BN3369 – ADVANCED BUSINESS COMPUTING

Module Number: BN3369

Module Title: Advanced Business Computing

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Member Responsible for the Module:

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Operations & Information Management Group

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Availability: Please use online booking system(http://wass.aston.ac.uk/wass) or group administrator, John Morley, ABS266, Extension 3236

Other Staff Contributing to the Module: None

Pre-Requisite(s) for the Module: None

Module Learning Outcomes:

Upon successful completion of the module students will be able to:

- Demonstrate an understanding of one of the more recent developments in business computing,
- Demonstrate the ability to deploy the above appropriately, and
- Demonstrate the set of transferable skills to work with foundation technology of e-Business.

Module Content:

The module will be divided into two halves. In the first half an introduction to some of the basic IT technology that is required to support e-Business will be given. In parallel students will analyse a case scenario and will submit an outline design of the e-Business facilities that they recommend as meeting the requirements of the organisation presented in the scenario. The submission will define performance only and will assume that mechanisms will be found to implement them. This design process will be undertaken in small groups of four or five in order to foster imaginative and extensive interpretations of the requirements.

The second half of the module will focus on identifying the detailed elements of a required mechanism and building a working implementation that meets the target

design specifications. This will be mounted on a server made available to support this module. This work will also be done in small groups to share the load associated with routine or foundation work and to ensure that feedback and practical advice is available quickly.

The module is designed to provide students with appropriate knowledge and understanding combined with practical experience of its use. The practical experience is an important part of this module as it widely recognised that weaknesses in a theoretical understanding of IT are quickly manifest when it is applied. It is important that the weaknesses in understanding are identified and remedied during the module.

International Dimensions:

Web Design is viewed as an international process.

Corporate Connections:

This is a hands-on IT development module but the case used throughout the module is closely based on a local company.

Links to Research:

This module provides foundational competence for the comprehension of relevant research and development. The relevance of the content and the learning outcomes are informed by the instructors research.

Learning and Teaching Rationale and Methods:

The module will be based on all the stages of a development project from the initial specification and design through to its implementation on a www server. Students will be deemed to have recently joined a development company and are to work on their first assignment for them. A case scenario will be provided which students will analyse and create a development proposal to be put to the client concerned. The client will respond to the proposal and agree to aspects of it being implemented as a pilot or demonstration application. The final stage of the practical work will be the development of the pilot application which will be demonstrated to the client for comment and feedback.

The first part of the module will focus on developing an understanding of the technology including the development process, the basic features of the World Wide Web, the nature and role of servers and browsers, the nature and use of web protocols and the mechanisms for creating interactive web sites. Where appropriate the technology and development methodology will be illustrated in workshop sessions. This will provide the basic understanding of IT technology that is needed to enable students develop practical skills in using it.

Much of the second half of the module will be taken up with practical development work for which tutorial support will be given during and outside scheduled workshop sessions.

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Contact and directed learning:

Lectures	10 hours
Tutorials	12 hours
Demonstration to client	1 hours
Practical Work	30 hours
Coursework preparation	24 hours
Private Study	21.5 hours
Examination	1.5 hours
Total	**100 hours**

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback Rationale and Methods:

There are two items of assessed group work, worth 45% in total and one item of individual work worth 55%. The group work is viewed as the product of a development team (an expected work environment for business and IT students) in which coordinated working is a key requirement. Working in this way will enable the module to include a more substantial development than could be achieved by individual students. The teams will prepare agreed contribution weightings for each of the group assessments.

The group work is designed to capitalise on the different experiences of students without discounting individual capability. The first task will be to develop a system development proposal in response to a client request. This is will be worth 20% and is designed to reflect the ability of students to conceive of suitable eBusiness applications in terms that a client can appreciate. The submitted proposal will be assessed according to the contribution it makes within the setting of the scenario - that is its quality as a proposal document for a potential client of an e-Business development.

The second element of coursework requires the team to demonstrate their development to their client (or a representative of the client) and this will be worth 25%. Team members should be able to respond to questions about the development posed by the client or a technical advisor to the client. Failure to contribute to the demonstration will result in an automatic zero mark.

The individual work weighted at 55% will be an examination paper consisting of two parts weighted 60:40 lasting 1 1/2 hours. The first part will consist of an exercise in identifying and writing requirements. The second part will consist of short questions to establish the extent of understanding across the learning outcomes, including, but not exclusively, students' understanding of relevant technical and programming skills.

Students are encouraged to utilise lecturer office hours to obtain more detailed feedback and advice.