Teesside BA (Hons) Business Computing (Final Year Top-Up)

Benefits

The programme offers the following benefits to students:

- The course is designed to be studied online, hence students have the flexibility to study as and when they want; be it at home, at work, on vacation or during overseas travelling. They take control over which modules to study and when they want to take or submit their assignments.
- The School of Computing has an Excellent rating for teaching quality and is also a centre of excellence in Computing, Games and Animation, Web and Multimedia. Hence studying for a formal degree from Teesside will enable you to tap on the up-to-date and latest developments in computing and information technology.
- Students have rated their learning experience as above average in terms of learning resource and academic support. As an open learning student, you will also be a part of this positive learning experience.

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 more 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.

Qualification / Awarding Body

On successful completion of this programme, you will be awarded a BA (Hons) Business Computing

Awarding Body: University of Teesside

Mode

Online distance learning

Course Content (modules)

The programme comprises five core modules including a project:

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 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 evaluative skills and professional awareness.

Assessment

You will complete three assignments, one examination, and one practical project.

Duration of Programme

The 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.

What's included

All online study materials and student handbooks are supplied. You will be allocated a tutor for academic support by RDI on request, whom you can contact by telephone and email. You will also complete an online induction and have access to an online Virtual Campus administered by RDI. Please note that there are minimum hardware requirements and you may be required to purchase certain software. Broadband is also necessary for this programme.

In Mauritius, you will have access to a programme coordinator at PTC for administrative support and also an expert resource person for advice at specific set times.

Entry Requirements

- A 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.

Enrolment Dates

Four intakes in a year – January, April, July and October.