

Centre for Business Information Technology & Enterprise (BITE)

Programmes at Medway Campus



The Centre for Business Information Technology & Enterprise (BITE), part of the University of Greenwich, was established in June 2007, at the Medway Campus, to create degrees and short courses to suit the needs of employers in information technology and business.

BITE draws on the academic expertise of the university's Schools to offer students new integrated programmes with the main purpose of making them employable. These are offered at foundation, Higher National Diploma (HND), Bachelor's, and Master's level. Creativity and innovation, as well as skills in business, IT, interpersonal communication and leadership, are emphasised.

Foundation degrees

Foundation degrees (Fd) are employment-related higher education qualifications designed to meet the requirements of employers. Combining study with work-based learning and practical work experience, they are equivalent to either the first two years of an honours degree or an HND. Students completing foundation degrees can progress to an honours degree programme.

Foundation degrees include:

- **Fd Public Sector Administration and Information Technology**

This degree provides students with the tools, techniques and skills to use IT in delivering services to the public. The programme's strong commercial flavour, aimed at ensuring value to the organisation and meeting customer and stakeholder needs, is complemented by a

focus on using IT in specific projects and organisational change. The specialist courses include: Understanding the Public Sector; and Public Sector Change.

- **Fd Small Business Administration, IT and Web Management**

Managing a business and getting the most out of the Internet are the two key issues for today's small and medium enterprises (SMEs). This programme gives tools, techniques and skills to manage these two key drivers for sustaining business advantage. The specialist courses include: The Entrepreneur and E-Business; and Web Design and Management.

- **Fd Transport, Logistics, Operations and Administration**

This programme gives students the tools, techniques and skills to work at higher levels of the transport and logistics industry. The strong commercial focus ensures that students can build customer value into the supply chains at the heart of the industry. The degree includes the use of new technologies. The specialist courses include: The Transport and Logistics Industry; and Managing Transport and Logistics for Success.

What you study

Students on foundation degrees acquire a range of transferable skills through completing a range of courses. These include Business and Management; Technologies for the Information Age; Leadership and Management; and Deploying Information Technology Systems.

Higher National Diploma

- **HND Business Studies**

The programme is ideal for people wishing to study the full range of business subjects in a vocational context. It provides a thorough grounding in the principles of business and management.

What you study

Students study a range of courses in business and management. In year 1 courses are: Context and Framework of Business; Information Technology; Learning and Communications; Management and Leadership; and Systems Thinking. In year 2 students take: People and Organisations; Purchasing and Distribution; Project Planning; Value Chain Management; and Exploiting Capital and Managing Risk.

Bachelor's degrees

We offer several Bachelor's degrees that conform to the BITE ethos of delivering relevant education for the mastery of tomorrow's commercial challenges. These degrees comprise core courses (listed under *What You Study*, page 4) and specialist courses tailored to each degree.

- **BA Hons Business Administration**

This degree equips students to work in businesses of all sizes and types. Specialist courses include: Value Chain Management; Exploiting Capital and Managing Risk; and Business Innovation and Evolution.

- **BA Hons Business Administration (Extended)**

This programme develops knowledge, skills and attitudes appropriate to administrative and management careers in many areas of business, such as marketing, finance and human resources.

This is an extended programme designed for students whose qualifications do not meet the standard entry requirements for the BA Hons Business Administration programme. Students complete an additional first year, during which they are introduced to a variety of business-related subjects. Students can then choose the three-year degree.

The additional extended year includes: planning and preparation for work and study; introduction to business; ICT; marketing; human resource management and economic issues; and business numeracy.

- **BA Hons Business in Europe (2008 start)**

This degree focuses on the business and technology-based skills required to operate across Europe. Applying technology and communications solutions to European and wider global business is increasingly important in cross-border operations. Specialist courses include: a modern foreign language; Business in Europe, Exploiting Capital and Managing Risk; and International Business Innovation and Evolution.

- **BA Hons Business Technology Management** (2008 start)

Technology is increasingly central to the success of global business. Businesses seeking to sustain market advantage need staff capable of managing complexity, delivering innovative systems and managing the whole life cycle of IT projects, from inception through deployment to operation.

This programme offers technology-focused courses designed to equip you for the business world of the 21st century. These include: Technology Asset Management; Information and Operations; and Consulting for Technology.

- **BSc Hons Information and Communications Technology**

Students gain comprehensive knowledge of IT tools and techniques. The practical focus allows graduates to enter the workplace with a highly marketable range of knowledge, skills and experience. Students explore various tools, languages, methodologies and architectures. The specialist courses include: Software Engineering and Project Management; Database Systems Design and Development; Server Administration; and Advanced Database Systems.

- **BSc Hons Information Technology Management for Business**

This degree, designed to criteria established by e-skills UK and Skills Framework for the Information Age, is supported by leading UK businesses,

government, local authorities and the South East England Development Agency. The programme includes a mix of IT, business and personal development that makes it a blend of traditional degree and graduate training programme.

You learn about: doing business; communicating confidently and getting ideas across; selling concepts and long-term visions; analysing; developing; deploying and managing IT systems for business; managing projects, people and technology; innovating business systems; and teamwork and team leadership.

- **BA Hons Project Management** (2008 start)

This covers multidisciplinary communication and the control of complex operations. Students learn how to manage projects ranging from IT through product development to operational systems change. Specialist project-focused courses include: IT for Project Management; Client and Requirements Management; and Programme Management.

What you study

All the above programmes also have common core courses, giving transferable skills and knowledge. These included Introduction to Business; Communications; Context and Framework of Business; People and Organisations; Information Technology; Systems Thinking; Project Planning; Strategy and Management; and Leadership.

Students also have opportunities for team projects in years 1 and 2, and extended projects in year 3. All these degrees include the opportunity for a sandwich placement, of up to one year, between years 2 and 3.

Master's degrees

- **MSc Information and Communications Technology**
- **MSc Information and Communications Technology (E-Technology)**
- **MSc Information and Communications Technology (Operations Technology)**

The demands placed upon today's engineers require a high degree of competency in a range of disciplines, from analytical skills in technical areas through to professional skills in management and communications. These programmes are designed to help students develop an enhanced knowledge base, both in underlying concepts and specialist areas, in a technical or commercial context. The programmes blend engineering, management and ICT to broaden the skills of the graduate engineer.

Students can study a range of subjects leading to the award of an MSc for the Information and Communications Technology programme. Alternatively, students can take specialist e-technology or operations technology routes by selecting certain options and project combinations. Student selections are reflected in the name of their programme.

What you study

These MSc programmes have core courses of: Strategy and Management; Research Methodology; an Individual Project; and a Dissertation.

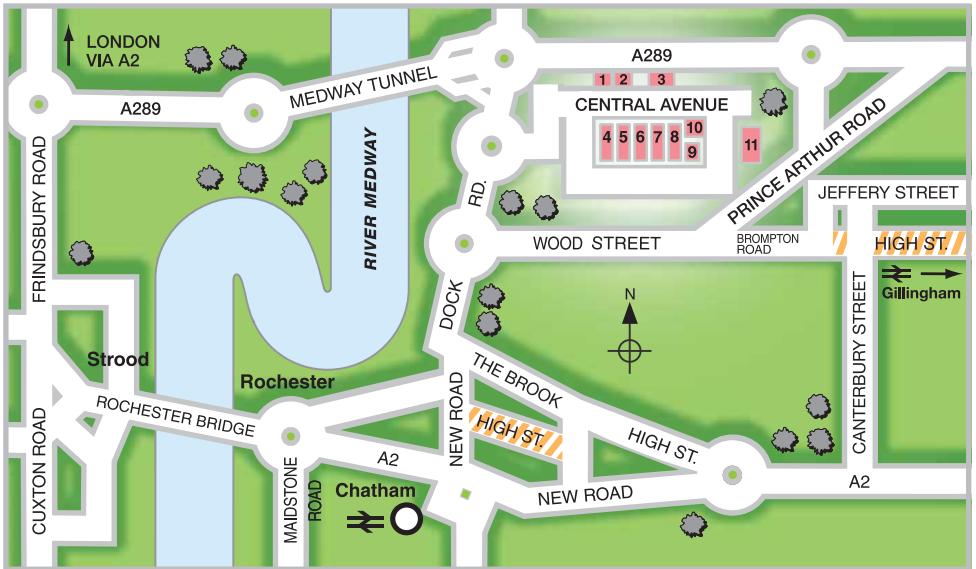
Depending on the route chosen, specialist option courses include: Information and Operations Technology; Supply Chain Management; Developments in Internet Engineering; Robotics; and Engineering Enterprise.



Open Days

To find out more, come along to one of our Open Days at Medway Campus. You can talk to lecturers and tour the facilities. See www.gre.ac.uk/about/open

Wednesday 12 September 2007	10am–3pm
Saturday 20 October 2007	10am–3pm
Saturday 19 January 2008	10am–3pm
Wednesday 30 April 2008	10am–3pm



Key

1	Jellicoe Building	5	Blake Building	9	Hawke Building
2	Pilkington Building	6	Nelson Building	10	Wolfson Centre
3	Drill Hall Library	7	Anson Building	11	Halls
4	Pembroke Building	8	Grenville Building		Pedestrianised area

How to find us

By road

From London/the M25 take the A2 towards Dover. Just before the A2 becomes the M2 move into the left hand lane to join the A289 to Gillingham. Follow signs to Gillingham. As you leave the Medway Tunnel, branch left to bring you out at Chatham Maritime. Then follow signs to the campus.

From east Kent take the A2/M2 towards London. Exit at Junction 4 and take the A278 towards Gillingham. Follow signs to Chatham Maritime/Medway Tunnel (or follow anchor signs). Then follow signs to the campus.

By train

There are frequent services to Chatham and Gillingham from Charing Cross/London Bridge/Cannon Street/Victoria stations. There are also services from Ramsgate and Dover.

By bus

There are a number of bus companies operating services in Medway. You can find a list of these and links to their websites at

www.medway.gov.uk/index/environment/publictransport/buses.





the
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