University of
Strathclyde
Business
School

BA (Honours)

BUSINESS TECHNOLOGY

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What is Business Technology?
- How many songs have you downloaded from iTunes?
- How many books have you bought from Amazon?
- How often have you bought or sold on eBay?
- How could you possibly survive without your mobile phone?

Almost every organisation uses technology – to improve efficiency and become more effective and to develop new services and products to expand overseas into new markets. Business executives can use technology to collaborate globally without ever having to meet in person.

To make the most of the opportunities that technology offers, an organisation needs to understand its strengths and weaknesses and have people with the necessary management skills to ensure that technology is used effectively.

Why study Business Technology at Strathclyde?
You'll be studying at an internationally accredited Business School, being taught by staff from one of the world's leading Management Science departments. We are all involved in practical research and consultancy, so that our teaching provides you with an understanding of the real world.

By taking Business Technology with other Business School subjects, you will gain an understanding of how technology can be used in specific areas.

Degree Structure
The duration of the BA single or joint Honours degree is four years. All students are admitted as potential Honours students. Students may exit with a BA degree at the end of Year 3 if they have achieved the required standard.

Year 1
You will take an introductory course in Business Technology along with basic classes in other subjects of your choice. You also take the Business School's Management Development Programme (see separate leaflet)

Years 2 & 3
Business Technology classes focus on how technology shapes organisations, drawing on real-life examples throughout. In the core classes the emphasis is on understanding the challenges of using technology within organisations while the electives illustrate how technology affects all parts of the organisation. Core Classes include:

- Technological and Organisational Innovation
- Working in Today's Virtual World

Elective Classes include:

- Knowledge Management
- Management of Business Processes
- Information Systems in the Knowledge Economy

Year 4

All students are admitted as potential Honours students. For admission to the final year of the Honours course, a student must have qualified for the BA degree and achieved an approved standard of performance.

You undertake a major project, usually for an external client, and take classes from:

- Business Analytics using Data Mining
- Business Process Integration with ERP
- Electronic Commerce
- Risk Analysis and Management
- Project Management

Teaching and Learning

Business Technology classes are delivered through a mixture of lecturers, tutorials and practical lab sessions where students will be introduced to software such as SAP. The staff who teach the course have a reputation for being friendly and approachable, making their lectures as interactive as possible and encouraging questions.

Tutorials and labs bring together a small number of students with a member of staff. Group discussion of concepts, methods and ideas is at the heart of the tutorials while labs give you hands-on experience of using the business software discussed in class.

Assessment is through a mix of exams and coursework, which can be either individual or group-based.

Study Abroad

There is an opportunity to study overseas during Year 3. The Business School operates an extensive exchange programme that provides students with the chance to experience living abroad and to enhance their CV. Overseas exchanges have taken place with universities in Australia, Canada, France, Germany, Hong Kong and the USA.

Frequently Asked Questions

Q Do I need to be good at computer programming to take Business Technology?

A No – you will be taught whatever technical skills you need to know.

Q Can I take Business Technology with other business subjects?

A Yes, you can take Business Technology with most other Business School subjects (see current Prospectus for full list). You can also take Business Technology as part of the BA in International Business.

Business Technology in Other Degrees

Business Technology can also be taken within the following degree courses, offered by the Strathclyde Business School. For details about these courses, please refer to separate leaflets and the current Prospectus.

- BA (Honours) in International Business
- Masters in International Business & Modern Languages

Contact
For advice on admissions and subject choices, please contact:

SBS Undergraduate Office
t: 0141 548 4114
e: sbs-adviser@strath.ac.uk

If you have specific questions about Business Technology, please contact:

t: 0141 548 3141
e: contact-bustech@strath.ac.uk

Find out more, visit
www.strath.ac.uk/mansci
and the University website at
www.strath.ac.uk

Careers
Graduates with an understanding of both technology and business can be found in many organisations. Business analysts can be found in organisations like The Royal Bank of Scotland, ScottishPower and Procter & Gamble. Business and practical software skills are also highly sought after by consultancy companies such as Accenture, CapGemini and IBM.

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