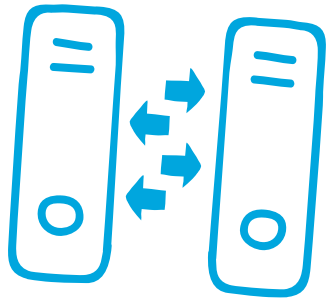




**Do you love the technical detail associated with computing, but want to better understand its interdependence with broader business? Then this course is perfect. You will develop a broad understanding of business theory and study the issues businesses face when developing new IT systems. Alongside this, you will learn how to design, build, and maintain computer systems to achieve strategic objectives.**



## Modules are:

### Level 4

#### Skills for Interdisciplinary Study

Whether it has been years since you studied or you have barely taken a breath since your last essay, this module is the gateway to your brand new course. We will be developing your skills as a learner and helping you look at problems from different perspectives. You will be introduced to your online academic community and discover more about the key skills needed for your course. You will, at the same time, be developing the personal skills demanded by employers to help you to improve your career prospects.

#### Computer Technology

This one's all about systems: hardware, software and the basics of networking. First up, you'll get an overview of system design, before starting to think about the hardware that different users might need. Then it's time to get practical, looking at building and maintaining computer systems.

#### Information Systems in Organisations

Information is power - and businesses know it. That's why this module will help you understand how you might get data, what data you need, and what you want to get out of it.



#### Understanding the Business Environment

How are businesses structured? Who are your stakeholders - and what impact do they have? You'll start to understand the world of business, from basic ideas about supply and demand, to competition, markets and government effects.

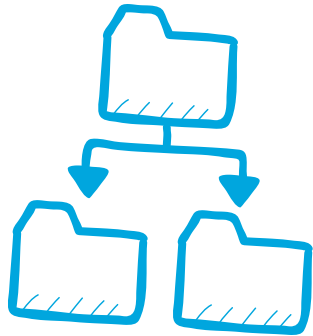
#### Principles of Marketing

Every business needs marketing - and that's why you'll start studying it early in the course. Starting with basic definitions, you'll learn how to analyse businesses and the wider market, breaking markets down into segments and learning to apply dynamic marketing tools.



## People in Organisations

At its heart, business is about people. The most successful organisations are adept at leading, managing, and motivating their people. In this module, you'll explore what makes people tick, how teams work, and how to manage change effectively.



## Level 5

### Research Ethics in Action

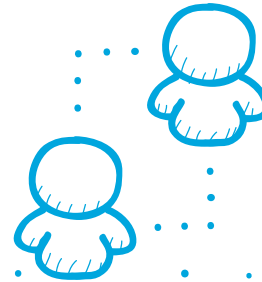
This project will give you the chance to showcase your abilities in a piece of work that you design. You will scope out a project and design a methodology for it, considering different perspectives and developing a range of skills with wide application in the workplace. You will also consider the ethical issues of the work that you are undertaking, giving you a chance to think about how we should incorporate ethics into our decision making. At the end of the module, you will combine all of this in a practical way to your final project.

## Data Communications

So you've got all that data and built an impressive database for it - now how do you transport that information to where it needs to be? Welcome to data communications. You'll find out all about the way that data is moved around a network.

### Quality Systems in IT

This is where you'll find out all about the ISO codes important to the IT industry. ISO stands for the International Standards Organisation and it sets quality standards. You'll find out what can go wrong and how to deliver a gold standard.



## Strategic Information Systems

This module will provide students with an understanding of the role of information systems in business organisations from a strategic perspective. You will look at trends including business intelligence (BI), customer relationship management (CRM), enterprise resource planning (ERP), and business performance improvement (BPI).

### Managing Across Cultures

Today's business is a global business, but national cultures differ, so we need to understand how to respond. How will our products work in different markets? How do we deal with multicultural workforces? This module addresses these and other issues critical to managing in the 21st century.



## Enterprise & Entrepreneurship

Entrepreneurs - whether cut and thrust business people or social enterprise founders - need certain tools and techniques to thrive. From initial innovation, through to start-up and into early growth, this module is about moving forward from big idea to big business.

## Level 6

### Current Trends in Networking

This constantly evolving module looks at leading edge technologies and their impact on people. You'll be evaluating whether a new product is better than the old one, and assessing the impact of innovation in the communications sector.

### Management in IT

By this stage, you'll be thinking pretty seriously about your next steps. We will spend time with you looking at what it takes to be an IT or technology manager. You'll explore how you'd outsource, fit into a business, manage your own department and deal with contractors and consultants.

### Contemporary Management Issues

You'll get right up-to-date with the latest thinking in this module, probing the issues facing managers today, including sustainability, corporate values, and moral and ethical choices. You'll ponder how the world is changing - from the communities we live in, to globalisation and the way the world's economic landscape is evolving.

### International Management

How do international companies work with teams all over the world? You're about to find out. Delving into cultural differences and how to motivate far-flung teams, you'll discover the most effective techniques to manage and work with people in different countries.



### Research Planning & Project

This is the final module of your degree, and gives you the opportunity to specialise in an area of the programme that has interested you the most. It is a major piece of independent work, and throughout your studies we will provide you with the skills needed to complete it. Working with your supervising tutor, you will choose an interdisciplinary area related to your degree to research. You will have the opportunity to apply all the skills you have learned throughout the programme to demonstrate your ability. This will be your chance to showcase the sorts of skills demanded by employers.



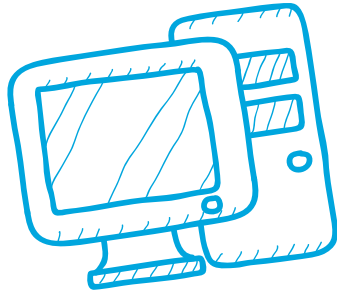


## Course duration and hours of study

This varies depending on your rate of progress - you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within. You can find out more information on the course page.

Visit [www.arden.ac.uk](http://www.arden.ac.uk) or call our admissions team on:

0808 273 9794 for more details.



## Entry requirements

To be eligible for this course you must have either:

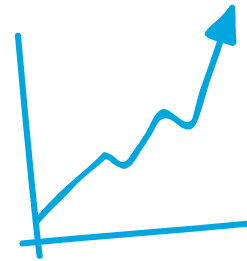
Two subjects at GCE A level or equivalent, plus passes at grade C or above in three subjects at GCSE level or equivalent; or completed a recognised Access Programme or equivalent.

For students whose prior learning was not taught in English:

IELTS 6.0 or equivalent.

## If you have work experience

We're happy to consider an application from you if you can show us you have the motivation to study the programme. This should be evidenced through a personal statement, including references, relevant prior experience, and qualifications.



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COURSE

## How to apply

Visit: [www.arden.ac.uk](http://www.arden.ac.uk)

Email: [admissions@arden.ac.uk](mailto:admissions@arden.ac.uk)

Call: 0808 273 9794