

Business Information Technology BSc (Hons)

This degree provides a balance between business and technology and produces graduates who can play a crucial role in designing and maintaining systems for industries in a variety of sectors.

Businesses rely heavily on information systems, which can form the basis for competitive advantage; for developing an IT infrastructure to better serve customer needs; for achieving business efficiencies; for determining organisational investment and resource planning and for optimising information flow

Therefore, graduates who understand business and IT and have the communication skills to work effectively in an organisation are very much in demand.

This degree is unique in that it provides you with hybrid skills. It enables you to combine a study of the fundamental aspects of IT applications and processes (for example database, systems development and web) with an exploration of marketing and management functions and operations (for example project and operations management).

You will also consider the role of Business Information Technology in driving and supporting innovation; fuelling small business start-up and growth; and accommodating external environment and marketplace changes

UCAS code

UCAS is the central organisation through which applications are processed for entry onto full-time undergraduate courses in Higher Education in the UK.

Business Information Technology BSc (Hons) G500 BSc/BIT

For the latest information, check the UCAS website at www.ucas.com

Study options

The Business Information Technology BSc (Hons) course is available to study as a 3-year full-time or 4-year sandwich course, with the opportunity to take part in a work placement year.

Get in touch

John Price

Admissions Tutor:

01905 855060

j.price@worc.ac.uk

John Gardener

Recruitment Tutor

01905 855357

j.gardener@worc.ac.uk

Dr Joanne Kuzma

Course Leader

01905 542023

J.kuzma@worc.ac.uk

For course specific information, such as module content, please contact course leader.

Admissions Office

01905 855111

admissions@worc.ac.uk

240 UCAS Tariff points and Grade C in GCSE English and Mathematics

The University will consider each application on its individual merits and will recognise a range of qualifications not currently included in the Tariff, including Access courses, European Baccalaureate and pre-2002 qualifications such as GNVQ. Please

contact the Admissions Office for advice.

Further information about the UCAS Tariff can be obtained from www.ucas.com

Applicants with no formal qualifications may be considered for Mature Student Entry Routes.

Modules

Year 1

The Computing Professional
Introduction to Web Development
Database Applications
Introduction to Application Development OR Creative Computing
Marketing Concepts
Management Concepts
Computing OR Business option module

Year 2

Systems Analysis & Design
Systems Development
Database Management Systems
Interactive Marketing OR Small Organisation Development
Project Management
Operations Management
Two Computing option modules

Optional 1 Year Business Placement between Year 2 and 3

Year 3

Professionalism in Context
e-business
Managing Emerging Issues
Information Technology for Business Innovation
Computing option module
Computing OR Business option module
Business Information Technology Project (over 2 semesters)

Assessment

Typically Computing lectures are three hours long. During this time, you will experience a range of learning activities intended to stimulate you and enable you to learn effectively.

Lectures usually begin with a classroom lesson that lasts around 45 minutes, introducing the underpinning concepts of a topic. You will be expected to participate here – by offering your opinion, by using an Electronic Voting System or by interrupting when you wish to challenge what the lecturer is suggesting.

The introductory lecture will usually be followed by a practical or a seminar session. In practical sessions you will develop software and systems using a range of development tools (e.g. Adobe CS3 Flash Professional, Adobe Dreamweaver, UnrealEngine2 Editor). In seminar sessions you may be asked to work with two or three other students on case studies which will enable you to explore the subject in greater depth. We believe that collaborative learning with your fellow students is very important.

Between lectures you will carry out further study - we adopt an 'open door' policy and you will be encouraged to seek the help of lecturers. Most class materials will be uploaded to Blackboard (our VLE) before sessions and these materials can be downloaded at University or from anywhere with an internet connection. Many modules have set up on-line discussion facilities to enable you to collaborate with other students between sessions.

A wide variety of assessment methods are used including case studies, research projects, reports, presentations, development of software and systems and examinations.

Andrew Hodgson

Graduate, Business Information Technology BSc (Hons)

Andrew now works at a small business in Hereford, as the Network Controller.

"I really believe my degree has given me a good stepping stone in my job, and I am using parts that I learnt in the degree most days."

Academic department

"We champion an imaginative ethos that combines sound business principles with instinctive commercial drive. Our students ranked us in the top 5% of universities for 'personal development'."

Mark Richardson, Head of Worcester Business School

Employability

Your degree in Business Information Technology will open doors to a very wide range of IT and management career options, such as database administrator, information systems manager, IT technical support officer, IT consultant, e-commerce consultant, systems analyst, IT sales professional, IT trainer, technical author, project manager, production manager.

Alternatively, a degree in Business Information Technology provides an appropriate platform for setting up your own business or freelance working.

If you wish to continue your studies, our Masters programme in Management or International Management would be a good complement to your first degree. You may wish to take our Postgraduate Certificate in Education (PGCE) in order to become an ICT secondary school teacher

Course structure

Download our [module diagrams document](#) to view our course structures in detail. Click on the links in the contents to view a specific course, or browse the complete document for information on all our pathways.

Undergraduate Prospectus

The Worcester Business School prospectus is available to [read online](#) or as a [downloadable PDF](#).

Work Experience

Many modules in the course enable students to relate their learning to less formal work experience through part-time, holiday or voluntary work. Many companies offer summer or other short-term placements. These can be an excellent way of building up a network of contacts and getting experience of exciting projects. Worcester Business School advertises short-term vacancies on its intranet. Recent opportunities have included summer internships with Vodafone and Macmillan, and many other national and local vacancies.

Work Placement

The course includes a paid optional placement year so students can earn as they learn and add full time work experience to their CV. This adds real value to the qualification and helps students to gain an advantage in the graduate job market by developing valuable skills in areas like communication, time and project management, problem solving and team working.

Students can spend their placement year at an organisation of their choice, anywhere in the UK. Worcester Business School has strong links with local businesses and many of our students take up placements in the locality with a large number of well-known organisations. Placement opportunities are available in all business sectors, including marketing, advertising, PR, HR, business management, finance and economics. Examples of employers who have previously offered placements include Aston Villa, Enterprise rent-a-car, e-on, Groupon, Hays, IBM, Intel, Marks and Spencer, Microsoft, NHS, Price Waterhouse Cooper, The House of Commons, Waitrose, Worcester Bosch and many others.

© University of Worcester Henwick Grove, WR2 6AJ Tel: 01905 855000 - Last reviewed: Thursday, 24 May 2012

Page can be found:

[Home](#) / [Discover Worcester](#) / [Academic departments](#) / [Worcester Business School](#) / [Business, Computing and Management courses](#) / [Undergraduate](#) / Business Information Technology BSc (Hons)

<http://www.worcester.ac.uk/courses/business-information-technology-bsc-hons.html>

