worcester welcomes applications from mature students. Mature students, who fulfil the standard entry requirements as detailed above, apply through UCAS. Students with few or no formal qualifications are asked to contact the Admissions Office with details of the work they have undertaken, including caring or organised voluntary work, and any other relevant experience and/or qualifications gained since leaving school. An advisory interview will be arranged to discuss possible options. These options include an Access course or Foundation Year at a local Further Education College or an Exploratory Essay and interview, where appropriate.

Admissions procedures

The University encourages applicants to attend visit days and also a selection interview is normally required.

Full-time applicants apply through UCAS:
Part-time applicants apply directly to University of Worcester (UW)

Admissions/selection criteria

Applicants will be selected according to their qualifications (actual or predicted) at A levels or equivalent. Applicants will be invited to day-long Applicant Day where they can receive a taste of university life and meet the tutors.

19. Methods for evaluating and improving the quality and standards of teaching and learning

Mechanisms for review and evaluation of teaching, learning and assessment, the curriculum and outcome standards include

- Module feedback
- Annual Course Evaluation Report completed by Course Leader
- Periodic Review including external scrutiny
- Peer teaching observation
- External Examiners' Reports
- Academic staff annual appraisal
- Staff Development Away Days and other events
- WBS Policy on Validation (Module Outlines and Assignment Briefs) and Moderation of Student Work

Committees with responsibility for monitoring and evaluating quality and standards:

- School Departmental Quality Assurance Committee
- School Learning, Teaching & Student Experience Committee
- School Board
- School Post Results Moderation Group
- Computing Course Management Committee
- Academic Standards & Quality Enhancement Committee
- Ethics Committee

Mechanisms for gaining student feedback on the quality of teaching and their learning experience:

- Course Management Committee
- Module feedback, including module feedback questionnaires
- Computing Course Committee
- Meetings with module tutors and personal tutor
- National Students Survey
- Induction, exit and other ad hoc surveys
- StARs (Student Academic Representatives)

Feedback to students concerning decisions, changes and action points will be provided by direct feedback from the student representatives, the minutes of the Course Management Committee meeting and the Annual Evaluation Report.

20. Regulation of assessment

The course operates under the University's [Taught Courses Regulatory Framework](#)

Requirements to pass modules

- Modules are assessed using a variety of assessment activities which are detailed in the module specifications.

- The minimum pass mark is D- for each module.
- Students are required to submit all items of assessment in order to pass a module, and in some modules, a pass mark in each item of assessment may be required.
- Full details of the assessment requirements for a module, including the assessment criteria, are published in the module outline.

Submission of assessment items

- Students who submit course work late but within 5 days of the due date will have work marked, but the grade will be capped at D- unless an application for mitigating circumstances is accepted.
- Students who submit work later than 5 days but within 14 days of the due date will not have work marked unless they have submitted a valid claim of mitigating circumstances.
- For full details of submission regulations please see the [Taught Courses Regulatory Framework](#).

Retrieval of failure

- Students are entitled to resit failed assessment items for any module that is awarded a fail grade, unless the failure was due to non-attendance.
- Reassessment items that are passed are graded at D-.
- If a student is unsuccessful in the reassessment, they have the right to retake the module (or, in some circumstances, take an alternative module).

Requirements for Progression

- Students at Level 4 may be permitted to progress to Level 5 when they have passed at least 90 credits at Level 4.
- Students at Level 5 may be permitted to progress to Level 6 when they have passed at least 90 credits at Level 5.
- A student who fails 90 credits or more due to non-submission will be required to withdraw from the University.
- Students who pass less than 90 credits but have submitted all items of assessment will be required to retake modules.

Requirements for Awards

Award	Requirement
CertHE	Passed 120 credits at Level 4 or higher
DipHE	Passed a minimum of 240 credits with at least 90 credits at Level 5 or higher
Degree (non-honours)	Passed a minimum of 300 credits with at least 90 credits at Level 5 or higher and a minimum of 60 credits at Level 6
Degree with honours	Passed a minimum of 360 credits with at least 90 credits at Level 5 or higher and a minimum of 120 credits at Level 6

Classification

The honours classification will be determined by whichever of the following two methods results in the higher classification:

Classification determined on the profile of the best grades from 60 credits attained at Level 5 and the best grades from 120 credits at Level 6. Level 5 and Level 6 grades count equally in the profile.

Classification determined on the profile of the best grades from 120 credits attained at Level 6 only.

For further information on honours degree classification, please see the [Taught Courses Regulatory Framework](#).

21. Indicators of quality and standards

- The University underwent a QAA Institutional Audit in March 2011. The audit confirmed that confidence can be placed in the soundness of the institution's current and likely future management of the academic standards of its awards and the quality of the learning opportunities available to students. The audit team highlighted several aspects of good practice, including the student academic representative (StARs) initiative, the proactive approach which supports the student experience for disabled students, the comprehensiveness of the student online environment (SOLE), the wide range of opportunities afforded to students to enhance their employability, the institution's commitment to enhancement, and the inclusive approach to working with its collaborative partners.
- Annual External Examiners' reports have been extremely supportive and complimentary particularly with respect to the mix of assessments and responsive and proactive approach to continuously improving the curriculum. They have applauded our innovative approaches to course structure and module content.
- Many members of staff engaged in developing the programme are actively engaged in relevant research, consultancy and professional practice in the disciplines of business management.
- The University of Worcester was successful in retaining liP recognition in 1999, 2002, 2005 and again in 2008 - organisations must be reviewed by an external, independent Assessor once every three years to ensure that the liP standard is being maintained and that practices are being evaluated and improved.
- Successful completion of a Computing Revalidation in May 2011 to significantly enhance the programme quality and offerings.
- Positive feedback and satisfaction from students in module evaluations, with an average of 85% positive satisfaction rate.

22. Graduate destinations, employability and links with employers

Graduate destinations

Graduate employment for all BSc Computing students has increased. The Computing pathway went from 61% (2011/12) graduate employment to 77.8% (2012/13). These figures show that the market for computing graduates is improving and more students are gaining employment in the area of study. More Games pathway students are self-employed, which could be due to the nature of self-employed consultancy employment in this arena. Most of the Computing graduates work in Wholesale/Retail and Manufacturing industries.

Student employability

- The optional placement year, available to [Single Honours](#) students taking either the generic or Specialist Awards in Computing, is an opportunity for students and staff to further engage with the real world of work.
- Short-term work placement and job opportunities are advertised in WBS's VLE site for existing students.
- Employability events and activities are available to students each academic year (Future Weeks – see Section 17)
- The subject area positively supports and engages in the Enterprise events and summer schools in which students have the opportunity to meet, work with, and be assessed by employers and entrepreneurs.

- Care has been taken to integrate the University's Academic Standards and Quality Enhancement Committee's "*Developing a Strategic Approach to Student Employability Support Statement*", "We will promote the use of the University's newly accredited work-based learning framework, and build upon its existing placement and work-based learning opportunities. All undergraduate courses will include either a mandatory work-based learning module or have learning from work as part of their programmes. Learning from work modules may be adopted, or elements of learning from work incorporated, into programmes. These could include experience in work, volunteering or enterprise activity."
- All full-time Single Honours students have the opportunity to take a 4-year sandwich degree with a **placement year**, normally in the third year of the programme. Students can apply for opportunities in the UK at a large number of well-known organisations across a wide range of industry sectors who offer placements annually, including IBM, Marks and Spencer, Intel, The Audit Commission, Microsoft, Kraft, The House of Commons, NHS, Lidl, Waitrose, Atman Strategy, Resource Group, Graffica, Bosch, Shared Police and Higher Education Enterprise (SPHERE) with West Mercia Police, Hewlett Packard and many others.
- Students at Levels 5 and 6 may choose to take a **Work Based Learning module** worth 30 credits which aims to develop employability and key skills via paid or voluntary work experience alongside studies.
- **Short-term work placement and job opportunities** are also advertised via the School's intranet for existing students. Students have worked on short-term web development projects for local firms such as Artwork Creative and Pepperneck.
- **Career guidance** is available through University of Worcester Career Advisory Service and periodic Career Fairs are organised by Student Services.

Links with employers

- Worcester Business School aims to promote closer **links with employers** through the work of its Business and Professional Development Team. The team is currently working with key decision makers in a variety of private, public and third sector organisations, and is supported by the School's Employers' Advisory Group, which meets on a regular basis.
- The School works closely with **professional organisations** including the British Computing Society.
- The School has worked with a number of **business clients** in developing and delivering its programmes. These include – The NHS (a range of Primary Care and Acute Trusts); Local Government (a range of County, District and Unitary Authorities); West Mercia, Warwickshire, Gloucestershire and Staffordshire Constabularies; Ministry of Defence and The Royal Air Force; Her Majesty's Prison Service; Royal Mail; Financial Services Organisations (e.g. Lloyds TSB, HBOS Plc, Clerical Medical, NFU Mutual and Virgin Money); Housing Associations, Southco Allpay Limited, G4S Secure Solutions, Hereford & Worcester Fire and Rescue Service, Hitachi Capital, and Malvern Instruments.
- The School has well-developed working relations with the **local business community** many of whom contribute to undergraduate programmes to give a real-world insight into the future world of work.
- These professional and business networks also involve **external events**, many of which are open to students, as well as employers.
- The Business School's specialist **research centre**, CPW (Centre for People at Work), has a wide range of contract-funded consultancy and research projects and provides further opportunities for students to link with employers.
- The School has, for a number of years, been an important focus for **projects linked with the West Mercia Constabulary** through the Shared Police and Higher Education Research and Enterprise (SPHERE) partnership, which enables the force to utilise academic expertise to enhance its policing activities e.g. through undergraduate students' final year projects.
- The School's Media Lab has a dedicated purposefully-equipped space to provide students with the experience of working on 'live' projects with clients from the local

business community. Examples of projects include: mobile applications, games, website and software development.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module outlines and the course handbook provided to all students at the start of the course. The accuracy of the information contained in this document is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.

APPENDIX: AWARD MAPS

Award map template for Single Honours

Award map template for Single Honours

Course Title: Business Information Technology	Year of entry: 2013 onwards
---	-----------------------------

Level 4					
Module Code	Module Title	Credits (Number)	Status (Mandatory (M) or Optional (O) or (D) Designated)	Pre-requisites (Code in brackets indicates earlier modules, which would be accepted as alternative pre-requisites)	Exclusions (Code in brackets indicates earlier modules which would also be excluded)
COMP1341	Introduction to Web & Database Development	30	M	None	(COMP1241 and COMP1212)
COMP1347	Programming: Concepts to Construction	30	O	None	(COMP1231 and COMP1345 and COMP1812)
COMP1812	Programming and Scripting	30	O	None	(COMP1231 and COMP1345 and COMP1347)
BUSM1029	Business Viability: Financial & Economic Perspectives	30	M	None	(BUSM1021 and BUSM1201 and BUSM1111 and BUSM1051 and BUSM1501 and BUSM1112)
BUSM1039	Marketing & Management Perspectives	30	M	None	(BUSM1031 and BUSM1301 and BUSM1112 and BUSM1041 and BUSM1401 and BUSM1111)

Single Honours Requirements at Level 4

Single Honours students must take 120 credits in total, to include COMP1341, BUSM1029, BUSM1039 **PLUS** a choice of COMP1812 or COMP1347.

Level 5					
Module Code	Module Title	Credits (Number)	Status (Mandatory (M) or Optional (O))	Pre-requisites	Exclusions
COMP2303	Computer Science: Embedded Systems	15	O	None	None
COMP2311	Systems Analysis & Design	30	M	None	(COMP2211 and COMP2213)
COMP2322	Networks in Organisations	15	O	None	COMP2221
COMP2341	Web Applications Development	30	O	COMP1341 (or COMP1241)	(COMP2241 and COMP2242)
COMP2361	Mobile Applications Development	30	O	COMP1341 or COMP1345 (or COMP1241 or COMP1231)	COMP3361
COMP2381	E-business	30	M	None	COMP3381 (and COMP3242 and COMP3271)
BUSM2019	Business Ethics	15	O	None	(BUSM2001 and BUSM3104)
BUSM2039	Business Sustainability	15	O	BUSM1039 (or BUSM1031 or BUSM1301)	(BUSM1003 and BUSM3032)
BUSM2049	Creative Problem Solving	15	O	BUSM1019 (or BUSM1001 or BUSM1101 or BUSM1301)	(BUSM2081 and BUSM2111)
BUSM2069	Work Based Learning	30	O	None	BUSM3069
BUSM2089	Preparing for Placement	15	O	None	UMSC2010, UMSC3010
BUSM2388	Social Media	15	O	None	None
BUSM2119	Leadership Principles & Practice	30	O	BUSM1039 (or BUSM1031 or BUSM1301)	(BUSM2011 and BUSM2321 and BUSM2012 and BUSM2322)
BUSM2319	Operations, Project & Risk Management	30	M	BUSM1039 (or BUSM1031 or BUSM1301)	(BUSM2031 and BUSM2032)
BUSM2419	Customer Behaviour & Decision Making	30	O	BUSM1039 (or BUSM1041 or BUSM 1401)	(BUSM2041 and BUSM240 and BUSM2061 and BUSM2411)
BUSM2429	Contemporary Marketing	30	O	BUSM1039 (or BUSM1041 or BUSM1401)	(BUSM2042 and BUSM2043)

	Communications				
BUSM2439	Selling & Sales Management	15	○	BUSM1039 (or BUSM1041 or BUSM1401)	(BUSM2044 and BUSM2405)
BUSM2519	Financial & Management Accounting	30	○	BUSM1029 (or BUSM1051 or BUSM1501)	(BUSM2051 and BUSM2501 and BUSM2052 and BUSM2502)
BUSM2619	Advertising Influence & Persuasion	30	○	BUSM1039 (or BUSM1041 or BUSM1401)	(BUSM2061 and BUSM2411 and BUSM2062 and BUSM2412)
BUSM2719	Public Relations & Campaigning	30	○	BUSM1039 (or BUSM1041 or BUSM1401)	(BUSM2071 and BUSM2422 and BUSM207 and BUSM3422)
BUSM2819	Entrepreneurship & Small Business Management	30	○	BUSM1019 (or BUSM1001 or BUSM1101 or BUSM1311) or COMP1311 (or COMP1211)	(BUSM2081 and BUSM2111 and BUSM2082 and BUSM3301)
BUSM2919	Managing HR & Performance	30	○	BUSM1039 (or BUSM1031 or BUSM1301)	(BUSM2091 and BUSM2311 and BUSM2092 and BUSM2312)

Single Honours Requirements at Level 5

Single Honours students must take 120 credits in total, at least 90 of which must be drawn from the table above to include: COMP2311, COMP2381 and BUSM2319

Single Honours students may also choose to take elective modules to the value of 30 credits from the listing of elective modules provided for undergraduate degree programmes, or take additional modules from the table above to the value of 30 credits.

Level 6					
Module Code	Module Title	Credits (Number)	Status (Mandatory (M) or Optional (O))	Pre-requisites	Exclusions
COMP3006	Business Information Technology Project	30	M	None	(COMP3003 and COMP3004 and COMP3005 and COMP3007 and COMP3008)
COMP3302	Nature of Computing	15	O	None	(COMP3202)
COMP3303	Elements of Computer Science	15	O	None	(COMP3104)
COMP3341	Advanced Web Applications Development	30	O	COMP1341 (or COMP1241)	(COMP3243)
COMP3352	Modelling and Simulation	15	O	None	(COMP2252 and COMP3252)
COMP3361	Mobile Application Development	30	O	COMP1341 or COMP1345 (or COMP1241 or COMP1231)	COMP2361
COMP3391	Practical Database Applications	15	M	COMP1341 (or COMP1212)	COMP2212
BUSM3019	Enhancing Organisations and Employability	15	O	None	(BUSM3003 and BUSM3103)
BUSM3029	International Business Strategy	15	O	None	(BUSM3004 and BUSM3101)
BUSM3039	Intercultural Perspectives	30	O	BUSM1039 (or BUSM1031 or BUSM1301) and BUSM1029 (or BUSM1021 or BUSM1201)	(BUSM3005 and BUSM3021 and BUSM3202 and BUSM3083)
BUSM3119	Collaborative Leadership	30	O	BUSM1039 (or BUSM1031 or BUSM1301)	(BUSM3011 and BUSM3012 and BUSM3322)
BUSM3319	Managing Emerging Issues	30	O	BUSM1039 (or BUSM1031 or BUSM1031)	(BUSM3031)
BUSM3419	Strategic Marketing	30	O	BUSM1039 (or BUSM1041 or BUSM1401)	(BUSM3041 and BUSM3401 and BUSM3042)
BUSM3439	Brand Management	15	O	BUSM1039 (or BUSM1041 or BUSM1401)	(BUSM3044 and BUSM3411)
BUSM3449	International Marketing	15	O	BUSM1039 (or BUSM1041 or BUSM1401)	(BUSM3043 and BUSM3402)
BUSM3519	Strategic Accounting & Financial Management	30	O	BUSM1022 (or BUSM1051 or BUSM1501)	(BUSM3051 and BUSM3052 and BUSM3070)
BUSM3559	Audit, Ethics & Governance	15	O	BUSM1029 (or BUSM1051 or BUSM1501)	(BUSM2053)

BUSM3619	Contemporary Advertising: Apps, Guerillas, Viral & More	30	O	BUSM1039 (or BUSM1041 or BUSM1401)	None
BUSM3719	Spin Doctors, Lobbyists & Other Hidden Persuaders	30	O	BUSM1039 (or BUSM1041 or BUSM1401)	(BUSM3071 and BUSM2421 and BUSM3072)
BUSM3819	Innovation & Intrapreneurship	30	O	BUSM1019 (or BUSM1001 or BUSM1101 or BUSM1311) or COMP1311 (or COMP1211)	(BUSM3081 and BUSM2112 and BUSM3082)
BUSM3919	Strategic Challenges of HRM	30	O	BUSM1039 (or BUSM1031 or BUSM1301)	(BUSM3091 and BUSM3311 and BUSM3092 and BUSM3312 and SOCG3018)
Work Placement Option					
BUSM3000	Work Placement	NA	O	Prep Workshops	None

Single Honours Requirements at Level 6

Single Honours students must take 45 credits from the table above to include (COMP3391, COMP3006) **PLUS** a choice of 45 credits from Computing options from the Computing options listing in the above table **PLUS** a choice of 30 credits from Business options listed in the above table.