

# IT MANAGEMENT FOR BUSINESS



1st in the UK for both Business Studies and Management Studies and joint 6th for Computer Science in the National Student Survey (2007)\*

£2.8 million invested in new academic and social facilities within the School of Engineering, Computing and Mathematics

regular employer involvement through 'guru lectures' enhances employability

scholarships available

optional summer industrial placement that contributes towards your degree

## IT Management for Business at the University of Exeter

The IT Management for Business (ITMB) degree is an initiative of the e-skills council of the UK ([www.e-skills.com](http://www.e-skills.com)). The national aim of e-skills is to ensure that graduates acquire the right combination of management and IT technical skills that are vital to business.

The research and teaching expertise within the University of Exeter mean that we are able to offer a high-quality programme that combines vocationally relevant training with research-led academic education. The programme will appeal to well-qualified applicants and attracts excellent candidates into the area of ITMB. This programme is offered jointly between the School of Business and Economics, and the School of Engineering, Computing and Mathematics.

A unique benefit of this degree is the extent of employer involvement; in addition to traditional lectures and tutorials there is a programme of employer involvement to keep you up-to-date with topical issues facing the IT sector. For example, there is a regular series of keynote lectures provided by IT professionals in business who go into universities to share their experience in the form of 'guru lectures'. Examples of this year's lecture series are available at [www.e-skills.com/itmbguru](http://www.e-skills.com/itmbguru)

The ITMB degree offers an unrivalled platform to launch your career in business, whether you're looking for a high-flying and rewarding career in management consultancy or as an IT professional. In fact, employers in the e-skills UK Board guarantee to interview all ITMB students who meet their minimum criteria for interview.

### KEY FACTS

**Streatham Campus, Exeter**

WEBSITE  
[www.exeter.ac.uk/sobe](http://www.exeter.ac.uk/sobe)  
EMAIL  
[sobeug@exeter.ac.uk](mailto:sobeug@exeter.ac.uk)  
PHONE  
+44 (0)1392 263200

DEGREES  
BSc Single Honours  
**IT Management for Business** 3 years

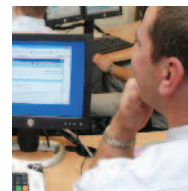
We plan to take 40 new students in 2009

\* based on average scores across all seven assessment categories; the number of institutions reviewed in these subjects was 75, 56 and 85 respectively

“ This unique degree offers high calibre, highly motivated students an unrivalled platform to launch their business careers in the IT departments of any large company, irrespective of industry. Unilever, like all companies nowadays, depends upon its IT organisation to consistently give it a competitive edge and the qualities inherent in ITMB will give graduates the perfect opportunity to contribute and progress rapidly in this highly visible and challenging environment. ”

**Helen J Toogood, VP IT Academy, Unilever Global IT**

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## Studying IT Management for Business at Exeter – Your Questions Answered

### • Will I need A level Mathematics?

No, A level Mathematics, or the equivalent, is not required; however, you need to be mathematically able. Preference will be given to applicants offering A/AS level Mathematics or Information Technology.

### • What are the guru lectures?

This degree benefits from a regular series of lectures from leading industry professionals, who provide an insight into the use of IT within business and how to succeed in this fast-paced industry. Excerpts of previous lectures can be found at [www.e-skills.com/itmbguru](http://www.e-skills.com/itmbguru)

### • Can I take modules outside of the School of Business and Economics and the School of Engineering, Computing and Mathematics?

In addition to the core modules, optional modules allow you to tailor the programme to your own interests. It is possible to choose options from any School within the University, including foreign languages, subject to timetabling constraints and holding the necessary pre-requisite qualifications.

### • Are any scholarships available?

The Vice Chancellor's Excellence Scholarship is worth £5,000 per year and is available to students of exceptional quality. You may also apply for the Jubilee Science Scholarships, worth £2,000 per year. Full details of these and the Music and Sports Scholarships can be found at [www.exeter.ac.uk/scholarships](http://www.exeter.ac.uk/scholarships)

### • What's distinctive about this programme?

The ITMB degree is driven by the needs of industry and as such provides the skills required to succeed in IT management. The focus on vocational training ensures that graduates are perfectly placed to fulfil IT management positions. The programme at Exeter has the added advantage of being run by both the School of Business and Economics and the School of Engineering, Computing and Mathematics. As an ITMB student at Exeter you will benefit from research-led teaching in both IT and business management, placing you at the forefront of developments in both arenas.

## DEGREEFACTS

**For full details of all our degrees, including information about the individual modules, check the undergraduate section of our website at [www.exeter.ac.uk/sobe](http://www.exeter.ac.uk/sobe)**

### BSc IT Management for Business

The ITMB programme combines management and business studies with computer science, providing training that will enable you to work at a high level within management in organisations where computer systems and IT are playing an ever-increasing role. You will be able to apply IT to business situations, evaluate technical knowledge and confidently take on project and team management in IT-related business scenarios. It will teach you the skills to interpret and communicate complicated technical ideas to those with less technical knowledge.

**Year 1:** In the first year you will gain a firm foundation in the fundamental elements of IT management. You will explore management theory and practice, accounting and information systems, while gaining invaluable experience in key transferable skills such as team working, communication and presentation.

**Year 2:** In the second year you will explore the business environment in greater depth, considering organisational behaviour, the role and impact of the marketing function, and human resource management. You will also tackle more advanced computing applications, such as networking technologies and internet systems.

**Year 3:** The final year provides an opportunity to consolidate your learning through the individual project. Additional modules extend your specialist knowledge in areas including internet marketing and enterprise computing. An important aspect of the final year is the Commercial and Industrial Experience optional module.

### How your degree is structured

Your degree is made up of a series of modules, each of which has a credit value of either 15 or 30 credits. Each year you'll take modules totalling 120 credits. You may take up to 30 credits a year outside the main degree subject.

### Module details

#### Year 1:

**Elements of Accountancy** aims to provide you with a broad understanding of financial reporting in the UK, a grounding in the preparation of financial statements and an introduction to management accounting.

Attention is paid to the current UK accounting rules and to the interpretation of company annual reports. International Accounting Practices are also considered.

### Introduction to Business Information Systems

explores the impact and use of microprocessor-based technology in and outside the workplace. Decision making and the distribution of responsibility are both areas in which technology has changed the nature of work and this module is designed to provide you with enhanced insight into the modern business computing environment and to appreciate the relationship between technology and business strategy.

**Theory of Management** examines the historical development of organisation theory, organisational structure and design as well as the culture and the competitive environment of the organisation. You will also explore the principles and practices of modern management, the changing role of management and managerial skills and competencies, and a framework for understanding the processes of management (eg, planning, strategic decision making, ethical decision making and managing change etc) is provided.

**Programming and Team Project** introduces object-oriented problem-solving methods and provides object-oriented techniques for the analysis, design and implementation of solutions. It also demonstrates an appreciation of basic data structures and algorithms.

**Computer Systems** considers computer systems as a series of levels, from basic hardware to operating systems and network services. You will become familiar with the user facilities provided by standard items of system software and develop an understanding of the major building blocks of their construction. The module introduces the concept of enterprise modelling, along with techniques and tools for the analysis and design of information systems. You will consider the successful application of computer system technology through a series of case studies and you will also conduct a specialised case study-based analysis.

**Distributed Computing** introduces the issues, characteristics and theoretical foundations of distributed computing and considers the impact of future technological advances in this field. You will develop an understanding of the components of distributed file systems, inter-process communication and the techniques used for the internet.

As well as the modules listed above, you will take an optional module from either the School



of Business and Economics or from the School of Engineering, Computing and Mathematics.

#### Year 2:

##### **Organisational Behaviour and Human Resource Management**

looks at ways of analysing organisations, relevant management approaches and techniques and the means to evaluate and assess them.

**Principles of Marketing** introduces the key principles and concepts used by marketers and gives an opportunity to apply them in practical contexts. This marketing perspective will focus on an in-depth understanding of consumer motivations and desires which will be analysed with concepts from psychology, sociology and anthropology. The aim of this module is to develop an interdisciplinary, theoretically informed and practical approach to understand marketing and branding concepts.

**Information Systems** covers theoretical and technical issues underlying current and future database management systems and their use in a business environment. This includes methods for the development of information systems and forms-based applications.

##### **Design and Method for Software Engineering**

provides a method, relying on formal and informal techniques, for the design and implementation of interactive computer systems.

**Internet System Development** examines the architecture of web programs that drive large scale commercial computing, principally the so-called 'B2C' programs between enterprises and their customers. You will develop skills in using technologies for building web programs and become familiar with the fundamental concepts, principles and applications of wireless and multimedia networks.

##### **Communication and Networking Technologies**

provides an in-depth introduction to the fundamental principles underlying modern communication and network technologies and their applications. The emphasis is on the protocols involved and how they inter-work. The module identifies the needs for standardisation and interoperability of communication networks. You will gain an understanding of the architecture and operation of PSTN (Telephone Networks), GSM, 3G, Ethernet, and Wireless LAN technologies.

As well as the modules listed above, you will take an optional module from the School of Business and Economics.

#### Year 3:

**Enterprise Computing** introduces the techniques used to implement large-scale distributed information systems in heterogeneous environments. You will consider important interoperability issues, including GRIDS and the semantic web.

**ITMB Individual Project** consolidates the knowledge, understanding, techniques and methods you have acquired by applying them to the production of a software system for business using an appropriate method for project development. It is expected that the project will be undertaken in association with an external employer.

In addition to the compulsory modules above, you will also take a module on Internet Marketing and optional modules from the School of Business and Economics and the School of Engineering, Computing and Mathematics. Please note that availability of all modules is subject to timetabling constraints and that not all modules are available every year.

For a full list and details of the individual modules, please check the Programmes and Modules section of our website at [www.exeter.ac.uk/sobe/undergraduate](http://www.exeter.ac.uk/sobe/undergraduate)

#### Assessment

You must pass your first year assessment in order to progress to the second year, but the results do not count towards your degree classification. The assessments in the second and third years all contribute to your final degree classification. For full details of the assessment criteria for each module, check the undergraduate section of our website at [www.exeter.ac.uk/sobe/undergraduate/modules](http://www.exeter.ac.uk/sobe/undergraduate/modules) and [www.exeter.ac.uk/secam/modules](http://www.exeter.ac.uk/secam/modules)

#### Careers

Our ITMB programme is run with the support of 24 key organisations including BT, British Airways, Procter and Gamble, the Cabinet Office and the Royal Bank of Scotland. With the involvement of such high profile organisations, the programme provides you with the opportunity to gain real insight into their operations.

A degree in IT Management for Business from Exeter will provide you with a wide range of skills which will be useful in your future study or employment. You'll develop skills in researching, analysing and assessing sources, written and verbal communication, managing and interpreting information and developing ideas and arguments. You'll also have the opportunity

to take part in networking and careers events in your final year where representatives of the businesses we work with will hold presentations and conduct mock interviews. Mentors from these companies will provide up-to-date insight into the technological aspects of their companies throughout the programme.

Exeter has an excellent reputation with graduate recruiters and our students and graduates compete very successfully in the employment market. Many employers target the University when recruiting new graduates. Six months after graduation 95% of Exeter's first-degree graduates were in employment or further study.\*

For further information about what the Careers and Employment Service offers at Exeter visit: [www.exeter.ac.uk/employability](http://www.exeter.ac.uk/employability)

*\*Figures as at Jan. 2008, as a percentage of those respondents available for employment or study*

#### Entry requirements

Typical requirements for this degree will be in the range of: A level AAB-BBB (or equivalent for international students), International Baccalaureate 31-29. A or AS level Mathematics or Information Technology are recommended for this programme.

For full entry requirements, details on how to apply and examples of a typical offer, please check our entry listed under Computing and Information Technology in the Undergraduate Prospectus or the online undergraduate pages at [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate)

International applicants can find details of equivalent international entry requirements for individual countries, by following the links to 'In Your Country' at [www.exeter.ac.uk/international](http://www.exeter.ac.uk/international)



### Post-Offer Open Days

Once you receive confirmation of an offer we'll contact you with an invitation to visit the Schools on a Post-Offer Open Day. While this opportunity to visit includes a campus tour and formal introduction to the Schools much emphasis is placed on (and time allocated to) a more informal period for questions and answers, both as a group and on a personal basis. A number of our current students also take part on these days, leading tours, giving you the opportunity to ask them what studying at Exeter is really like!

### Experience for life

Studying at Exeter is about more than getting a degree – there's a wealth of opportunities open to you to develop personally as well as professionally. Exeter offers an exceptionally wide range of opportunities for you to gain the skills employers want – from management training to business placements, volunteering programmes and pre-teacher training, to a world-wide network of study abroad opportunities and careers advice from our own successful graduates.

### Great reputation

Exeter is among the top universities in the UK for student satisfaction, ranked 4th in the UK in the National Student Survey, 14th in *The Guardian* and 17th in *The Times* and *Sunday Times* league tables. We were also named University of the Year, 2007/08 by *The Times Higher*. 98% of subjects, including all those taught at undergraduate level, received the top grades of 4, 5 or 5\* in the latest (2001) Research Assessment Exercise, denoting work of national or international standard.

### Putting students first

The University has pledged more than £1 million in a range of merit scholarships to attract and support talented students and recognise outstanding ability. We have invested over £140 million in new buildings and facilities ranging from academic facilities to the Students' Guild building and nightclub. The University is now looking to the future with a planned £450 million investment in campus facilities by the end of the next decade.

### Exceptional location and great atmosphere

A safe, student-friendly city, Exeter is rated one of the best places to live in the UK for the quality of its facilities, low crime rate and fantastic countryside. The University has one of the UK's most active students' unions, sees some of the top bands in the country perform on campus and is one of the UK's top sporting universities.

### Explore the possibilities

#### Open Days

Come and visit our beautiful campuses. We hold Open Days twice a year in June and September.

#### Campus Tours

We run Campus Tours at the Streatham Campus every weekday at 2pm. You'll be shown round by a current student, who'll give you a firsthand account of what it's like to live and study at Exeter. For full details and to book your place, contact us on:

[www.exeter.ac.uk/undergraduate/opensdays](http://www.exeter.ac.uk/undergraduate/opensdays)

Phone: +44 (0)1392 264043

Email: [visitus@exeter.ac.uk](mailto:visitus@exeter.ac.uk)



### Useful web links

Exeter University website: [www.exeter.ac.uk](http://www.exeter.ac.uk)

Undergraduate pages: [www.exeter.ac.uk/undergraduate](http://www.exeter.ac.uk/undergraduate)

Subject website: [www.exeter.ac.uk/sobe/undergraduate](http://www.exeter.ac.uk/sobe/undergraduate)

Virtual tours: [www.exeter.ac.uk/virtualtours](http://www.exeter.ac.uk/virtualtours)

International Office: [www.exeter.ac.uk/international](http://www.exeter.ac.uk/international)

Scholarships: [www.exeter.ac.uk/scholarships](http://www.exeter.ac.uk/scholarships)

Bursaries: [www.exeter.ac.uk/bursaries](http://www.exeter.ac.uk/bursaries)

Students' Guild: [www.exeterguild.org](http://www.exeterguild.org)

This document forms part of the University's Undergraduate Prospectus. Every effort has been made to ensure that the information contained in the Prospectus is correct at the time of going to press. However, the University cannot guarantee the accuracy of the information contained within the Prospectus and reserves the right to make variations to the services offered where such action is considered to be necessary by the University. For further information, please refer to the Undergraduate Prospectus (available at [www.exeter.ac.uk/undergraduate/disclaimer/](http://www.exeter.ac.uk/undergraduate/disclaimer/)).