Bournemouth University

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	**Faculty responsible for the programme** Faculty of Science and Technology
Final award(s), title(s) and credits BSc (Hons) Business Computing with Analytics - 120 (60 ECTS) Level 4, 120 (60 ECTS) Level 5, 120 (60 ECTS) Level 6 credits	
Intermediate award(s), title(s) and credits Dip HE Data Analytics - 120 (60 ECTS) Level 4, 120 (60 ECTS) Level 5 credits Cert HE Computing - 120 (60 ECTS) Level 4 credits	
UCAS Programme Code(s) (where applicable and if known) G503	**HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.** 100360 (major), 100992 (minor)
External reference points • The UK Quality Code for Higher Education; • Chapter A1: The National Level (incorporating the Framework for Higher Qualifications (FHEQ) in England, Wales and Northern Ireland); • Chapter A2: The Subject and Qualification Level (incorporating the Subject benchmark statements for Computing (2022)); • BCS – The Chartered Institute for IT guidelines • United Nations Sustainable Development Goals (SDGs)	
Professional, Statutory and Regulatory Body (PSRB) links Click here to enter text.	
Places of delivery Bournemouth University, Tablot Campus	
Mode(s) of delivery Full-time Full-time sandwich	**Language of delivery** English
Typical duration September start (3 years full time or 4 years full time with 30 weeks sandwich placement)	
Date of first intake September 2023	**Expected start dates** September 2023
Maximum student numbers	**Placements** 30 weeks, optional
Partner(s) N/A	**Partnership model** N/A
Date of this Programme Specification July 2022	
Version number 1.0-0924	

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EC 1819 14, approved 05/03/2019
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Author
Nicholas Mavengere

PROGRAMME STRUCTURE

Programme Award and Title: BSc (Hons) Business Computing with Analytics							
Year 1/Level 4							
Unit Name	**Core/ Option**	**No. of Credits**	**Assessment Element Weightings**			**Expected Contact hours per unit**	**Unit Version No.**	**HECoS Code** (plus balanced or major/ minor load)
			Exam 1	**Cwk 1**	**Cwk 2**			
Computer Fundamentals	Core	20	50%	50%		36	3.0	100734 100735
Mathematics for Computing	Core	20	50%	50%		36	2.0	100400
Programming	Core	20	50%	50%		36	1.0	100956
Data Management	Core	20	50%	50%		36	1.0	100754 100755
Introduction to Business Analytics	Core	20		100%		36	1.0	100360 100992
Computing and Society	Option	20		100%		36	1.0	100631 100367
Progression requirements: Requires 120 credits at Level 4 **Exit qualification:** Cert HE Computing								

Year 2/Level 5								
Unit Name	**Core/ Option**	**No. of Credits**	**Assessment Element Weightings**			**Expected Contact hours per unit**	**Unit Version No.**	**HECoS Code** (plus balanced or major/ minor load)
			Exam 1	**Cwk 1**	**Cwk 2**			
Machine Learning	Core	20		40%	60%	36	1.0	100992
Information and Security Management	Core	20		100%		36	1.0	100370 100376
System Analysis and Design	Core	20	50%	50%		36	1.0	100753
Data Structures and Algorithms	Core	20	30%	70%		36	1.0	100956
Technological Innovations in Business Analytics	Core	20	30%	70%		36	1.0	100360 100373
Software Business	Option	20		100%		36	1.0	100360

Progression requirements: Requires 120 credits at Level 5
Exit qualification: Dip HE Data Analytics (requires 120 credits at Level 4 and 120 credits at Level 5*)*

Compulsory/Optional placement year in industry/business:
Students who successfully complete the one year placement will be awarded a degree in sandwich mode.

Progression requirements:
Satisfactory completion of a minimum 30-week placement (up to a year) in industry/business and placement report.

Year 3/Level 6							
Unit Name	**Core/ Option**	**No. of Credits**	**Assessment Element Weightings**			**Expected Contact hours per unit**	**Unit Version No.**	**HECoS Code** (plus balanced or major/ minor load)
			Exam 1	**Cwk 1**	**Cwk 2**			
Digital Innovation and Transformation	Core	20		100%		36	1.0	100362 101221
Data Visualisation & Storytelling	Core	20		100%		36	1.0	100632 100755
Systems Development	Option	20		100%		36	1.0	100374 100956
Human Computer Interaction	Option	20		100%		36	1.0	100736
Software Quality Assurance	Option	20		100%		36	1.0	100374
Digital Futures	Option	20		100%		36	1.0	100373 100440
Individual project	Core	40		100%		21	1.0	100358 (major) 100812 (minor)

Exit qualification: BSc (Hons) Business Computing with Analytics

Sandwich UG award: Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a placement year.

Full-time UG award: Requires 120 credits at Level 4, 120 credits at Level 5 and 120 credits at Level 6 .

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

Business Computing with Analytics (BCA) at Bournemouth is taken to be the application of computing for the improvement of business basing on data science techniques. This computing course covers business environment, principles and methods with emphasis on applying data science techniques. The course produces students with technical, analytics skills and a business appreciation. By studying the BCA course, students will come to understand both the business environment in which computer systems operate, the technical aspects of how to design, build and select IT applications to meet business needs and the value of data in business decisions.

The Business Computing with Analytics (BCA) degree title has been running successfully in various incarnations for over 18 years, with continual updates that reflect the technological rate of change, the dynamic business environment and increasing business value derived from data . Within the national context, our concept of BCA is that of a technical course; the content ratio is around 50 % technical, 25% business and 25% data analytics. This gives students a solid underpinning of technical ability, which then allows them to design, build or select the technology to solve business problems. Our students are regarded highly by placement companies and graduate employers.

The course has a Level 4 Introduction to Business Analytics, which focuses on the business environment and related application of data analytics. This is supported by other foundational Level 4 units Computer Fundamentals, Programming fundamentals, Applied Maths for Computing and Data and Database Foundations.

In the Level 5 units Systems Analysis and Design, Information Security and Management (including Business rocess Management) and Machine Learning Concepts and Application provides the basis of business, computing and datance science techniques. This knowledge and skills is applied in the Emerging Techology and Applications in Business unit which uncovers recent technologies and use cases in different industries.

In the Level 6 students integrates the business, computing and data science knowledge and skills. There is done in Business Innovation and Digital Transformation and Final Year Project.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The BSc (Hons) Business Computing with Analytics programme is informed by and well aligned with Bournemouth University's BU2025 vision, values and strategic plan. The programme is based on Fusion at BU bringing together research, education and practice to create something that is greater than the sum of its parts. Students are supported by academics with a wealth of industry experience, many of whom are actively engaged in various data-related projects with several external organisations at national and international level. Academics delivering the programme are actively engaged in cutting edge research, while students are encouraged to participate in a range of co-creation and co-publication projects. The programme's innovative pedagogic approach offers students the opportunity to learn by engaging in a series of practical and industry focused tasks in case based learning approach. These are aimed at equipping students with the full range of skills necessary to succeed in the contemporary ICT environment, and are informed by the academic team's own industrial experience as well as by a network of industry contacts, who may also contribute directly to the programme by delivering guest lectures. Staff, students and graduates will enrich society as active citizens in their communities. The programme is aligned with BU Strategic Plan for supporting the development of attributes such as global outlook and citizenship as well as to contribute society by having a significant impact on challenges worldwide through fusion.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

A: Subject knowledge and understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of*:*	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
A1 Principles and techniques of using IT as solutions to business and other problems, A2 Enabling technologies for data analytics in business context, A3 Articulate and critically reflect on digital transformation and innovation in business context A4 The management and development of IT solutions to address business or other problems; A5 The professional, legal & ethical responsibilities of computing personnel within the organisational, technical and global contexts in which computing is applied.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1 – A5); • seminars (A1 – A5); • directed reading (A1 – A5); • use of the VLE (A1- A5); • independent research (for dissertation) (A1- A5).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (A1 – A5); • coursework essays (A1 – A5); • dissertation (A1 – A5);
B: Intellectual skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:
B1 Critically thinking, problem-solving and decision-making to solve business and other organisational problems; B2 Analyse, interpret, synthesise and critically evaluate information from current research; B3 Critically evaluate and justify alternative approaches to solutions development; B4 Formulate, plan, execute, and report on a business computing and data analytics project involving original contributions;	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 – B5); • seminars (B1 – B5); • directed reading (B1 – B5); • use of the VLE (B2 – B5); • independent research (for dissertation) (B1 – B5).

B5 Communicate findings to professional and academic standards.	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (B1- B5); • coursework essays (B1 – B5); • dissertation (B1 – B5).
C: Practical skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
C1 Retrieve, select and evaluate information from a variety of sources, C2 Analyse, specify, design and implement IT applications and data analytics to meet business goals; C3 Select appropriate methods and tools for solving business and other organisational problems; C4 Plan, monitor and evaluate the progress of an IT project.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C1 – C4); • seminars (C1 – C4); • independent research for empirical dissertation (C1 – C4);
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (C1 – C4); • coursework (C1 – C4); • dissertation (C1 – C4).
D: Transferable skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
D1 Demonstrate problem solving skills and the application of knowledge across the discipline areas. D2 Gather, select, and analyse a range of experimental and fieldwork data and present professionally using appropriate media. D3 Structure and communicate ideas professionally and effectively to appropriate professional and academic standards.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (D1 – D5); • seminars (D1- D5); • use of the VLE (D1 – D5); • directed reading (D1- D5).

	Assessment strategies and methods (referring to numbered Intended Learning Outcomes):
D4 Demonstrate initiative, self direction and exercise personal responsibility for management of own learning. D5 Distil, synthesise and critically analyse alternative approaches and methodologies to problems and research results reported in literature and elsewhere.	• coursework essays (D1 – D5); • coursework design and implementation (D1 – D5); • examinations (D1 – D5); • dissertation (D1- D5).

LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

A: Knowledge and understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of*:*	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
A1 Principles and techniques of using IT as solutions to business and other problems, A2 Enabling technologies for data analytics in business context, A4 The management and development of IT solutions to address business or other problems; A5 The professional, legal & ethical responsibilities of computing personnel within the organisational, technical and global contexts in which computing is applied.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1, A2, A4, A5); • seminars (A1, A2, A4, A5); • directed reading (A1, A2, A4, A5); • use of the VLE (A1, A2, A4, A5).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (A1, A2, A4, A5); • coursework essays/presentations (A1, A2, A4, A5); • Coursework design and implementation (A1, A2, A4, A5).
B: Intellectual skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:

B1 Critically thinking, problem-solving and decision-making to solve business and other organisational problems; B2 Analyse, interpret, synthesise and critically evaluate information from current research; B3 Critically evaluate and justify alternative approaches to solutions development; B5 Communicate findings to professional and academic standards.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 – B3, B5); • seminars (B1 – B3, B5); • directed reading (B1 – B3, B5); • use of the VLE (B1 – B3, B5);
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (B1 – B3, B5); • coursework essays/presentations (B1 – B3, B5);
C: Practical skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
C1 Retrieve, select and evaluate information from a variety of sources, C2 Analyse, specify, design and implement IT applications and data analytics to meet business goals; C3 Select appropriate methods and tools for solving business and other organisational problems;	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C1 – C3); • Seminars (C1 – C3); • group exercises (C1 – C3).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (C1 – C3); • coursework design and implementation (C1 – C3);
D: Transferable skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:

D1 Demonstrate problem solving skills and the application of knowledge across the discipline areas. D2 Gather, select, and analyse a range of experimental and fieldwork data and present professionally using appropriate media. D3 Structure and communicate ideas professionally and effectively to appropriate professional and academic standards. D4 Demonstrate initiative, self direction and exercise personal responsibility for management of own learning.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (D1 – D4); • seminars (D1- D4); • use of the VLE (D1 – D4); • directed reading (D1- D4). • Active/PB Learning approaches
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework essays/presentations (D1 – D4); • coursework design and implementation (D1 - D4);

LEVEL 4/Cert HE INTENDED OUTCOMES

A: Knowledge and understanding This level provides opportunities for students to develop and demonstrate knowledge and understanding of*:*	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
A1 Principles and techniques of using IT as solutions to business and other problems, A4 The management and development of IT solutions to address business or other problems; A5 The professional, legal & ethical responsibilities of computing personnel within the organisational, technical and global contexts in which computing is applied.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1, A4, A5); • seminars (A1, A4, A5); • directed reading (A1, A4, A5);
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (A1, A4, A5);

	- coursework essays/presentations (A1, A4, A5). - coursework design and implementation (A1, A4, A5).
B: Intellectual skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
B1 Critically thinking, problem-solving and decision-making to solve business and other organisational problems; B2 Analyse, interpret, synthesise and critically evaluate information from current research; B5 Communicate findings to professional and academic standards.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): - lectures (B1, B2, B5); - seminars (B1, B2, B5); - directed reading (B1, B2, B5);
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): - examinations (B1, B2, B5); - coursework essays (B1, B2, B5); - coursework design and implementation (B1, B2, B5).
C: Practical skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
C1 Retrieve, select and evaluate information from a variety of sources, C3 Select appropriate methods and tools for solving business and other organisational problems;	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): - lectures (C1, C3) - Seminars (C1, C3) - group exercises (C1, C3)

	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (C1, C3); • coursework essays/presentations (C1, C3). • coursework design and implementation (C1, C3).
D: Transferable skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
D2 Gather, select, and analyse a range of experimental and fieldwork data and present professionally using appropriate media. D3 Structure and communicate ideas professionally and effectively to appropriate professional and academic standards. D4 Demonstrate initiative, self direction and exercise personal responsibility for management of own learning.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (D2 – D4); • seminars (D2- D4); • use of the VLE (D2 – D4); • directed reading (D2- D4).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework essays (D2 – D4); • examinations (D2 – D4); • Presentations (D2 – D4).

Programme Skills Matrix

Units		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	D1	D2	D3	D4	D5
	Programme Intended Learning Outcomes																			
LEVEL 6	Digital Innovation and Transformation	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Data Visualisation & Storytelling	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Systems Development	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Human Computer Interaction	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Software Quality Assurance	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Digital Futures (Elective)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Individual project	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
LEVEL 5	Machine Learning	X	X			X	X	X	X		X	X	X	X		X	X	X	X	
	System Analysis and Design	X			X	X	X	X	X		X	X	X	X		X	X	X	X	
	Information and Security Management	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X	
	Technological Innovations in Business Analytics	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X	
	Data Structures & Algorithms	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X	
	Software Business (Elective)	X	X		X	X	X	X	X		X	X	X	X		X	X	X	X	
LEVEL 4	Computer Fundamentals	X			X	X	X	X			X	X		X			X	X	X	
	Programming	X			X	X	X	X			X	X		X			X	X	X	
	Mathematics for Computing	X				X	X	X			X	X		X			X	X	X	
	Data Management	X			X	X	X	X			X	X		X			X	X	X	
	Introduction to Business Analytics	X			X	X	X	X			X	X		X			X	X	X	
	Computing and Society (Elective)	X			X	X	X	X				X		X			X	X	X	

A – Subject Knowledge and Understanding
This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:

1. Principles and techniques of using IT as solutions to business and other problems;
2. Enabling technologies for data analytics in business context;
3. Articulate and critically reflect on digital transformation and innovation in business context;
4. The management and development of IT solutions to address business or other problems;
5. The professional, legal & ethical responsibilities of computing personnel within the organisational, technical and global contexts in which computing is applied.

C – Subject-specific/Practical Skills
This programme provides opportunities for students to:

1. Retrieve, select and evaluate information from a variety of sources,
2. Analyse, specify, design and implement IT applications and data analytics to meet business goals;
3. Select appropriate methods and tools for solving business and other organisational problems;
4. Plan, monitor and evaluate the progress of an IT project.

B – Intellectual Skills
This programme provides opportunities for students to:

1. Critically thinking, problem-solving and decision-making to solve business and other organisational problems;
2. Analyse, interpret, synthesise and critically evaluate information from current research;
3. Critically evaluate and justify alternative approaches to solutions development;
4. Formulate, plan, execute, and report on a business computing and data analytics project involving original contributions;
5. Communicate findings to professional and academic standards.

D – Transferable Skills
This programme provides opportunities for students to:

1. Demonstrate problem solving skills and the application of knowledge across the discipline areas.
2. Gather, select, and analyse a range of experimental and fieldwork data and present professionally using appropriate media.
3. Structure and communicate ideas professionally and effectively to appropriate professional and academic standards.
4. Demonstrate initiative, self direction and exercise personal responsibility for management of own learning.
5. Distil, synthesise and critically analyse alternative approaches and methodologies to problems and research results reported in literature and elsewhere.

ADMISSION REGULATIONS

The regulations for this programme are Bournemouth University's Standard Undergraduate Admission RegulationsBSc (Hons) Business Computing with Analytics | Bournemouth University

PROGRESSION ROUTES

Partnership arrangements provide formally approved progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Please find information on Global Partnerships here: Global partnerships | Bournemouth University

ASSESSMENT REGULATIONS

The regulations for this programme are Bournemouth University's Standard Undergraduate Assessment Regulations.

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Students, under the guidance of lecturers and the Placement Office, are required to complete a sandwich year with a 30-week minimum placement requirement before Level 6.

The placement is assessed on a pass/fail basis using the logbook and employer appraisal. The 30-week sandwich placement must be completed between Levels 5 and 6 and is a requirement for progression to Level 6 for the successful completion of the sandwich mode award.

Placement draws on some or all of the units studied on the first two levels of the programme. It provides the opportunity for the student to develop their abilities and understanding of software engineering related subjects, as well as providing a platform for successful entry into the profession following graduation. It applies and develops understanding and skills acquired in Levels 4 and 5, makes a major contribution to the understanding of the final level units, further develops final projects or dissertation research by utilising the context of the work experience as appropriate and enhances students' prospects of future employment.

Refer to *4K – Placements: Policy and Procedure* for more detail