

MA Business and Management in Emerging Markets

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Faculty of Economic and Social Sciences	Programme length: 12 months
For students entering in 2004	Date of specification: October 2004
Programme Director:	Dr Yelena Kalyuzhnova
Board of Studies:	MA/MSc Economics
Accreditation: N/A	

Summary of programme aims

The programme aims to provide a thorough postgraduate education in the specialist area of business and management in emerging markets. The compulsory modules provide a critical understanding of current theories and empirical research, allied to practical examples drawn from a variety of sources, in the field of knowledge. This will enable students will develop a practical understanding of the application of this knowledge within an organisational framework. They will learn to evaluate alternative theories, methodologies and practical responses to situations and to make judgements on their applicability to complex issues where there is incomplete information.

Transferable skills

The programme requires a substantial amount of independent reading, research and study and students are expected to take personal responsibility and show initiative in developing their knowledge and understanding of the field of study. They will also need to enhance their skills in communications (both written and oral), information handling, numeracy, problem-solving, and the use of information technology. Students will work under pressure of time throughout the programme and will learn to set priorities and manage their time in order to meet strict deadlines. Career planning will be an integral part of the programme, both in the choice of programme and in its elective components.

Programme content

Students register for a 12 month programme comprising taught modules and a dissertation.

Mod Code	Module Title	Credits	Level
		x	x
	<i>Compulsory Modules</i>		
ECM44	Business and Management in Emerging Markets I	20	M
ECM45	Business and Management in Emerging Markets II	20	M
ECM55	Corporate Management in the Commonwealth of Independent States (CIS)	20	M
ECM56	Strategy and Management in the Asian Corporation	20	M
ECM60	Dissertation (not more than 12,000 words on a topic agreed by the Director for Dissertations and Projects)	40	M
	<i>Optional Modules</i>		
	60 credits of modules selected from the elective list, with the exception of modules ECM03, ECM04, ECM08, ECM09, ECM22, ECM23, MMM03, MMM21, and MMM25		

Part-time/Modular arrangements

The programme may be studied part-time over two consecutive years by arrangement with the Director of Postgraduate Studies in Economics. The dissertation will be presented at the end of the second year of study.

Progression requirements

Students wishing to proceed to a higher degree by research should normally have followed the 12 month programme and obtained an average of at least 60% in the modules and at least 60% in the dissertation.

Summary of teaching and assessment

Teaching is organised in modules. The delivery of material varies among the modules, specially in the proportion of time allocated to lectures, classes and seminars. All modules involve coursework, which takes a variety of forms reflecting the aims of the module. Final assessment of the modules involves a 2 hour examination (weight 70%) and coursework (weight 30%). A dissertation supervisor is appointed for each student.

The University's taught postgraduate marks classification is as follows:

<u>Mark</u>	<u>Interpretation</u>
70-100%	Distinction
60-69%	Merit
50-59%	Good Standard (Pass)
<u>Failing categories</u>	
40-49%	Work below threshold standard
0-39%	Unsatisfactory Work

To pass the MSc students must gain an average mark of 50 or more overall. In addition, the total credit value of all modules marked at 40-49% must not exceed 40 credits and no module mark must fall below 40. For the 12-month programme, 50% or more in the dissertation is also required.

Students who gain an average mark of 70% or above, including a mark of 70% or more in the dissertation (if applicable) and no mark below 50% will be eligible for a Distinction. Those gaining a mark of 60%, including a mark of 60% or more in the dissertation (if applicable) may be eligible for a Merit pass.

Admission requirements

- (a) Entrants to this programme are normally required to have obtained an upper second class honours degree or equivalent. The additional requirements for the programme can be obtained from the pre-requisites of the core modules of the programme.
- (b) Admissions Tutor: Dr Yelena Kalyuzhnova

Support for students and their learning

University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers, and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@IL) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Programme Directors, the Careers Advisory Service, the University's Special Needs Adviser, Study Advisers, Hall Wardens and the Students' Union.

The Programme Director acts as personal tutor to the student and also interviews every student before the beginning of term to offer advice on the operation of the degree programme and on the choice of options. Many of the students are from countries outside the UK and tutors are therefore careful to ensure that students settle down in their new surroundings and understand the requirements of the MSc programme. The initial interview is also useful in detecting whether students have some language problems (despite obtaining an IELTS score of 7.0), in which case they are strongly advised to register for language tuition. All Autumn term modules set a test at the end of the term with the primary purpose of familiarising students with the UK examination system and the requirements of the programme. Students who fail overall on their modules are identified and invited to discuss their problems with their tutor. In addition to lecture and class times, each module lecturer has appointed office hours during which they may be consulted without prior appointment. The Centre for Euro-Asian Studies also provides a Handbook with details of each module and a Handbook covering the MSc programmes as a whole, including details of the method of assessment of programmes.

Career Prospects

Students come from outside the UK and return to employment in their home countries (sponsored students return to their sponsoring organisation). UK students will have access to employment in general managerial roles within organisations which are either based or operate in emerging economies. A minority of students proceed to a PhD and enter academic/research or international organisations.

Opportunities for study abroad or for placements

After the completion of the programme, some students will receive the opportunity of an internship (up to 6 months) at the European Bank for Reconstruction and Development (London) or Economic Commission for Europe (UN, Geneva).

Educational aims of the programme

The programme provides a thorough postgraduate training in a wide variety of aspects of business and management practice in emerging economies, with an emphasis on the application of theory and technique to practical management situations. It aims to produce managers who could be employed in an advisory or practical managerial capacity in national or international organisations and who have a good knowledge of the institutional environment in which business is transacted in Euro-Asia and the Pacific Rim.

Programme Outcomes

Knowledge and Understanding

<p>A. Knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. Alternative management techniques and financial practice in countries undergoing economic transition. 2. The most recent empirical results on the effects of development management and financial systems in transition. 3. The inter-relationships of practical and financial management techniques and theory on the business environments of countries undergoing transition to market economies. 4. The effects of corporate governance and business systems on the practical aspects of management in emerging economies. 	<p>→</p> <p>Teaching/learning methods and strategies Formal lectures, discussions, guided reading and guidance on key sources of reference material. Feedback and guidance are important elements complementing an emphasis on self-study.</p> <p>Assessment Unseen examinations and coursework comprising long essays.</p>
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Skills and other attributes

<p>B. Intellectual skills - able to</p> <ol style="list-style-type: none"> 1. Structure, analyse and evaluate theoretical and policy issues and problems. 2. Think logically and analytically and to understand the difference between normative and positive statements. 3. Identify key economic relationships and to test these against the evidence. 4. Comprehend the rapidly evolving state of knowledge and institutional environment in the subject area. 	<p>→</p> <p>Teaching/learning methods and strategies Students are frequently challenged in all teaching situations to complete logical arguments, analyse problems and alternative policies, justify statements. Long essays, debate and presentations provide the principal vehicles for developing intellectual skills.</p> <p>Assessment Unseen examination and coursework with 3. being assessed mostly in essays and project work.</p>
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<p>C. Practical skills - able to</p> <ol style="list-style-type: none"> 1. Draw on the knowledge base in the field of study to suggest policies and strategies to achieve social and economic objectives. 2. Evaluate alternative policies. 3. Evaluate current theoretical and empirical research in the field of study. 4. Identify potential sources of information and analysis relevant to the issue and problems in the field of study. 	<p>→</p> <p>Teaching/learning methods and strategies Students are required to understand a wide amount of reading, both of specific references and through researching their own sources of information. Discussion in lectures and seminars emphasises formal economic reasoning, the use of statistical and empirical evidence and the strengths and weaknesses in alternative theories and methodologies.</p> <p>Assessment Long essays and unseen examinations are the principal methods of assessment.</p>
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D. Transferable skills - able to

1. Communicate orally and in writing.
2. Use IT, including word processing and Website searches.
3. Use library and Web based resources.
4. Organise extended pieces of work from planning to completion.
5. Manage time and prioritise work to achieve goals.

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Teaching/learning methods and strategies

The presentation of well researched written work is a fundamental element of the programme and requires the application of all of the skills listed in 1-5. This is reinforced by the breadth and depth of the syllabuses for each module and the highly structured system of deadlines for assessed work, and examinations which develop the students' skills of time management. Oral skills are developed through lecture and seminar discussions and individual and group presentations.

Assessment

Under examination and coursework with 3 being assessed mostly in essays and project work.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably expect to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in module and programme handbooks.

ELECTIVE MODULES LIST

Please note that not all the modules will be available every year

The available modules list will be produced by the Department of Economics

<i>Number</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
APME21	Policy Analysis	10	M
APME52	Agricultural Policies in Developing Countries	10	M
AOME60	International Regulation of Food and Farm Policies	10	M
ECM02	International Management and Business Culture	20	M
ECM03	The Economics of Banking	20	M
ECM04	Banking and Financial Services	20	M
ECM05	Business Strategies and Policies	20	M
ECM06	Policies Towards Business: National and International Antitrust Policy	20	M
MMM003	Introduction to International Comparative Management	20	M
ECM08	Corporate Finance	20	M
ECM09	Financial Markets and Corporate Governance	20	M
ECM10	Econometrics	40	M
ECM11	Economic Integration in Europe I	20	M
ECM12	Economic Integration in Europe II	20	M
ECM14	Entrepreneurship and Economic Theory	20	M
ECM15	Small Business Economics	20	M
ECM16	Long-term Economic Perspectives	20	M
ECM17	History of Economic Thought	20	M
ECM20	Theoretical Approaches to the Multinational Enterprise	20	M
ECM21	Global Strategy and Implications of Multinational Enterprise	20	M
ECM22	Financial Markets	20	M
ECM23	Financial Regulation	20	M
ECM24	Technology, Trade and Growth	20	M
ECM25	International Political Economy	20	M
ECM26	Macroeconomic Policy in Developing Countries	20	M
ECM27	Macroeconomic Policy and Structural Adjustment for Developing Countries	20	M
ECM28	Introductory Econometrics	20	M
ECM30	Managing Innovation	20	M
ECM31	Technological Innovation and Industrial Competitiveness	20	M
ECM36	Developing Countries in the World Economy	20	M
ECM37	Urban Economics	20	M
ECM38	Regional Economics	20	M
ECM39	E-Business Strategy	20	M
ECM41	Financial Development in Emerging Markets	20	M
ECM44	Business and Management in Emerging Markets I	20	M
ECM45	Business and Management in Emerging Markets II	20	M
ECM47	Banking in Transition Economies	20	M
ECM48	Issues in Euro-Asian Studies I	20	M
ECM49	Issues in Euro-Asian Studies II	20	M
ECM52	Interdisciplinary Seminar on Recent Developments in Euro-Asia	10	M
ECM53	Economic Development in Emerging Markets I	20	M
ECM54	Economic Development in Emerging Markets II	20	M
ECM57	Trade Policies for Developing Countries	20	M
ECM58	Private Sector Development for Low-Income Countries	20	M
ECM59	Research Project	20	M
ECM60	MA Dissertation	40	M
MMM004	Strategy, Policy and Impact of Multinational Enterprise	20	M
MMM014	The Emergence and Growth of Multinational Enterprise	20	M
MMM021	International Accounting	20	M
MMM022	Anglo-American Accounting	20	M
MMM025	Multinational Financial Reporting and Analysis	20	M
PIM21	Contemporary Diplomacy	30	M