



Find out more today, visit  
[www.e-skills.com/ITMB](http://www.e-skills.com/ITMB)  
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**skills**  
FOR BUSINESS

Skills for Business is an employer-led network consisting of 25 Sector Skills Councils and the Sector Skills Development Agency. Through labour market intelligence, the identification of skills needs at all levels and its influence on the UK's education and learning infrastructure, the network aims to increase productivity in business and public services.

# Information Technology Management for Business Degrees

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# Give yourself the edge

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degree course



IT is an exciting and dynamic industry but to get ahead you can no longer just rely on computing skills to give yourself the competitive edge. More and more, employers are looking for graduates with broader skills such as **business understanding, leadership, project management and communication skills.** This is exactly why the **Information Technology Management for Business (ITMB) Degrees** programme has been created.



**“Students who do well on this type of degree programme should be much more marketable to prospective employers. I only wish we'd had something like this in my day!”**

Helen Tovey  
Ford Motor Company Limited

## Insider knowledge

Designed in partnership with leading industry employers, including BT, CA, Ford, Fujitsu, HP, IBM, Lehman Brothers, Morgan Stanley, Norwich Union and Unilever, the ITMB Degrees offer insights into the real world of IT and allow you to:

- ▶ Learn the people and project management skills required to be a successful IT professional
- ▶ Evaluate and understand technology and its role within business
- ▶ Gain practical experience working on authentic business challenges
- ▶ Establish an unrivalled platform for launching your career



## Where can I study?

The new ITMB Degrees are offered at 12 universities from September 2007. For university entrance criteria and specific course information visit [www.e-skills.com/universities](http://www.e-skills.com/universities).

## Course Structure

The ITMB Degrees adopt an innovative approach to higher education, combining traditional lectures and tutorials with a programme of employer involvement and up to date business-relevant content. Throughout the course IT professionals from the business world share their experiences in the form of 'guru lectures'.

## Leadership opportunities

The ITMB Degrees will equip you with a solid grounding in how to apply technology to business situations confidently and effectively. It is the ideal platform for launching a rewarding career as an IT professional...

- ▶ Within the IT or Telecommunications industries
- ▶ With the IT department of any business
- ▶ As an IT management consultant



**“The perfect degree for those who want an outstanding career in management or consultancy. It really addresses the needs of employers today.”**

Chris Miller  
Country Sales Manager, CA

## Are you up to the challenge?

This course requires a strong academic record, an interest in developing business and interpersonal skills, self motivation and a desire to succeed, as well as an aptitude for IT.

If you think this sounds like you, visit [www.e-skills.com/itmb](http://www.e-skills.com/itmb) or email [itmb@e-skills.com](mailto:itmb@e-skills.com) for further information.

