BSc (Hons) Business Information Technology

Commercial Information Technology

Full-time Year 2016 • 13th Intake • Programme Code: 163-19430

Suitable for Sub-degree Holders

Accredited at HKQF Level 5

www.cityu.edu.hk/ce/bscbit

This is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance (ref. number: 451831). It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.
Coventry University in the United Kingdom, through the School of Continuing and Professional Education (SCOPE) at the City University of Hong Kong (CityU) offers a one-year, full-time programme leading to the BSc (Hons) Business Information Technology.

Coventry University

The history of Coventry University can be traced back over 170 years. The academic structure of the University comprises four faculties: Faculty of Engineering, Environment and Computing; Faculty of Business and Law; Faculty of Health and Life Sciences; and Faculty of Arts and Humanities. Presently around 24,000 students are studying at Coventry University.

The BSc(Hons) BIT is hosted by the Faculty of Engineering, Environment and Computing. There are about 200 academic and 150 support staff in the faculty, offering a broad range of programmes, including Foundation, BSc, BEng, MSc and MBA, as well as a range of research programmes. The programmes are highly regarded by many companies for their practicality and are based on a sound theoretical foundation to help students achieve their maximum potential.

Ranking:

- Rank 15th in UK Universities and 1st in modern university in UK (The Guardian University Guide 2016)
- Rank 1st in Modern University of the Year for the past three consecutive years (The Times and Sunday Times Good University Guide 2014, 2015, 2016)

A Record of Excellence

QAA audit team believes that Coventry has in place processes and procedures which enable it to manage its portfolio of collaborative provision effectively and assure the quality of the delivery of its collaborative programmes. The close links established between staff and students serve to develop and foster an enhanced intercultural understanding, engendering confidence in the quality of the provision in the process. The findings of the audit supports a conclusion of confidence in Coventry’s stewardship of academic standards and in its oversight of the quality of the students’ experience on its overseas collaborative provision.

Coventry University has been crowned the ‘Entrepreneurial University of the Year’ at the 2011 Times Higher Education Awards, and has also won the ‘Outstanding Support for Students’ award for a joint submission with Loughborough University in recognition of the institutions’ collaborative maths support centres.

Recently, Coventry University has been rated the ‘Modern University of the Year’ by The Times and Sunday Times Good University Guide 2015.

The Programme

To meet the needs of today’s competitive and commercial world, this programme blends together two major disciplines: Business and Information Technology. Systems analysis tools and methodologies, organization and managerial skills are built into the curriculum which leads to effective deployment of IT for business success.

Programme Aims and Objectives

The programme aims to provide students with:

- A range of knowledge and skills that emphasise information systems, information technology, and project management within business and organisational contexts
- Knowledge of professional responsibilities within the domain of business information systems, including an understanding of the associated ethical, social and legal issues, and the need for continuing professional development
- Skills needed to select and apply methods for building information systems
- Particular knowledge of the use of information systems and analytical methods to support the analysis and design of policy and practice in business
- Opportunities to develop more general understanding of business management and skills in business information management
- A range of relevant knowledge and skills that a graduate needs to enter graduate level employment in a computing or business and information systems environment or to engage in postgraduate study

Students visiting Hong Kong Exchange
HKCAAVQ Accreditation

1) This programme is:
   • accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) to reach HKQF Level 5;
   • equivalent to the standing of bachelor’s degrees offered by local universities in Hong Kong; and
   • recognised by the Hong Kong Government for employment purposes within the Civil Service.

2) Students may apply for government scholarship, grant and loans.

Programme Structure*

Complying with the stipulated programme aims and objectives, the programme structure consists of mandatory modules. In order to further benefit students, an Add-vantage module is designed to improve employability and focus on training the key transferrable skills of English and effective communication.

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* The module combination and teaching sequence are current arrangement and are subject to revision by Coventry University.

Student Profiles

Students come from a wide range of programmes in IT and Business related disciplines.
Teaching and Learning

Venue
Classes will normally be held at CityU SCOPE Learning Centres in Kowloon Tong or in Tsim Sha Tsui East.

Teaching
Lectures and tutorial classes are delivered by CityU academic staff and/or local instructors with input to teaching from Coventry University.

Lecturers from Coventry University will attend the orientation at the start of the programme and play an important role in preparing the students for the Honours Degree Project. They work alongside with staff from CityU so as to ensure the students' best chance of success.

Student Support
Support services to facilitate student learning include:

- CityU Library
- CityU Computing Service Centre
- Comprehensive support from local programme coordinator and local lecturers

Assessment and Award
Student assessment consists of coursework and examinations. The weighting of these two components will vary among modules.

Generally, learning outcomes associated with knowledge and understanding are assessed by written examination and/or in-course tests. Skills-based learning outcomes are normally assessed by coursework. The method used for the achievement of learning outcomes for individual modules is documented in each Module Descriptor.

Students will be recommended for the award of Bachelor of Science (Honours) in Business Information Technology conferred by Coventry University upon successful completion of the programme.

Career Prospects
Successful graduates can pursue employment in a wide range of activities such as project management, IT consultancy, database administration, and business support. With a few years of practical experience, graduates will usually be able to progress into senior positions such as system analysts, business analysts, project managers and managers of information resources and technology units.

Admission Requirement
Candidates for admission should:

- possess an Associate Degree (AD) or Higher Diploma (HD) in computing or business, or equivalent; AND
- have studied programming, information systems and systems analysis and design at AD/HD level or equivalent.

Applicants whose first language is not English or whose previous qualification was not taught and assessed in English must provide evidence of proficiency in English Language by achieving at least IELTS 6.0 or an equivalent qualification.

Applications will be considered from students who do not satisfy these entry requirements but who can provide evidence of equivalent learning experience.

Further Study Opportunities
Graduates may pursue postgraduate programmes offered by CityU, or other local and overseas universities. In particular, graduates of the programme have successfully enrolled in MSc in Computer Science offered by the Department of Computer Science, CityU and MSc in Electronic Ecommerce jointly offered by the Department of Computer Science and the Department of Information Systems, CityU. Relevant MSc or MBA programmes offered by by Coventry University may also be available for further study in the UK, subject to application.
Curriculum Outline

206CDE Real World Project
This module aims to give students a real world learning experience and enables students to develop a range of employability skills. These include multi-disciplinary team working, communication, co-operation, project planning, initiative, commercial awareness and analytical skills. The module will provide students with the opportunity to acquire these skills through a variety of work options (subject to application), examples include: short term work placements, faculty and department based internship projects, appropriate voluntary work, open source projects, research projects and entrepreneurship projects.

204KM Operational Research
This module adopts a practical approach to data management and operational research. It introduces techniques and/or methods for identifying data sources, for searching efficiently, and for the collection, classification, representation, interpretation and analysis of data retrieved. Some techniques and applications associated with a broad range of areas of OR are covered. The module aims to provide students with an insight into both the use of the techniques and some of the underpinning theory. The methods taught are used extensively in many industries and local and national government, and also research and development. In addition this module develops useful skills which can be used in some final year projects.

220CT Data and Information Retrieval
This module provides an insight into how data and information retrieval systems are designed. It provides an introductory study of database concepts, theory and design with some practical use of a database and information retrieval tools and techniques.

321COM Rapid Application Development
This module aims to provide students with sound understanding and experience in Rapid Application Development methodologies, techniques and tools. Agile and rapid approaches to developing information systems and software are critical for responding to changing business environment. The module will examine in detail different methodologies for rapid development and their application in practice. Specific industry strength type of technology for RAD will be utilised for solving real-world problems.

351EM Project Management
This module introduces learners to project management and equips them with skills, both human and technical, that will enable them to lead and work on a variety of projects. Learners are encouraged from the outset to see the role of the project manager within the broader perspective of strategic business management, understanding where projects come from and why they are selected. Both the purchaser and supplier roles in a project are recognised and explored. The importance of de facto project management scheduling skills, quality and estimating standards is emphasised. The human and change aspects of projects are considered in order that the student may understand the effect on morale, productivity and quality of management decisions.

304KM Information Technology and Global Development
The role of this module is to examine the role of digital technology (including Information technology) and its juxta position to individuals and groups. The drivers that stimulate the uptake of global technologies, critical success factors and barriers will be explored. The impact of technologies at international, national and organisational level will be studied. Guest speakers will be engaged to illustrate the diversity of current applications of digital technology deployed in society. Legal, ethical, moral, economic and social perspectives on digital technology will be studied.

386COM Business Continuity and Compliance
This module seeks to provide the student with a most important and maturing subject of Business continuity, with its relevance and context to national and global organisations. It will explore the relationship of subject matter such as risk, crisis and disaster management, business impact (through analysis) and compliance of various standards and mitigation with respect to ICT. The student will study the global position and current practices that are undertaken in business continuity.

A339MS: Data Analysis Using SPSS
This module aims to introduce students to SPSS and give them both the skills and confidence to use it competently and professionally for data analysis. SPSS is a statistical software package which is widely used in local authorities, universities and business. The module will be taught through demonstrations and hands on workshops. In these, students will explore a wide variety of data sets gaining practice in using SPSS for data entry and manipulation, exploratory data analysis, the creation of professional charts and tables, and the production of appropriate summary statistics. In addition the concept of hypothesis testing will be explored using basic statistical tests.

303COM Individual Project
The aim of this module is to provide an opportunity to research, design, implement and critically evaluate a functional or simulated system, object or concept and to acquire further knowledge of a specialist technical area. To this end, the student will undertake a substantial project which will exercise in-depth technical, problem-solving, creative and other skills required of a professional practitioner. The student will ensure that their work conforms to appropriate ethical codes of practice. Successful completion of the project will require methodical planning, record keeping and self-management and effective communication, execution and delivery of an agreed artefact. Support and guidance will be provided by a project supervisor who will be the primary point of contact for a student on this module.
Fees

Application fee: HK$140 (to be paid at the time of application)

Tuition fee: HK$93,600 for 180 credits (payable in 3 instalments)

1st instalment – HK$31,200 (to be paid within two weeks of notice of admission)

2nd instalment – HK$31,200 (to be paid in Dec 2016)

3rd instalment – HK$31,200 (to be paid in Mar 2017)

All fees are non-refundable and non-transferable. In case of re-assessment and/or extension of study period, additional fees will be charged.

Financial Assistance

Education Loan

Successful applicants are eligible to apply for the Non-means Tested Loan Scheme (NLS) administered by the Student Financial Assistance Agency (SFAA) of the HKSAR government. The maximum financial assistance under the NLS is equivalent to the total tuition fees payable of the programme. For more details and enquiries, please visit SFAA’s website: www.wfsfaa.gov.hk/sfo or call 2150 6222.

Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means-tested Loan Scheme for Post-secondary Students (NLSPS)

The Coventry BIT programme is one of the eligible full-time courses under FASP and NLSPS administrated by the Student Financial Assistance Agency (SFAA). Details about eligibility requirements can be found from the government’s website: www.wfsfaa.gov.hk/sfo or call the 24-hour enquiry hotline 2802 2345.

Continuing Education Fund (CEF)*

“351EM Project Management” has been included in the list of reimbursable courses under the Government’s Continuing Education Fund (CEF). For details, please visit the government’s website: www.wfsfaa.gov.hk/cef.

* Eligible students can apply for either FASP or CEF. Application must be made before commencement of the programme.

Programme Commencement

September 2016

Application

1. Both online and form applications are acceptable:
   - Online application should be submitted via www.scope.edu/eapplication
   - Form application could be obtained from the SCOPE reception counter located at LG/F, Academic Exchange Building, CityU.

2. All applications should be submitted on or before the deadline.

3. Applicants are selected on the basis of their academic merits and relevant work experience. All applicants will be informed of the application results. Please contact CityU SCOPE if you do not receive our decision by 31 August 2016.

Deadline for Application

30 June 2016 (Thursday)

Online Enquiries on Application Status

An acknowledgement of your application will be sent to you via email. Enquiries about your application status can be made at our website: www.cityu.edu.hk/ce/enrol/que 7 working days after submission of your application.

Enquiries

School of Continuing and Professional Education

Location: LG/F., Academic Exchange Building, City University of Hong Kong

Tel: 3442 5801 / 3442 7423

Fax: 3442 0399

Email: team5@scope.edu

Website: www.cityu.edu.hk/ce/bscbit

* Details in this publication are accurate at the time of printing but may be subject to revision without notice in the future.