



**BIRKBECK COLLEGE
(UNIVERSITY OF LONDON)**

BSc (Hons) in Information Systems and Management

**PROGRAMME BOOKLET
(2011/2012)**

This copy is produced for the non-visually impaired. If you need a copy for the visually impaired please contact the Programme Administrator.

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1. GENERAL INFORMATION

1.1 Welcome

Welcome to all students of the BSc in Information Systems and Management. This BSc is an interdisciplinary degree taught jointly by the Department of Computer Science and Information Systems (DCSIS) and the Department of Management. Student intake began in October 1993 and the first graduation was in the summer of 1997. Both departments are contained in the School of Business, Economics and Informatics.

The Programme Director is Professor Stephen Maybank (sjmaybank@dcs.bbk.ac.uk, 020 7631 6446). Steve is a member of the Department of Computer Science and Information Systems which is located in the Main Building of Birkbeck College. The Programme Administrator is Leila Darwish (bscadmin@dcs.bbk.ac.uk, 020 7631 6724).

The Department of Management is located in the Clore Centre in Torrington Square, facing the Birkbeck College Main Building across the square. The Undergraduate Administrators are Sean Gainford (s.gainford@bbk.ac.uk, 020 7631 6761) and Simon Dunderdale (s.dunderdale@bbk.ac.uk, 020 7079 0760).

1.2. Enrolment

Enrolment can be carried out online at www.bbk.ac.uk/mybirkbeck. It is necessary to have a username and a password issued by IT Services. Enrolment should be carried out no later than 1st October 2011, or within two weeks of notification from the Registry that you are eligible to enrol.

1.3. Fees/Finance

Fees may be paid by direct debit in instalments and this is probably the best method to adopt. Additional expenses will be incurred and in particular it is important to budget for the purchase of books. An amount of £250 - £300 per year is normal. The College may be able provide financial support. Please see www.bbk.ac.uk/mybirkbeck/finance/studentfinance/ug_finance.

1.4. Change of Address

If during the year you change your address from your enrolment address, please make sure you inform both the Registry and the Programme Administrator in the DCSIS. Failure to inform the Programme Administrator will mean that you may miss important information concerning the programme and the examinations.

1.5. Workloads

Please note that you are expected to work hard for your degree. Birkbeck offers part-time degrees in four years as compared to the normal full-time degrees of other universities which take three years. There is only one extra year in part-time mode. To maintain equivalent standards you will have to put in a lot of effort. As a minimum you are expected to devote at least as much time outside classes as in classes, i.e. 9 or 10 hours extra a week. Poor attendance at classes and too little study outside the classes usually lead to failure.

1.6. Questions

Any questions or queries concerning the programme should be directed to the Programme Administrator either on 020 7631 6724 or via email at bscadmin@dcs.bbk.ac.uk.

1.7. First Day of Attendance

The autumn term starts the week beginning Monday 3rd October 2011. You should be able to work out when to attend from the information in this booklet.

1.8. First Year Students

The degree programme will commence with an induction evening on Tuesday 4th October 2011. This induction evening replaces the lecture for Introduction to Computer Systems (ICS) normally scheduled for Tuesday evenings in the autumn term. The location for the induction evening will be the usual location for ICS, as shown on the timetable included in this booklet.

1.9. Blackboard

Information about most modules can be found on the Blackboard virtual learning environment. The login page is <http://www.ble.ac.uk>. For further information about Blackboard see <http://www.bbk.ac.uk/elearning/blackboard/>.

1.10. Birkbeck Evening Nursery

Birkbeck College has an evening nursery, which is available for students and current members of staff and accepts children aged 2-10 years. In exceptional circumstances, children up to 12 will be accepted. However, Staff reserve the right not to accept older children if they are disruptive. Full details, including opening times, may be found at www.bbk.ac.uk/nursery.

1.11. Fourth Year Project

The fourth year project, which is compulsory but not timetabled, has a value of 1 unit or 30 credits. There are four types of project: 1. Management; 2. Information Systems Research; 3. Information Systems Development; 4. Computing. Students choosing type 1 or type 2 projects must also take the module Research Methods in Management in year 3. Students choosing type 3 or type 4 projects are not required to take Research Methods in Management, but they may find it useful to do so. **In order to be eligible for an honours degree, it is necessary to pass the fourth year project.** Further information about the project can be found on the BSc in ISM intranet at <http://vili.dcs.bbk.ac.uk/intranet/r/courses/ism/>.

2. TIMETABLE

Dates of term

Autumn Term: Monday 3rd October 2011 - Friday 16th December 2011

Spring Term: Monday 9th January 2012 - Friday 23rd March 2012

Summer Term: Monday 23rd April 2012 - Friday 6th July 2012

CAS

Students studying under the Common Awards Scheme (CAS) must obtain at least 360 credits of which at least 120 credits must be at level 6. Non CAS students must obtain at least 11 units, of which at least 4 units must be at level 6. The total value of the modules taken in a single year should not normally exceed 90 credits or 3 units. In this timetable, modules which are taught in a single term have a value of 15 credits or 1/2 unit. Modules which are taught over two terms have a value of 30 credits or 1 unit.

All modules shown below are taught from 6.00-9.00pm

Lecture Rooms

Information about rooms can be found in MyBirkbeck. You are advised to check before each lecture because room bookings can change at short notice.

Level 5 ITApps modules can be included as options, subject to availability and provided the prerequisites are satisfied. See <http://www.dcs.bbk.ac.uk/itapps/> for further information. If any ITApps modules are of interest, then contact the BSc in ISM Programme Director.

Year 1, Autumn Term

All modules in the table are compulsory.

| Day | Module | Lecturers | Prerequisites | Level |
|------|----------------------------------|--|---------------|-------|
| Mon | | | | |
| Tues | Introduction to Computer Systems | Steve Maybank | None | 4 |
| Wed | Management Studies | Sean Hamil, John Kelly, Sue Konzelmann | | 4 |
| Thu | | | | |
| Fri | Quantitative Methods 1 | Libon Fung, Agnieszka Kulacka | | 4 |

Year 1, Spring Term

All modules in the table are compulsory.

| Day | Module | Lecturers | Prerequisites | Level |
|------|------------------------------|--|---------------|-------|
| Mon | Information Systems Concepts | Roman Kontchakov | None | 4 |
| Tues | | | | |
| Wed | Management Studies | Rebecca Gumbrell-McCormick, Sean Hamil, John Kelly, Sue Konzelmann | | 4 |
| Thu | | | | |
| Fri | Introduction to Programming | Steve Maybank | None | 4 |

Year 2, Autumn Term

All modules in the table are compulsory.

| Day | Module | Lecturers | Prerequisites | Level |
|------|----------------------------|----------------|---------------|-------|
| Mon | Introduction to Accounting | Paul Guest | | 5 |
| Tues | Managerial Economics 1 | Fredenka Rossi | QM1 | 5 |
| Wed | | | | |
| Thu | E-Business | George Roussos | None | 5 |
| Fri | | | | |

Year 2, Spring Term

All modules in the table are compulsory.

| Day | Module | Lecturers | Prerequisites | Level |
|------|--------------------------------|-------------------------------|---------------|-------|
| Mon | Introduction to Accounting | Paul Guest, Barry McCarthy | | 5 |
| Tues | | | | |
| Wed | Software and Programming 1 | Roman Kontchakov | | 5 |
| Thu | Information Systems Management | Andrea Cali | ISC | 5 |
| Fri | | | | |

Year 3, Autumn Term, compulsory modules

| Day | Module | Lecturers | Prerequisites | Level |
|------|------------------------------------|------------------------|---------------|-------|
| Mon | Information Security | Sven Helmer, | | 6 |
| Tues | | | | |
| Wed | Marketing Principles and Practices | Kannika Leelapanyalert | M Studies | 5 |
| Thu | | | | |
| Fri | | | | |

Year 3, Spring Term, compulsory modules

| Day | Module | Lecturers | Prerequisites | Level |
|------|---|---------------------------|---------------|-------|
| Mon | Research Methods in Management (see below)* | Xiaming Liu, Marion Frenz | QM1 | 6 |
| Tues | | | | |
| Wed | | | | |
| Thu | | | | |
| Fri | | | | |

Year 4, Autumn Term, compulsory modules

| Day | Module | Lecturers | Prerequisites | Level |
|------|---|---------------------------------|---------------|-------|
| Mon | Strategic Management | Odile Janne, Chahrazad Abdallah | M Studies | 6 |
| Tues | | | | |
| Wed | Social and Organisational Issues in Computing | Brian Gannon | | 6 |
| Thu | | | | |
| Fri | | | | |

Year 4, Spring Term, compulsory modules

| Day | Module | Lecturers | Prerequisites | Level |
|------|-------------------------------|-------------|---------------|-------|
| Mon | | | | |
| Tues | | | | |
| Wed | | | | |
| Thu | Strategic Information Systems | Dave Wilson | Strategic M | 6 |
| Fri | | | | |

Years 3 and 4, Autumn Term, optional modules

| Day | Module | Lecturers | Prerequisites | Level |
|------|--|------------------------------|---|-------|
| Tues | Software and Programming 2 | Trevor Fenner, Keith Mannock | SP1 | 6 |
| “ | Financial Management (Formerly Capital Markets and Corporate Finance. The second half of this 30 credit module runs in the spring term.) | Libon Fung, Mark Green | QM1, M Econ 1, IA | 6 |
| Wed | Marketing Strategy | Peter Trim | MPP | 6 |
| Thu | Artificial Intelligence with Web Applications | Dell Zhang | Years 1 and 2 of the BSc in ISM or FDIT | 6 |
| “ | Organizational Behaviour | Linda Trenberth, Etyln Kelly | M Studies | 5 |
| Fri | Quantitative Methods 2 | Xiaming Liu | QM1 | 5 |
| “ | Principles of Geographical Information Systems (Sch. of Geography. The second half of this 30 credit module runs in the spring term.) | Joana Barros | Experience using PC software | 6 |
| “ | Calculus 2 (Sch. of Economics, Mathematics and Statistics. The second half of this 30 credit module runs in the spring term.) | | A Level Mathematics | 5 |

Years 3 and 4, Spring Term, optional modules

| Day | Module | Lecturers | Prerequisites | Level |
|------------|--|---|---|--------------|
| Mon | Research Methods in Management* (see note below) | Xiaming Liu, Marion Frenz | QM1 | 6 |
| Tues | Financial Management (Formerly Capital Markets and Corporate Finance. The first half of this 30 credit module runs in the autumn term) | Libon Fung | QM1, M Econ 1, IA | 6 |
| Wed | Database Management | Peter Wood | ISC, ISM, CSEP | 6 |
| “ | Employment Relations and HRM | Rebecca Gumbrell-McCormick, John Kelly, Linda Trenberth | M Studies | 5 |
| “ | Computer Networking | Andrea Cali | None | 6 |
| Thu | Management of Innovation | Marion Frenz, Lawton Smith, Archibugi | M Studies | 6 |
| “ | Operations Management | John Kelly, Amit Kakkad | M Studies | 5 |
| “ | International Business | Paz Estrella Tolentino | M Econ 1 | 6 |
| Fri | Commercial Law for Business | Linda Trenberth, Jacqueline Bartley | | 5 |
| “ | Middleware | Keith Mannock | Experience with web applications and Java | 6 |
| “ | Principles of Geographical Information Systems (Sch. of Geography. The first half of this 30 credit module runs in the autumn term.) | Joana Barros | Experience using PC software | 6 |
| “ | Calculus 2 (Sch. of Economics, Mathematics and Statistics. The first half of this 30 credit module runs in the autumn term.) | | A Level Mathematics | 5 |

* Research Methods in Management is obligatory for those students who intend to choose a type 1 project (Management) or a type 2 project (Information Systems Research).

3. COMPULSORY MODULES

The summaries of all the compulsory modules are given below. The DCSIS modules are given first, followed by the Department of Management modules.

The information in the module summaries may change. In particular, you are advised **not** to purchase books until after the first meeting of any particular module. Confirmation of the recommended books should be provided in the first meeting.

COMPUTER SCIENCE MODULES

E-business
COIY042H5

Level 5

Short name: EBUS

Lecturer: George Roussos

Online material: [Module web pages](#)

Outline. The module is an introduction to the basic concepts of e-business and e-commerce, including presentation and discussion of the strategies and technologies involved. It discusses basic concepts of e-commerce, discusses and explains theoretical and practical issues of conducting business over the internet and the Web, and presents methods for evaluating user needs. Topics covered include:

- E-business Infrastructure
- Selling and Marketing on the Web
- Web Server Hardware and Software
- Business-to-Business Strategies
- Virtual Communities
- Web Portals
- E-commerce Software
- Payment systems
- Security
- User Experience

Aims. The aim of this module is to present and discuss concepts and challenges of e-business, including a balanced coverage of both the technical and the management (operational, tactical and strategic) aspects of successful e-business. It covers business strategies, and technologies involved in the design and deployment of business on the internet and World Wide Web.

On completion of the module, students should be able to:

- discuss modern computing infrastructures from the perspective of the internet and organisations
- discuss and explain theoretical and practical issues of conducting business over the internet and the Web
- reflect on general principles revealed through practical exploration of specific tools, techniques and methods in e-business.

Assessment: A 4000-word essay (25%) and a two-hour written examination (75%)

Recommended Reading

Schneider G (2009), E-business, 8th edition.

Information Security
COIY045H6

Level 6

Short name: ISEC

Lecturer: Sven Helmer

Online material: [Module web pages](#)

Aims. Information security is about protecting information (and information systems) against unauthorised access and tampering. Avoiding security breaches has a high priority for organisations storing and handling confidential data. This module provides students with an introduction to information security. This covers technical aspects, such as cryptography, but also extends to management aspects, such as security policies, as having the technical infrastructure in place is only part of the solution. Students will learn how to employ technical solutions effectively in an organisation-wide context.

Syllabus

- Overview of Information Security
- Access Control Matrix Model
- Security Policies
- Social Engineering
- Basic Cryptography
- Key Management
- Cipher Techniques
- Authentication
- Identity Management
- Access Control Mechanisms
- Confinement
- Assurance and Trust

Prerequisites: None

Assessment: Two-hour written examination (80%) and practical coursework (20%).

Recommended Reading

Bruce Schneier, Applied Cryptography, John Wiley & Sons, 1996, ISBN 0-471-11709-9

Matt Bishop, Computer Security: Art and Science, Addison-Wesley, 2002, ISBN 0201440997

Information Systems Concepts
COIY016H4

Level 4

Short name: ISC

Lecturer: Roman Kontchakov

Online material: [Module web pages](#)

Outline. The goal of this module is to introduce the basic concepts of information systems and basic techniques for systems analysis & design.

Aims. On completion of this course a sound student will have a preliminary understanding of object oriented technology; know a process through which information systems are developed; be able to build requirements models for information systems using UML 2.

Syllabus

- What Are Information Systems
- Problems in Information Systems Development
- Avoiding the Problems
- What Is Object-Oriented
- Modelling Concepts
- Requirements Capture
- Requirements Analysis
- Refining the Requirements Model
- Object Interaction
- Specifying Operations
- System Design
- Human Computer Interaction
- Software Development Methodologies

Prerequisites: None

Coursework: Two in-class tests and one group project.

Assessment: Coursework (20%) and Examination (80%).

Recommended Reading

Bennet S, McRobb S & Farmer R (2010): Object-Oriented Systems Analysis and Design using UML, 4/e, McGraw-Hill. ISBN 0077125363

Information Systems Management
COIY019H5

Level 5

Short name: ISM

Lecturer: Andrea Cali

Online material: [Module web pages](#)

Outline. This module serves as a link between the modules taught by management and those taught in the DCSIS by treating technical subjects from an organisational perspective.

Aims

On completion of this course a student will:

- Understand the need and processes of factoring systems into architectures and layers
- be able to normalise data structures to the third normal form
- know how to design classes for object oriented systems
- know how to use a statechart to define object and class behaviour
- be able to express detailed process logic in multiple forms e.g. structured English, decision tables, etc.
- be able to develop PERT and GANNT charts and explain the organisational issues surrounding project management

- understand the form use and purpose of middleware in modern organisations and be able to make appropriate decisions about its evaluation and deployment
- have an insight into the meaning of knowledge management in modern organisations

Syllabus

- Architectures and Layers.
- Normalisation.
- Object Design.
- Detailed Process Design.
- Software Testing.
- Quality Management.
- Project Management Techniques.
- Managing Projects.
- Prototyping.
- Performance, Measurement & Evaluation.
- Knowledge Management.
- Cost-Benefit Analysis.
- Human-Computer Interaction.

Prerequisites: Information Systems Concepts

Coursework: two in-class tests

Assessment: Examination (75%) and in-class tests (25%)

Recommended Reading

Bennet S, McRobb S & Farmer R (2006): Object-Oriented Systems Analysis and Design using UML, 3/e, McGraw-Hill. ISBN 0077110005.

Introduction to Computer Systems

Level 4

BUCI008H4

Short name: ICS

Lecturer: Steve Maybank

Online material: [Module web pages](#)

Syllabus

- history of computing
- number representations
- Boolean algebra
- data storage
- structure of a computer
- file management
- algorithms
- relational databases

Prerequisites: None

Assessment: One two-hour written examination (80%) and an in-class test (20%)

Recommended Reading

Brookshear, J.G. (2011), Computer Science: an overview, 11th edition, Addison Wesley

Introduction to Programming
BUCI007H4

Level 4

Short name: ITP

Lecturer: Steve Maybank

Online material: [Module web pages](#)

Syllabus

- context of Java
- integrated development environment
- variables
- number types
- arithmetic and Boolean operations
- if and switch statements
- loops
- methods
- arrays
- examples of algorithms

Prerequisites: None

Assessment: One two-hour written examination (80%) and an in-laboratory test (20%)

Recommended Reading

Horstmann, C. (2010), Java for Everyone. Wiley.

Project
COIY032S6

Level 6

Projects Coordinator: Steve Maybank

The project must be taken in the fourth year. There are four types of project, labelled 1 to 4. A project of Type 1 or Type 2 can be chosen only if the module Research Methods in Management is taken in year 3. For further information, see the BSc in ISM Project Briefing document on the Departmental intranet at <http://vili.dcs.bbk.ac.uk/intranet/r/courses/ism/projbase.shtm>.

Recommended reading

C.W. Dawson, Projects in Computing and Information Systems: a students guide. Addison Wesley (2005).

Social and Organisational Issues in Computing
COIY030H6

Level 6

Short name: SOIC

Lecturer: Brian Gannon

Online material: [Module web pages](#)

Aims. This module aims to raise awareness about social implications, rights and duties related to actions we take in our role as computer scientists. This will be achieved by a combination of lectures and seminars given by students.

Syllabus

- Data Protection
- Freedom of Information
- Governance and Accessibility
- Intellectual Property
- Computer Misuse
- Software Services and the Law
- Employment
- Career Development
- Setting-up a Company
- E-commerce

Coursework: Essay, Presentation

Assessment: Examination (80%), Essay (10%), Presentation (10%)

Recommended Reading

Frank Bott: Professional Issues in Information Technology. BCS. 2005.

Software and Programming I COIY018H5

Level 5

Short name: SP1

Lecturer: Roman Kontchakov

Prerequisites: None. However, a general familiarity with computer programming is assumed and successful completion of the module Introduction to Programming would be advantageous.

Aims. On successful completion of this module, students should be able to understand and explain basic procedural and object-oriented features of the Java programming language. In addition, they will be able to edit, compile and run small Java programmes using the BlueJ integrated development environment.

Syllabus

- review of primitive data types and arrays
- branching and loops
- objects and classes
- methods and constructors
- instance and static variables and methods
- public and private access
- inheritance and polymorphism
- exception handling
- strings and input/output
- basic data structures and algorithms
- recursion

Assessment: Examination (80%) and two in-class tests (20%)

Reading list

Horstmann, C. (2010), Java for Everyone. Wiley. ISBN 978-0-471-79191-1

Strategic Information Systems
COIY031H6

Level 6

Short name: SIS

Lecturer: Dr. David W. Wilson

Outline. This module is the keystone of the BSc in Information Systems and Management, building on both the Management and Information Systems skills that the students have developed in the Programme. It ties the study of management and computing together at the top level and focuses on issues that bring modern partially automated organisations, competitive advantage.

Prerequisites: none

Coursework: in-class mock exam (16%) presentation (24%)

Aims. Following study of the unit students will be able to contribute to IS Planning and Strategy formulation in corporate enterprises and complex administrations. They will have a deep understanding of a Socio-Technical approach to the deployment of Information Technology in modern organisations. They will have an understanding of frameworks for analysing strategic issues of IS deployment and a familiarity with the most cogent current issues. They will develop confidence in addressing an audience and skills of explanation and persuasion.

Syllabus

- IS,IM,IT Strategy
- Alignment & Maturity
- Packages & Information Infrastructures
- The CIO & IT Governance
- Knowledge Management
- Outsourcing & Offshoring
- Evaluation & Risk Management

Assessment: Examination (60%): in-class mock exam (16%) presentation (24%)</assessment>

Reading list

Strategic Information Management Robert D Galliers & Dorothy E Leidner, Routledge ISBN 0 415 99647 3

Selected Research Papers

DEPARTMENT OF MANAGEMENT MODULES

INTRODUCTION TO ACCOUNTING

MOMN073S

Monday, Autumn & Spring Terms

Convenor: Dr Paul Guest

Lecturers: Dr Paul Guest and Mr Barry McCarthy

Aims

This course aims to provide the principles and practice of financial and management accounting. It intends to enable students to:

- understand information contained in the published financial statements of companies and other organizations;
- prepare accounting statements; and
- develop knowledge and understanding of the application of different management accounting techniques.

Objectives

Subject Specific

By the end of the course, students will be able to:

- state the uses and users of accounting information;
- explain and apply accounting concepts, principles and conventions;
- record basic accounting transactions and prepare annual financial statements;
- analyse, interpret and communicate the information contained in basic financial statements, and explain the limitations of such statements;
- explain the role of management accounting within an organisation and the needs for management information;
- understand the principles of costing and apply them in straightforward scenarios;
- understand the basic principles of performance management; and
- understand the basic principles of budgeting and apply them

Intellectual

- to integrate subject matter studied on related modules and to demonstrate the multi-disciplinary aspect of practical financial and management problems

Practical

- to be more proficient in researching materials on the internet and Library database.

Personal and Social

- through group and class discussion and case study, students will learn to appreciate public speaking and presentation.

- The syllabus includes: introduction to financial accounting; accounting concepts; double-entry bookkeeping; preparation of balance sheets and profit and loss accounts; principal sources of finance for companies; accounting ratios; limitations of conventional financial statements; costing for planning; decision making and control; accounting for materials; labour and overheads; absorption costing; marginal costing and break even analysis; budgetary control; standard costing and variance analysis; cash budgeting and management of working capital; and investment appraisal, including payback period, return on investment and discounted cash flow.

Students are required to prepare answers to numerical exercises, which are reviewed in weekly seminars/workshops, and to prepare material for discussion topics.

Textbook

'Accounting: An Introduction' (AAI) by Peter Atrill and Eddie McLaney [Prentice-Hall, 4th edition, 2008].

Assessment

One three-hour written examination (100%)

MANAGEMENT STUDIES

MOMN036S4

Wednesday, Autumn and Spring Terms

Convenors: Mr Sean Hamil and Professor John Kelly

Lecturers: Mr Sean Hamil, Professor John Kelly and Dr Sue Konzelmann.

This course is an introduction to management theory and practice. It serves as a foundation upon which more specialised modules can be built, and covers the fundamentals of organization structure and change; planning, strategy and decision-making; marketing; human resource management; leadership, groups and teams; corporate governance, social responsibility and business ethics.

Aims

The principal aim of the course is to introduce the social scientific study of management.

Learning outcomes

On successful completion of the course, the student will:

- Understand the ways in which different aspects of management behaviour have been analyzed by social scientists
- Appreciate different ways of thinking about contemporary issues in management and organizations
- Understand the connections between different management functions

Reading

Abdallah, C., Hamil, S, Kelly, J, and Konzelmann, S (2010) *Management Studies*, Pearson.

Assessment

Spring Term coursework (20%) to be submitted by **Thursday 16 February 2012**.

Additional writing assignments and tests throughout the year (15%).

One two-hour examination (65%).

MANAGERIAL ECONOMICS 1

MOMN012H5

Tuesday, Autumn Term

Convenors: Dr Luca Andriani and Dr Frederica Rossi

Lecturers: Dr Luca Andriani and Dr Frederica Rossi

Managerial Economics 1, which is compulsory for students in the BSc Information Systems and Management and the Foundation Degree in Management programmes, is identical with the first half of Managerial Economics. It covers basic microeconomics: demand, supply, and market equilibrium analysis; production and cost analysis; profit maximization in various market structures.

Aims

This module aims:

- At a specific level, to train undergraduate students in management programmes to become planners of business strategy through a better understanding and prediction of the economic forces shaping real-world business decisions; and
- At a more general level, to strengthen the analytical and critical thinking skills of undergraduate students in management programmes.

Objectives

On successful completion of the module, students should:

- have appreciated the practical utility of traditional and modern microeconomic tools to identify and implement appropriate business strategies in a given situation; and
- have developed the widely transferable analytical and critical thinking skills.

Pre-requisite

Quantitative Methods 1

Assessment

One two-hour written examination (75%), and continuous assessment (25%).

MARKETING PRINCIPLES AND PRACTICES

MOMN043H5

Wednesday, Autumn Term

Convenor: Dr. Kannika Leelapanyalert

Lecturer: Mr. Khamid Irgashev

This module provides students with a general understanding of the basic concepts and practices of marketing and the marketing management process; and provides an overview of the operation of the marketing function and its relationship with other functions across a wide range of (profit-seeking and not-for-profit) organizations. The course encourages students to apply marketing thinking to organizational management with particular emphasis on an analytical approach. Recent developments in technological and global marketing are considered. Topics addressed include: understanding the role of marketing in organizations; the psychology of buyer behaviour; analysing marketing opportunities; market segmentation; the marketing mix; the impact of the Internet; services marketing; fundamental principles of market research; formulating marketing strategy.

Aims

The module has two main aims:

- to provide students with a critical understanding of the basic concepts and practices of marketing and the marketing management process; and
- to provide an overview of the operation of the marketing function within a wide range of (profit-seeking and not-for-profit) organizations.

Objectives

By the end of the module the student will be able to demonstrate an understanding of the fundamental importance and role of marketing in organizations, and link theory and practice. Therefore:

- outline the classical marketing approach and recent developments to this;
- analyse marketing opportunities;
- demonstrate an understanding of buyer behaviour and apply a customer focus;
- describe the fundamental principles of market research;
- discuss the need for a professional approach to marketing (including market segmentation, pricing, managing distribution, and crafting a promotion strategy); and
- evaluate the impact of new technologies and globalisation on the marketing function.

In addition students will have gained an understanding of the following:

- application of marketing principles and practices;
- evaluation of marketing issues;
- the ability to design marketing plans and strategies; and
- the ability to discuss and communicate marketing-oriented problem-solving skills within groups.

Main Text

Jobber, D., (2009) Principles and Practice of Marketing, 6th Edition, Maidenhead: McGraw Hill.
ISBN:9780077123307

Supplementary Reading

Brassington F. and Pettit, S., (2006) Principles of Marketing, 4th Edition, London: F.T. Prentice Hall
Palmer A., (2009) Introduction to Marketing, Theory and Practice, 2nd Edition, Oxford: Oxford University Press

Web-based support will be available on Blackboard (and from the book publishers).

Pre-requisite

Management Studies.

Assessment

One two-hour written examination (65%) and coursework (35%).

Coursework to be submitted by Wednesday 16th November 2011

The coursework is an essay of 2,500 words on a relevant marketing or marketing related theme.

QUANTITATIVE METHODS 1

MOMN022H4

Friday, Autumn Term (Bloomsbury)

Thursday Autumn Term (Stratford)

Convenor: Dr Libon Fung

Lecturer: Dr Agnieszka Kulacka

Aims

This module provides students with an introduction to statistical methods. It introduces issues related to basic statistics relevant to business and management problems. It prepares students for quantitative techniques which will be required in marketing, economics, finance and accounting applications and for the research project. Subjects covered include data and descriptive statistics, probability, probability distributions including binomial, normal and Poisson distributions and statistical inference.

Objectives

By the end of the module, the students will have acquired a basic understanding of quantitative statistical methods and be able to apply them in quantitative approaches to management problems.

Main Text

Nieuwenhuis, G (2010) *Statistical Methods for Business and Economics*, McGraw-Hill Education

Supplementary Text

Upton, G and Cook, I T (2000) *Introducing Statistics*, Oxford University Press.

Weekly exercises will be assigned and discussed in group tutorials.

Assessment

One two-hour written examination (75%) and mid-term test delivered online(25%).

RESEARCH METHODS IN MANAGEMENT

MOMN035H6

Monday, Spring Term

Convenor: Professor Xiaming Liu

Lecturer: Professor Xiaming Liu

The module provides students with the necessary knowledge and understanding to critically appraise published work in the area of management, and the necessary skills to design their own research proposal and project.

Aims

The module aims to provide students with:

- the theoretical foundations of social science research, including different research philosophies and research designs;
- understanding of the difference between quantitative and qualitative research; and
- familiarity of a number of research methods which can be used to undertake data collection and analysis

Objectives

On completion of this module students should have acquired:

- an understanding of the problems involved in formulating a research question;
- the ability to formulate a research proposal, critically review the literature and undertake data collection and analysis; and
- the skills to interpret complex data and complete the research project.

Pre-requisites

Quantitative Methods 1 and Data Analysis for Business

Key Reading

Collis and Hussey (2009), *Business Research: A Practical Guide for Undergraduate and Postgraduate Students*, 3rd edition, Palgrave Macmillan: Basingstoke.

De Vaus, D (2005) *Research Design in Social Research*, Sage Publications: London.

Pallant, J. *SPSS Survival Manual: a Step by Step Guide to Data Analysis using SPSS*, Open University Press, Latest edition.

Further Reading

Cooper, D.R. and Schindler, P.S., *Business Research Methods*, McGraw Hill, latest edition.

Saunders, M., Lewis, P. and Thornhill A. (2002), *Research Methods for Business Students*, Harlow: Prentice-Hall/Financial Times, Third Edition.

Assessment

One two-hour written examination (65%) and project proposal (35%).

Project proposal to be submitted by Tuesday 27 March 2012

STRATEGIC MANAGEMENT

MOMN069H6

Monday, Autumn Term

Convenor: Dr. Odile Janne

Lecturer: Dr. Odile Janne

Aims

This course introduces theories of strategic management, as practised in business organisations. Subjects covered in the syllabus include corporate strategy, international and global strategy, the strategic thinking process, strategic alliances and the organisational forms best suited to formulating strategy and implementing strategic change.

The course has two main aims:

- to provide students with a full understanding of the basic concepts and practices involved in business strategy and the process of formulating a business strategy; and
- to provide an overview of the role played by strategic management in a wide range of business organisations

Objectives

By the end of the course the student will:

- have a sound grasp of the basic ideas behind thinking on strategic management as it has developed over the last thirty years
- be able to understand the broad range of theoretical approaches to strategic management in business firms, and the contributions of significant writers on strategic management

- be able to analyse case studies of strategies in business organisations in the context of the relevant theoretical literature and practically apply the knowledge and skills acquired during the module
- develop ability to work as a group and presentation skills

The main text is de Wit B. and Meyer R. (2010), *Strategy: Process, Content, Context: An International Perspective* (4th Revised edition), Cengage Learning EMEA.

Further material will also be used from Johnson, G; Sholes, K, and Whittington, R., (2010), *Exploring Strategy text only plus MyStrategyLab*, 9th edition, Pearson Education Limited - Financial Times Prentice Hall.

Pre-requisite

Management Studies

Assessment

One two-hour written examination (65%) and coursework (35%)

Coursework to be submitted by 5 December 2011.

4. COMMON AWARDS SCHEME (CAS)

Introduction

1. The majority of Birkbeck's undergraduate programmes are offered as part of the College's Common Awards Scheme. Programmes within the Scheme have common regulations, and a common structure, and this makes it possible for you to take modules from programmes across the College which are outside of your normal programme (subject to programme regulations and timetable constraints).
2. This is a brief introduction to the Common Awards Scheme. Further details on programme regulation and areas of interest are available on the Registry website:

<http://www.bbk.ac.uk/mybirkbeck/services/rules>

Structure of Programmes

3. All programmes offered as part of the Common Awards Scheme consist of modules, each of which is "credit-rated". In order to achieve your award you will need to gain at least the following, and meet the requirements outlined in your programme specification:

| Qualification | Credits needed | Minimum at upper level | Maximum at lower level | Number of Birkbeck modules |
|-------------------------------------|--|------------------------|---|----------------------------|
| Honours Degree | 360 | 120 level 6 | 120 at level 4 (level 4 modules are not included in the calculation for the final classification) | 12 modules |
| Graduate Diploma | 90 (some Birkbeck Graduate Diplomas require 120 credits) | 90 level 6 | 30 level 5 (120 credit Diplomas only) | 3/4 modules |
| Graduate Certificate | 60 | 45 level 6 | 15 level 5 | 2 modules |
| Foundation Degree | 240 | 90 level 5 | 120 at level 4 | 8 modules |
| Diploma of Higher Education | 240 | 90 level 5 | 120 at level 4 | 8 modules |
| Certificate of Higher Education | 120 | 90 level 4 | 30 at A Level or NVQ level 3 | 4 modules |
| Certificate of Continuing Education | 60 | 60 level 4 | 60 level 4 | 2 modules |

4. Each undergraduate degree programme has three levels – level 4 (certificate), level 5 (intermediate) and level 6 (honours). The Common Awards Scheme offers, for undergraduate programmes, half modules (15 credits), modules (30 credits) or double modules (60 modules).
5. The detailed requirements for each programme are published in the relevant programme specification. Each module on a programme is designated as one of the following:

| | |
|-------------------|---|
| core | the module must be taken <u>and passed</u> to allow the student to complete the degree |
| compulsory | the module must be taken, and Programme Regulations must stipulate the minimum assessment that must be <i>attempted</i> |
| option | students may choose a stipulated number of modules from a range made available to them. Option modules are clearly identified in Programme Regulations. |
| elective | students may replace an option module with modules from another programme, subject to approval of Programme Directors, availability of places and timetable requirements. |

Modules may also be designated as **pre-requisite** modules, meaning they must be taken and passed to allow for progression to a specified follow-up module.

Degree Classification

6. An honours classification may only be awarded for undergraduate honours programmes (single, joint and major/minor) once the programme requirements have been fulfilled. **In order to be eligible for honours in the BSc in Information Systems and Computing, it is necessary to pass the project.** The degree classification formula is as follows:
 - a) Module results at Level 4 DO NOT contribute to the determination of classification.
 - b) Each module has a weighting (w),- level 5 modules have a weighting of 1, and level 6 modules have a weighting of 2.
 - c) Each module has a value (v), where v= one thirtieth of the credit value of the module.
 - d) Each module has a result (m), assigned by the relevant board of examiners
 - e) The weighted average result will be calculated by the sum of the products (w*v*m) for all level 5 and 6 modules, divided by the sum of the products (w*v)
 - f) The final degree classification is decided by the relevant board of examiners – as a guide, results are usually in line with the following:

| | |
|----------------------|--|
| First: | 70% or above for the average weighted module results |
| Upper Second: | 60% or above for the average weighted module results |
| Lower Second: | 50% or above for the average weighted module results |
| Third: | 40% or above for the average weighted module results |
7. If you have accumulated 300 credits and passed all the prescribed core modules, but have not fulfilled the requirements for honours then you may be eligible for a pass degree.

8. Certificates of Higher Education and Diplomas of Higher Education may be awarded with Distinction, usually where the weighted average of the modules taken exceeds 70%. Full details on how an award of distinction may be made are available in the Regulations for Taught Programmes of Study.
9. Graduate Certificates and Graduate Diplomas may be awarded with Merit or with Distinction. A Merit is usually awarded where a student has achieved an average result of between 60% and 70% for modules taken at level 6, while a Distinction is usually awarded where a student has achieved an average result of over 70% for modules taken at level 6. Full details are available in the Regulations for Taught Programmes of Study.

Failure and Re-assessment of a Module

10. The Regulations for Taught Programmes of Study outline how a Sub-board of Examiners should treat a failed module when considering progression and awards. However, each Sub-board of eExaminers is responsible for judging, within these regulations, whether a fail can be “compensated” (ie whether you can be awarded credit for that module even if you have not actually passed), whether you will need to re-take the module (see paragraph 11) or whether you will be able to attempt a re-assessment (see 12)
11. For any module on an undergraduate programme, if you fail to pass a module at your first attempt then you may be “re-assessed” or you may be required to “re-take”. Re-assessment is where a student will re-attempt a failed element of a failed module; it does not require attendance at lectures and seminars. A re-take requires attendance at the module’s lectures and seminars as well as another attempt at the assessment. A decision on whether you will be permitted to be re-assessed in one or more elements of a module that has not been passed is at the discretion of the sub-board of examiners.
12. A Sub-board of Examiners may offer an alternative form of assessment for failed elements as part of a re-assessment regime.
13. The timing of any re-assessment will be at the discretion of the Sub-board of Examiners; this will normally be either at the next normal assessment opportunity or in some instances before the beginning of the next academic year.
14. You will normally be offered three attempts at passing a module (the original attempt plus two further attempts, each of which will either be a re-assessment or a re-take). After this, if the module has not been passed it will be classed either as a “compensated fail” (see 15) or a fail. In some cases this will mean that it will not be possible for you to gain the award that you have registered for; in such cases, your registration will normally be terminated.
15. If your module result is between 30 and 39% your Board of Examiners may award a “compensated fail”. This will mean that you retain the module result, but are awarded credit for that module. A Foundation Degree may be awarded to a student carrying no more than 30 credits as compensated fail, and a BA / BSc may be awarded to a student carrying no more than 60 credits as compensated fail. A core module may not be treated as a compensated fail; core modules must be passed in order to gain the award.

Common Award Scheme Policies

1. As part of the introduction of the Common Awards Scheme, the College has implemented a number of College-wide policies. The full policies can be seen at <http://www.bbk.ac.uk/mybirkbeck/services/rules>
Some brief details on key policies are included here:

Late Submission of work for assessment

2. College policy dictates how Schools will treat work that is due for assessment but is submitted after the published deadline. Any work that is submitted for formal assessment after the published deadline is given two marks: a penalty mark of 40% for undergraduate students, assuming it is of a pass standard, and the 'real' mark that would have been awarded if the work had not been late. Both marks are given to the student on a cover sheet. If the work is not of a pass standard a single mark is given.
3. If you submit late work that is to be considered for assessment then you should provide written documentation, medical or otherwise, to explain why the work was submitted late. You will need to complete a standard pro-forma and submit it, with documentary evidence as appropriate, to your Tutor or Programme Director. The case will then be considered by the appropriate sub-board or delegated panel.
4. If no case is made then the penalty mark will stand. If a case is made and accepted then the examination board may allow the 'real' mark to stand.

Assessment Offences

5. The College Policy on Assessment Offences incorporates the College policy on plagiarism.
6. The policy describes two stages in the process for dealing with assessment offences (which include plagiarism, collusion, examination offences and other offences). The first stage allows for a formal school investigation, of an allegation; Stage 2 involves a centrally convened panel for serious offences, dealt with under the Code of Student Discipline.
7. The College treats all assessment offences seriously. It makes strenuous efforts to detect plagiarism, including using web-based software that can provide clear evidence. If you are in any doubt as to what constitutes acceptable conduct you should consult your personal tutor or another member of academic staff. The College has a wide range of sanctions that it may apply in cases of plagiarism, including the termination of a student's registration in the most serious cases.

Mitigating Circumstances

8. The College Policy on Mitigating Circumstances determines how Sub-boards of examiners will treat assessment that has been affected by adverse circumstances. Mitigating Circumstances are defined as unforeseen, unpreventable circumstances that significantly disrupt your performance in assessment. This should not be confused with long term issues such as medical conditions, for which the College can make adjustments before assessment (for guidance on how arrangements can be made in these cases please see the College's Procedures for Dealing with Special Examination Arrangements).
9. A Mitigating Circumstances claim should be submitted if valid detrimental circumstances result in:
 - a) the late or non-submission of assessment;

- b) non-attendance at examination(s);
 - c) poor performance in assessment.
10. For a claim to be accepted you must produce independent documentary evidence to show that the circumstances:
 - a) have detrimentally affected your performance or will do so, with respect to 9a, 9b and 9c above;
 - b) were unforeseen;
 - c) were out of your control and could not have been prevented;
 - d) relate directly to the timing of the assessment affected.
 11. Documentation should be presented, wherever possible, on the official headed paper of the issuing body, and should normally include the dates of the period in which the circumstances applied. Copies of documentary evidence will not normally be accepted. If you need an original document for another purpose, you should bring the original into the Departmental Office so that a copy can be made by a member of College staff. (Where a photocopy is made by a member of staff they should indicate on the copy that they have seen the original).
 12. Discussing your claim with a member of staff does not constitute a submission of a claim of mitigating circumstances.
 13. You are encouraged to submit your claim for mitigating circumstances in advance and at the earliest opportunity. The final deadline for submission of a claim is *normally* 1 week after the final examination unless otherwise stated by your Department. Where possible, claims should be submitted using the standard College Mitigating Circumstances claim form (available from your Department office) which should be submitted in accordance with the procedure for submission published by your Department. Claims should always be supported by appropriate documentary evidence.
 14. You should be aware that individual marks will almost never be changed in the light of mitigating circumstances. Assessment is designed to test your achievement rather than your potential; it is not normally possible to gauge what you would have achieved had mitigating circumstances not arisen. Where mitigating circumstances are accepted, and it is judged by an examination board that these circumstances were sufficiently severe to have affected your performance in assessment the usual response will be to offer you another opportunity for assessment without penalty, at the next available opportunity.
 15. Guidance on what may constitute acceptable mitigating circumstances is available as an appendix to the policy, available from <http://www.bbk.ac.uk/mybirkbeck/services/rules> or your Departmental office; you should note that this is not an exhaustive list, and that each case will be treated on its merits by the relevant sub-board or delegated body.

Break-in-Studies Policy

16. The Common Awards Scheme regulations allow you to suspend studies for a maximum of two years in total during your programme of study. This may be for one period of two years, or for non-consecutive shorter periods (see 17) that add up to a total of two years or less.
17. Any break-in-studies on an undergraduate programme would normally be for a minimum of one year; breaks may also be permitted for a period of one or two terms, dependent on the structure of the programme.
18. Any application for a break-in-studies should be made in writing to your programme director or personal tutor. If you are applying for an approved break-in-studies, you should give details of the length of the proposed break and the reasons for the application.
19. You will not be liable for fees while on an approved break-in-studies. If you have attended for part of a term you will normally be liable for the fees due in that term.

20. If you are on a break-in-studies you will not have access to the Library or ITS unless you make an application and pay the appropriate fee to use these facilities. Applications must be made directly to the Library and/or ITS.
21. If you do not re-enrol after having completed two years of break-in-studies you will be deemed to have withdrawn from your programme. If you wish to resume your programme after having been withdrawn, you will normally be required to re-apply for admission.

Other Policies

22. In addition to the policies above, other College academic-related policies include:

Accredited Prior Learning
 Termination of Registration
 Procedures for Dealing with Special Examination Arrangements
 Suspension of Regulations
 The Operation of Boards and Sub-Boards of Examiners
 The Role of External & Intercollegiate Examiners
 Marking and Moderation
 Feedback on Assessment

To see these policies, please see the Common Awards Scheme website:

<http://www.bbk.ac.uk/reg/regs>

23. The College also operates a Procedure for Appeals Against Decisions of Boards of Examiners; this is also available from this website.

5. DEGREE REGULATIONS FOR PRE-CAS STUDENTS

Award of a degree is obtained upon the successful completion of modules with a total value of 11 or more units over four years.

Year 3 and 4 modules are normally weighted double in the assessment of the classification of the degree.

5.1. Scheme for the Award of Honours

For Honours the regulations are:

(a) An honours degree in Information Systems and Management requires the completion of modules to a value of 11 units. A pass degree can be awarded if a candidate passes a minimum of 9 units. Candidates will not be considered for Honours if they do not pass the final year project.

(b) Students who fail any module may resit the examination for that module on the next normal occasion on which it is examined. Students may resit an examination on no more than two occasions.

(c) Methods of examination of modules will vary. Assessment of each module will be by procedures as approved by the Teaching Committee.

(d) For consideration of Honours, marks obtained for all modules studied in the College under the Scheme will be counted. The weighting scheme for modules will be:

| | |
|--------------------|----------|
| Level four | Weight 1 |
| Level five and six | Weight 2 |

Only candidates who pass the final year project will be considered for honours. In arriving at a degree classification, the examiners will normally expect a student to have passed most papers at or near the class of degree awarded.

(e) Candidates will normally be expected to complete their degree in four years. Entry or re-entry to modules beyond that time is subject to the approval of the Programme Director.

Candidates who have failed to achieve a minimum of 9 passes after having taken modules with a total of 11 units may, where appropriate, be reassessed on up to two occasions on modules which they have failed, subject to the provisions of the University regulations. Readmission to the College to repeat a programme is at the discretion of the Programme Director in consultation with the tutors concerned.

(f) Candidates will normally be expected to have passed (or been exempted) from modules to a value of 2½ to 3 units in each year of the programme.

5.2. Internal Scale of Marks

The scale of marks that will be used for the purposes of honours classification is:

| | |
|------|-----------------------------------|
| 1 | 70-100% first class honours |
| 2.1 | 60-69% upper second class honours |
| 2.2 | 50-59% lower second class honours |
| 3 | 40-49% third class honours |
| Fail | 39% and below |

6. IT SERVICES (ITS)

Access to College IT facilities and services is controlled by using a username and password. IT Services (ITS) usernames and passwords are allocated to registered students of Birkbeck College.

Accepted applicants for undergraduate and postgraduate degree courses will receive details from ITS of the username and password for the purpose of on-line enrolment. Following completion of enrolment, registered students will be able to access the full range of IT services. Details of the allocated email address and an *Overview to ITS for Students* are included in the communication students will receive from ITS. Please note the account and email address are not operational until the enrolment has been completed, until then the username and password can only be used for on-line enrolment.

Returning students should continue to use the same account they were previously allocated. If you forget your password, visit www.bbk.ac.uk/its/mycomputeraccount - if you have registered an external email address with the Registry then it may be possible to send you a new password, otherwise you will have to contact the ITS Helpdesk.

You are expected to be familiar with the College Computing Regulations which are available at: http://www.bbk.ac.uk/hr/policies_services/policies_az/computing_regulations

ITS resources include:

- PC workstation rooms
- Wireless network
- Wide range of general office and specialist computer applications
- Web-based electronic mail
- Blackboard Virtual Learning Environment
- Assistive technology facilities

- Training workshops and self-training materials
- Remote access to College electronic resources and services from home or work

You can find out more about these services and others by visiting our website at: www.bbk.ac.uk/its

Your Birkbeck email address will be used for official Birkbeck correspondence so you should check it at least once a week. Alternatively you can forward all email sent to this address to another email address that you do regularly check, instructions on how to do this are on the ITS website.

There is a text message news flash service which enables students to receive free urgent messages from the College via their mobile phones. You are encouraged to subscribe. Full details are available at: www.bbk.ac.uk/its/services/sms

Students are allocated personal storage space on a networked file server. Files will remain on the server for one year after you leave.

Your ITS username, password and email address will normally remain valid as long as you remain a paid up undergraduate or postgraduate student of Birkbeck College. However, if we have reason to think that the security of an account has been compromised your account could be suspended without warning and you will need to visit the ITS Helpdesk to have it reinstated.

| ITS Helpdesk Opening Hours | | |
|--|------------------|---|
| Ground Floor, Malet Street Main Building | | |
| Term time: | Monday to Friday | 9:00am to 8:00pm |
| Vacations: | Monday to Friday | 9:00am to 6:00pm |
| Tel: 020 7631 6543 | | Email: its-helpdesk@bbk.ac.uk |

Your ITS username and password will not necessarily work on systems that are locally managed by Schools or departments. Schools/Departments provide details of access to these.

7. LIBRARY SERVICES

Although lectures and computing sessions are essential elements of your course, success in learning depends largely on the reading and research that you undertake. Most items on module reading lists can be found in the Birkbeck and Institute of Education Libraries and it is important that you familiarise yourself with these Libraries as soon as you can. At postgraduate level, you will also be expected to use other libraries during your studies.

The entrance to Birkbeck Library is on the ground floor of the main building in Malet Street. Your College ID card gives you automatic access to the Library. There is no need to register. The opening times of the Library are designed to meet the needs of part-time students in full-time work – see <http://www.bbk.ac.uk/lib/> for details of opening hours.

You can borrow up to 15 items and they can be renewed as long as no-one else requests them. Most books can be borrowed for 3 weeks. Some books, videos and DVDs can be borrowed for 1 week. A few items can only be issued for 1 day. There is also a Reading Room Collection with reference access to key course readings.

Please be a responsible Library user. The smooth running of the Library depends on your co-operation. Please renew or return items promptly, especially if someone else has requested them. If you fail to return items on time you will incur fines and your borrowing rights will be suspended. Students who have overdue items at the end of the academic year will have examination results withheld until the items are returned.

You can access a whole host of electronic journals and databases from any PC in College. The majority of resources can also be accessed from outside College with your IT Services (ITS) username and password.

The Library website is at <http://www.bbk.ac.uk/lib>. As well as giving comprehensive information about the Library's services and collections, you can also:

- Search the Library catalogue, renew your books and place reservations on items that are out on loan.
- Read articles in over 25,000 electronic journal titles and newspapers.
- Search databases to help you find out what has been written about the subject you are researching, including the *ACM* and *IEEE Digital Libraries*, *Business Source Premier*, *Nexis UK* and the *Science and Social Sciences Citation Index*.
- Access past exam papers.
- Work through *LIFE* – an online tutorial to help you make the most of the Library.

Birkbeck students can also use a range of other libraries. Students have reference access to most University of London college libraries. In addition, postgraduate students can join the *SCONUL Access Scheme* which allows access to most other higher education libraries with limited borrowing rights. See the Library web site for more information.

If a book you need is not available in the Library or you require any assistance using the resources or finding information, please ask at the Help Desk. Telephone: 020 7631 6063. Alternatively, contact your Subject Librarian, **Kate Purcell**, directly. Telephone: 020 7631 6062. Email k.purcell@bbk.ac.uk

Birkbeck eLibrary

As well as its physical holdings, the Library has a comprehensive range of e-resources including bibliographic databases (which tell you what has been written on a topic), and electronic journals. Most of the electronic resources can be accessed from outside the College using your IT Services username and password. If you did not receive this upon enrolment, please ask for them at IT Services reception (Malet Street).

The LAMP Service (**LibrAry Materials by Post**) is a subscription based service which enables you to have books and photocopies of articles posted to your home address. You may find it particularly useful if you are not able to visit the library frequently. Birkbeck students with disabilities may be able to join the service for free on the recommendation of the College Disability Officer, Mark Pimm. If you think you may be eligible for free membership, please first contact Mark Pimm in the Disability Office.

The College Library also runs an interlibrary loan service to enable you to obtain copies of books and articles not held in its own collections. As it can take a couple of weeks to obtain copies of requested materials, you are advised to plan ahead in your general reading and essay preparation so as to make use of this facility. Please note: a charge of £1 will be made for each interlibrary loan request received and there is a limit of 10 requests in progress at any one time.

An introduction to the Library and bibliographical skills is timetabled at the start of your course at which you will meet the Subject Librarian who looks after the collection. They will introduce you to the Library and its electronic resources. In addition, the Library has an online tutorial called LIFE (Library Induction for Everyone) which is always available: <http://www.bbk.ac.uk/lib/life/> which has a module in it on 'Researching a topic'.

8. STUDENTS' UNION

You are automatically a member of the Birkbeck Students' Union, the University of London Union and NUS upon taking up the offer of a place to study at Birkbeck. NUS cards are available online (NUS Extra) or from the Union Office, Malet Street. Application can be made to become a member of the International Students' Association by completing a form that can also be obtained from their shop.

Location and Telephone: Offices on the 4th Floor of the extension building in Malet Street. General Union Office is in Room 456, Tel: 020 7631 6335. Enquiries: administrator@bcsu.bbk.ac.uk . Visit the website at <http://www.birkbeckunion.org/> .

Counselling

The Students' Union offers counselling free of charge.

9. DISABILITY

At Birkbeck there are students with a wide range of disabilities including dyslexia, visual or hearing impairments, mobility difficulties, mental health needs, HIV, ME, respiratory conditions etc. Many of them have benefited from the advice and support provided by the College's disability service.

The Disability Office

The College has a Disability Office located on the main corridor of the Malet Street building. We have a Disability Service Manager, Mark Pimm, and a Disability Advisor, Steve Short.

Mark is your first point of referral for disability enquiries at the College whilst Steve is for dyslexia. They can provide advice and support on travel and parking, physical access, the Disabled Students' Allowance, special equipment, personal support, examination arrangements etc. If you have a disability or dyslexia, we recommend you come to our drop in session where we can discuss support and make follow up appointments as necessary. The drop in sessions are between 4pm and 6pm Monday to Friday.

At your first appointment at the Disability Office they will ask you to complete a Confidentiality Consent Form. This allows you to state who in the College can be informed of your disability. Remember, if you wish, we do not need to inform people of the exact nature of your disability, just your disability related needs.

They will also complete an Individual Student Support Agreement form, confirming your support requirements and send this to your School and relevant Departments at the College so they are informed of your needs.

Access at Birkbeck

Birkbeck's main buildings have wheelchair access, accessible lifts and toilets, our reception desks have induction loops for people with hearing impairments and we have large print and tactile signage. Disabled parking, lockers, specialist seating in lectures and seminars and portable induction loops etc can all be arranged by the Disability Office.

The Disabled Students' Allowance

UK and most EU students with disabilities on undergraduate and postgraduate courses are eligible to apply for the Disabled Students' Allowance (DSA). The DSA usually provides **thousands of pounds worth of support** and all the evidence shows that students who receive it are more likely to complete their courses successfully. The Disability Office can provide further information on the DSA and can assist you in applying to Student Finance England for this support.

The Personal Assistance Scheme

Some students need a personal assistant to provide support on their course, for example a note-taker, sign language interpreter, reader, personal assistant, disability mentor or dyslexia support tutor. Birkbeck uses a specialist agency to recruit Personal Assistants and they can assist you with recruiting, training and paying your personal assistant. Please contact Steve for information on this scheme.

Support in your School

The provision which can be made for students with disabilities by Schools is set out in the Procedures for Students with Disabilities. This is available from the Disability Office and the Disability website (see below).

As mentioned above your School will receive a copy of your Individual Student Support Agreement from the Disability Office. This will make specific recommendations about the support you should receive from the School.

Support in IT Services and Library Services

There is a comprehensive range of specialist equipment for students with disabilities in IT Services. This includes software packages for dyslexic students (TextHELP Read and Write and Inspiration), screen reading and character enhancing software for students with visual impairments, specialist scanning software, large monitors, ergonomic mice and keyboards, specialist orthopaedic chairs etc. For advice and assistance please contact Disability IT Support. There is also a range of specialist equipment in the Library including a CCTV reading machine for visually impaired students as well as specialist orthopaedic chairs and writing slopes. The Disability Office refers all students with disabilities to the Library Access Support service who provides a comprehensive range of services for students with disabilities.

Specific Learning Difficulties (Dyslexia)

Mature students who experienced problems at school are often unaware that these problems may result from their being dyslexic. Whilst dyslexia cannot be cured, you can learn strategies which make studying significantly easier. If you think you may be dyslexic you should contact Steve, he can screen you and where appropriate refer you to an Educational Psychologist for a dyslexia assessment. These assessments cost £215. Some students can receive assistance in meeting this cost from their employer. In exceptional cases students may receive assistance from the Access to Learning Fund.

Examinations

Students with disabilities and dyslexia may be eligible for special arrangements for examinations e.g. extra time, use of a word processor, amanuensis, enlarged examination papers etc. In order to receive special arrangements a student must provide Medical Evidence of their disability (or an Educational Psychologist's Report if you are dyslexic) to the Disability Office. For School examinations you should contact your Programme Director to request special arrangements at least 2 weeks before the examination. For main College summer examinations you are given the opportunity to declare that you require special provision on your assessment entry form. Students who require provision should then attend an appointment with the Disability Office to discuss and formalise the appropriate arrangements. The closing date for making special examination arrangements in College examinations is the 15th March and beyond this date consideration will only be given to emergency cases.

The Disability Handbook

The Disability Handbook provides detailed information on the support available from the College. Copies are available from all main reception areas, the Disability Office and from the College disability web site at: <http://www.bbk.ac.uk/mybirkbeck/services/facilities/disability>

For further information or to make an appointment to see Mark or Steve, please call Steve Short (Disability Advisor) on 020 7631 6336 or email disability@bbk.ac.uk.

Disability and Student Support Team Contact details:

Mark Pimm

Disability Co-ordinator
Room G057 Registry
Birkbeck College
Malet Street
London WC1E 7HX
Telephone: 020 7631 6315
Email: m.pimm@bbk.ac.uk

Steve Short

Disability Administrator
Room G057 Registry
Birkbeck College
Malet Street
London WC1E 7HX
Telephone: 020 7631 6336
Email: disability@bbk.ac.uk

10. CAREER GUIDANCE

Most students are interested in developing their careers, either within their current field of work or in a completely new direction. **The Specialist Institutions' Careers Service [SICS]**, part of The Careers Group, University of London, offers great expertise and experience in working with students and graduates of **all** ages and at **all** stages of career development. And it's Birkbeck's next-door neighbour!

During term-time they offer an Early Evening Advisory Service specifically and exclusively for evening students and a Drop-In Advice Service, which is always very popular with the Birkbeck students.

Longer Advisory Interviews can be arranged if necessary - for complete career beginners, for people wanting a practice job interview, and for every stage and situation in between.

They also offer Psychometric Testing and Personality Assessment Workshops, Employer Presentations, Computer-based Career Guidance Programs, Insight Career Courses as well as invaluable information on Course Funding.

For more information and opening times visit the SICS website at: <http://www.careers.lon.ac.uk/sics> .

11. EXAMINATIONS

Examinations usually take place over a three week period (it can be slightly longer) beginning at about the middle of May of each year and are held **during the day** (not in the evening). Students need to ensure that they are able to attend the examinations for each module they are taking. The examination timetable is usually available in late March or early April.

Examinations Regulations will be received from Registry prior to the examinations and must be strictly followed. Students should take care not to place themselves under suspicion in any way during examinations. Such care should include divesting themselves of all revision notes before entering the examination venue. Students who are found cheating will be severely dealt with.

11.1. Marking

All examination scripts are double marked. They are marked first by an examiner, usually the person who initially set the examination, and secondly by another examiner, usually someone else in the Department. The scripts are then approved by an external examiner (someone from outside the College, e.g. from another university). The external examiner is able to look at every script but generally only reviews a selection of scripts to see if the standard of marking is consistent with other universities.

11.2. Past Examination Papers

Past papers are available in electronic form via the library web site at <http://www.bbk.ac.uk/lib/elib/exam>.

11.3. Examination Entry Forms

As an enrolled student on the programme, you are not automatically entered for examinations. It is your responsibility to enter for the appropriate examinations each year. To enter you must fill in an *Examination Entry Form* on the MyBirkbeck web pages. The Examinations Office will contact students by email, to ask for confirmation of the modules in which they are to be examined. In cases of difficulty, advice should be sought from the Programme Director. Late submission of the Examination Entry Form may result in you being excluded from the Examination Halls.

If you have been advised to re-take a module there may be a timetable clash. In such cases you should discuss your situation with the Programme Director who will normally advise that you "knock forward" the

module displaced by the re-take. The Programme Director may withdraw a module from your examinations if these rules are breached.

11.4. Results

Detailed examination results can only be communicated by the Registry. You should not ask the module lecturers, Programme Administrator or Programme Director about your examination marks. Module lecturers may supply coursework marks but these cannot be taken as the final coursework marks. Each student will receive a written statement of their module marks each year from the Registry and these should be preserved carefully. You will also be written to by the Programme Director to inform you of the decision of the Progression Board as to whether you can proceed to the next year of study. If your results are poor then you may be excluded from the programme. Please note that if you have a debt with the College you will not be informed of your examination results or of your progression until the debt is paid. You will not be allowed to proceed with the programme. Delays may occur if you have not returned books to the library.

12. OTHER INFORMATION

12.1 Organisation of Terms

Birkbeck College operates a term system with three terms per academic year. Normally, teaching takes place in the autumn and the spring terms. Those modules taught in the autumn term are revised in the first two weeks of the summer term and those modules taught in the spring term are revised in weeks three and four of the summer term. Summer term teaching is usually on the same week day as in the earlier terms and usually in the original room. These rules may vary, for example if there is a clash with a bank holiday.

Revision sessions are very important, and you are strongly advised to attend them.

12.2 Returning to Study

Some new students will not have studied for some time, perhaps since school, and returning to education can prove difficult. The necessary study skills have sometimes been lost (or perhaps never obtained). For some these skills are easily developed but others need to study how to study. There are a number of books and guides on the subject which should prove helpful.

The following study guides are in the College library.

- A. Northedge, *The Good Study Guide*, Open University Worldwide, 2005.
- L. Marshall and F. Rowland, *A Guide to Learning Independently*, Longman 2001.

The following book, which is also in the College library, covers essay writing,

- G.J. Fairbairn and C. Winch, *Reading, Writing and Reasoning: a Guide for Students*, Open University Press, November 1996.

The College offers learning support and skills training. See <http://www.bbk.ac.uk/mybirkbeck/services/facilities/support>

12.3 Communication and email

Information is communicated to students in a number of ways, including

- announcements in classes and on lecturers' home pages;
- Blackboard virtual learning environment;
- student e-mail;
- the Programme web pages;
- the undergraduate bulletin board in the DCSIS intranet.

E-mail

All BSc students will be connected to the College e-mail system upon registration with IT Services (ITS) (Note ITS registration is not the same as College Registration/Enrolment.) Access to the e-mail software and your messages is made from the PCs in the various laboratories.

Because of the part-time nature of the degree much use is made of e-mail and the programme web site, including the circulation of important information about the programme and administrative arrangements. You should, therefore, regularly look at your e-mail messages and at the undergraduate bulletin board in the DCSIS web pages. We make an assumption that you will do so. **Failure to read your e-mail or the undergraduate bulletin board is not a legitimate excuse for being unaware of information which has been circulated.** We find that students tend to look at their e-mail on a regular basis when they are undertaking a module that involves logging on to the PCs but they tend to forget when their modules do not involve use of the PCs. You should make sure that you regularly check your e-mail and the programme web pages.

If you wish to send a message to another BSc ISM student, then you should address the e-mail to `username@students.bbk.ac.uk`. To send a message to a member of staff see their e-mail addresses which are available from <http://www.dcs.bbk.ac.uk/dept/staff05.asp>

12.4. The Programme Web Site

The Programme home page, from which all the other BSc in ISM pages can be reached easily, is <http://www.dcs.bbk.ac.uk/courses/ism/>. Information which pertains to one module only, e.g. the times of in-class tests and coursework deadlines, is the responsibility of the module tutor and is likely to be announced in class or posted on Blackboard. It is the responsibility of the student to find out the times for in-class tests.

A list of useful web pages is included as the last item in this booklet.

12.5. British Computer Society (BCS) Accreditation

Exemption (Certificate, Diploma & Diploma Project) and accredited as partially meeting the educational requirement for IEng registration for a period of five intakes, from the 2006 intake up to and including the 2010 intake, in the part-time mode, conditionally, as follows:

Conditions:

1. Students must take the module Social and Organisational Issues in Computing.
2. Students must pass, at the first attempt, a practical and problem-solving project; type 3, Information Systems Project or type 4, Computing Project.

12.6. Prizes

In 1998, 2000 and 2002 BSc in ISM students took shares of the Sir Edward Stern Prize which is awarded to outstanding undergraduate students in a commercial field of study in the University of London. In 2000 a BSc IS&M student won the Silberfeld Prize which is awarded to the best Science Graduate in the College.

12.7. Submission of coursework

Most modules include course work assessments which contribute to the overall mark for the module. Coursework should be handed in on time and any late submission, without adequate reason, will be penalised. Submission of coursework may be paper based or it may be electronic, via the Blackboard virtual learning environment, as stipulated by the module tutor.

All paper based coursework for Computer Science modules should be prefaced with a completed copy of the form available from the BSc in ISM web pages. A list of received coursework will be displayed on the

intranet pages or in Blackboard. It is your responsibility to ensure that receipt of your coursework has been logged.

Some items of coursework are received in electronic form e.g. program source code, web pages etc. The responsibility of ensuring receipt of such items still rests with the student. Students must also submit an appropriate coursework form even for electronically submitted coursework.

Coursework policies vary across the College. The above policies apply to modules taught by the DCSIS.

12.8. Personal Tutors

At the beginning of the autumn term new students will be allocated a Personal Tutor. Birkbeck College is committed to helping students achieve their full potential and the Personal Tutor is an important element of this commitment. The Personal Tutor is the first port of call for general advice and information. Specific difficulties should be discussed with the Personal Tutor and any illness or personal problems that may affect students' performance should be communicated to the Personal Tutor. Questions and issues relating to a particular module would in the first instance normally be directed to the lecturer concerned with that module.

12.9. Financial Difficulties

Students who encounter financial difficulties should see the Programme Director to discuss a way forward. Students who fail to pay their fees are ineligible to continue the programme in any way and are ineligible to sit examinations. Any student who has a debt to the College at the end of the academic year will not be informed of his or her marks until the debt has been cleared. This may result in a delay in progression or a delay in the award of a degree.

12.10. Staff/Student Exchange Committees

Student representatives of each year of the degree sit on the Staff/Student Exchange Committee which usually meets once in the autumn term and once in the spring term. The Committee is a forum for an exchange of views, suggestions, feedback and the discussion of any problems, in relation to the degree programme and the various modules.

12.11 Locations

MAIN BUILDING (MB) is the main College building in Malet Street. This houses the Library, some lecture rooms and the computer laboratories.

The CLORE MANAGEMENT CENTRE (CMC) is where the Department of Management is located. It is in Torrington Square behind the Main Building.

GORDON SQUARE is situated north of Malet Street towards Euston Station.

RUSSELL SQUARE is to the east of Senate House.

UCL. The Roberts building is opposite Waterstones on Torrington Place. Foster Court is off Malet Place which is North of Malet Street, The Rockefeller building is on the corner of Gower Street and University Street opposite the Cruciform building. See map available at: www.ucl.ac.uk/maps.

12.12. Contacts

Department of Computer Science and Information Systems

BSc Programme Administrator, 7631 6724, bscadmin@dcs.bbk.ac.uk

Adam Towner, Assistant School Manager, adam@dcs.bbk.ac.uk

Steve Maybank, BSc Programme Director, 7631 6446, sjmaybank@dcs.bbk.ac.uk

Department of Management

Sean Gainford, Programme Administrator, 020 7631 6761, s.gainford@bbk.ac.uk
Simon Dunderdale (s.dunderdale@bbk.ac.uk 020 7079 0760).

Useful Web Pages

Programme home page: <http://www.dcs.bbk.ac.uk/courses/ism/>

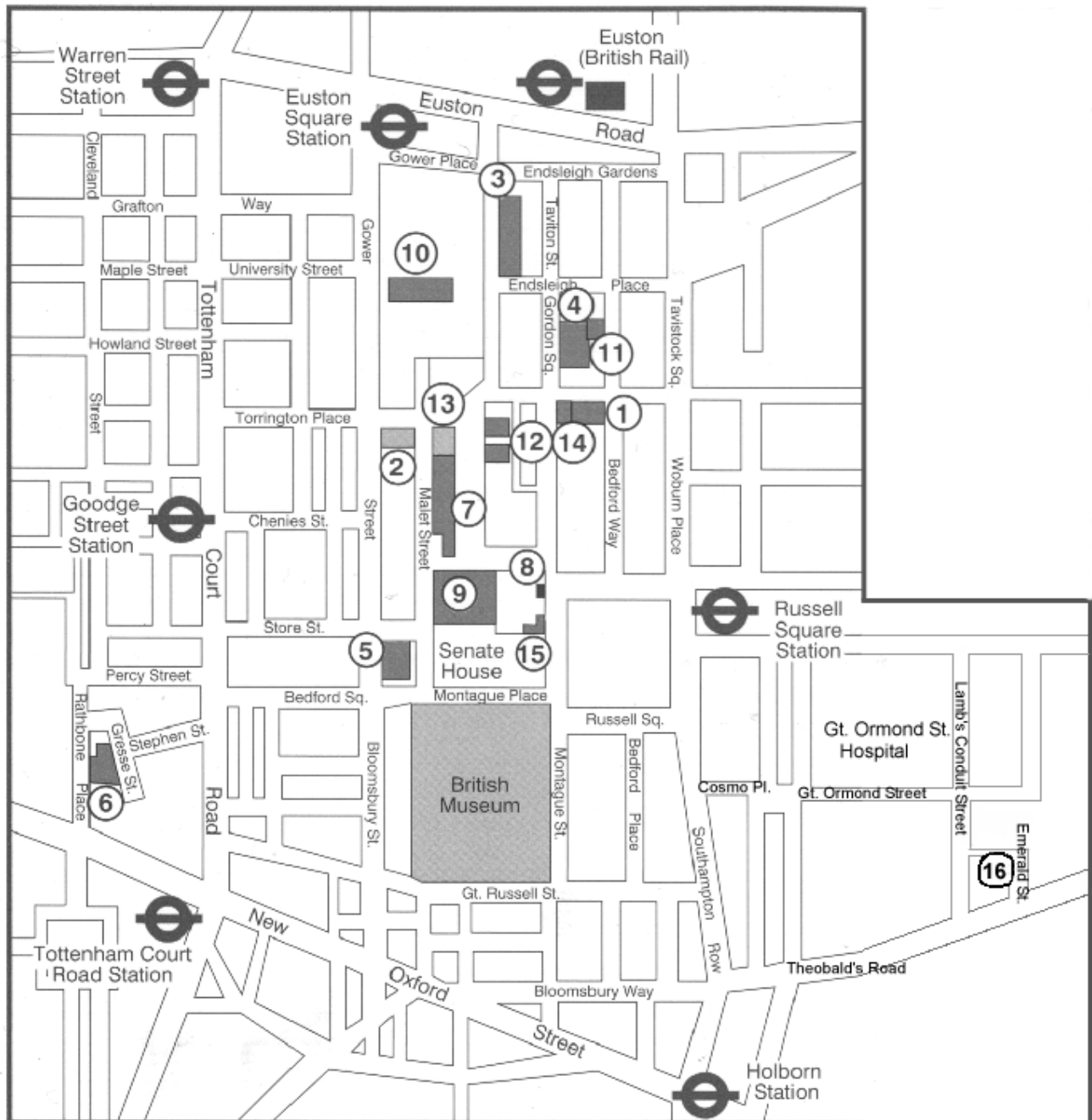
Undergraduate Bulletin board:

<http://www.dcs.bbk.ac.uk/intranet/courses/fdit/whiteboard/index.pl>

Staff (Computer Science): <http://vili.dcs.bbk.ac.uk/dept/staff05.asp>

Staff (Management): <http://www.bbk.ac.uk/management/our-staff>

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| Department of Computer Science and Information Systems Birkbeck College University of London Malet Street London WC1E 7HX | Tel: 020 7631 6700 Fax: 020 7631 6727 Web: www.dcs.bbk.ac.uk |
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- 1) 26 Bedford Way
- 2) Waterstones Bookshop
- 3) Gordon House and Ingold Laboratories
- 4) 39-47 Gordon Square.
- 5) 10-16 Gower Street
- 6) 7-15 Gresse Street
- 7) Main Building
- 8) 26 Russell Square

- 9) Senate House (North Block)
- 10) South Wing, UCL
- 11) 32 Tavistock Square
- 12) 27,28b,32 Torrington Square
- 13) University of London Union
- 14) Nursery, 59 Gordon Square
- 15) 30 Russell Square
- 16) London Knowledge Lab