

BA (Hons) Business Information Technology

5th intake in 2008

Coventry University



Programme code : 82943

Duration & study mode: 1 year (mixed mode)

Programme Aim & Objective

The programme aims to provide a study of the different functional areas of management in organisations with relation to information technology. This is a sound and relevant education for people wishing to enter or develop a career in an interdisciplinary area.

Modules

The programme consists of the following units, to be completed in 2 semesters and 1 summer term:

- Information Systems Development
- Data Management & Operational Research
- Management and Organisational Behavior
- Principles & Practice of Mobile Commerce
- Introduction to Research Methods
- Database Systems
- Project Management
- Digital Technology and Society
- M-Commerce Applications
- Business Management Strategy
- Project

Entry

Holders of Associate Degree or Higher Diploma in business or computing disciplines or those with equivalent qualifications.

Special Features

- The core curriculum is based on the British Computer Society (BCS) guidelines.
- Ample employment opportunities for graduates from this programme in the field of project management, IT consultancy, database administration, administrative support, etc.

Fee : HK\$67,600

Commencement : September 2008

Website : www.cityu.edu.hk/ce/degree/82943

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Background

- The Coventry University has been established for over 150 years. It is a forward-looking, modern university with a proud tradition as a provider of high quality education and a focus for multidisciplinary research.
- The course operates within the Coventry University Modular Framework, and it follows the approved Programme Specification for the Interdisciplinary Degree Courses in Computing and IT at the Faculty of Engineering and Computing of the Coventry University.

Website: www.coventry.ac.uk