

BA International Management and Business Administration with French
For students entering Part 1 in 2004

UCAS code: N2R1

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Relevant QAA subject benchmarking group:	Business & Management, Languages and Related Studies
Faculty of Economics & Social Sciences	Programme length: 4 years
	Date of specification: 23.05.07
Programme Director:	Dr. L. Newton
Board of Studies:	Management Studies
Accreditation:	Chartered Institute of Marketing; CIMA

Summary of programme aims

The programme aims to provide a degree-level education in International Management and Business Administration, with a significant emphasis on French culture and a high level of understanding of written and spoken French. This programme is distinctive in its international business and culture aspects. At the same time it provides a good understanding of a range of key functional aspects of business.

Transferable skills

The University's Strategy for Teaching and Learning has identified a number of generic transferable skills which all students are expected to have developed by the end of their degree programme. In following this programme, students will have had the opportunity to enhance their skills relating to career management, communications (both written and oral), information handling, numeracy, problem-solving, team working and use of information technology.

Programme content

The following profile lists the compulsory modules, together with their credit size, for each Part. Students are required to take a total of 120 credits in each Part. Where the compulsory modules in a Part total less than 120 credits, students are required to select options containing sufficient credits to make up the shortfall. Any such options selected must be drawn from the options listed below for Parts 2 and 3; in Part 1 they can be drawn from anywhere in the University subject to any restriction which may be applied to particular module choices. Not all optional modules will necessarily be available in any year. Admission to optional modules will be at the discretion of the Programme Director.

Part 1	120 credits	Credits	Level
	Compulsory modules in Management (80 credits)		
EC1F1A	Introductory Economics I	20	C
LW1A05	General Introduction to Law	10	C
LW1A06	Introduction to Business Law	10	C
MM1F4	Introductory Management	20	C
EC1F5	Introductory Quantitative Techniques	20	C
	Compulsory modules in French (40 credits)		
Either			
FR101	Advanced French Language	20	C
Or			
FR102	Intermediate French Language	20	C
Either			

FR103	Contemporary France	20	C
Or			
FR104	French Cinema: Society, Culture and History	20	C

Part 2 120 credits

Compulsory modules in Management (40 credits)

MM217	Introduction to International Business & Management	20	I
MM252	Quantitative & Qualitative Methods for Managers	20	I

Optional modules in Management available in Part 2 to total 40 credits

MM1F2	Introductory Financial Accounting	20	C
MM255	Marketing Management	20	I
MM258	General Introduction to the Management of Information Systems	20	I
MM270	The Practice of Entrepreneurship	20	I

Compulsory modules in French Studies (40 credits)

FR201	French Language II	20	I
FR2MAN	French for Managers	20	I

Of the 120 credits taken in Part 2, 5 are taken up by Career Management Skills (Level I)

Year abroad 120 credits

Either

FR231	University study abroad	40	I
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Or

FR233	Work placement abroad	40	I
MM353L	Dissertation	40	H
FR302	French oral	40	H

Part 3 120 credits

Compulsory modules in Management (40 credits)

MM330	Comparative International Management	20	H
MM332A	Strategic Management & Business Policy 1	20	H

Optional modules in Management (40 credits)

MM332B	Strategic Management & Business Policy 2	20	H
MM335	International Marketing*	20	H
MM359A	Business Ethics 1	20	H
MM336	The Evolution of Entrepreneurship	20	H
MM339	Strategic Human Resource Management	20	H
MM375	Business, Government and Society	20	H
MM374	Informatics for E-Enterprise	20	H

Compulsory modules in French Studies (40 credits)

FR303	Advanced Language Skills	20	H
FR3MAN	French for Managers	20	H

There is no guarantee that in any one year all optional modules will be available.

Progression requirements

To progress to Part 2 a student must:

- (i) obtain an average mark of 40% across all Part 1 modules;
- (ii) obtain at least 40% in Introductory Management, Quantitative Techniques and compulsory French modules;
- (iii) achieve not less than 30% in any module except that marks of less than 30% in a total

of 20 credits may be condoned, provided that the candidate has pursued the course for the module(s) with reasonable diligence and has not been absent from the examination without reasonable cause.

To progress from Part 2 to Part 3 a student must

- (i) obtain an average mark of 40% across all Part 2 modules;
- (ii) obtain at least 40% in all compulsory Part 2 modules;
- (iii) achieve not less than 30% in any module except that marks of less than 30% in a total of 20 credits may be condoned, provided that the candidate has pursued the course for the module(s) with reasonable diligence and has not been absent from the examination without reasonable cause.

Summary of teaching and assessment

Teaching is organised in modules. The delivery of material varies among modules, especially in the proportions of time allocated to lectures, and to classes and seminars. All modules involve coursework, which takes a variety of forms. Final assessment normally involves a written examination, and may also incorporate coursework marks; the maximum proportion of a final module mark allocated to coursework is 20%, other than in special cases. The conventions for classifications are included in the Programme Handbook but you should note that Part 2 modules and Year Abroad I-level modules will count for 33% of final assessment and Year Abroad H-level modules and Part 3 modules will count for 67% of final assessment.

Admission requirements

Entrants to this programme are normally required to have obtained:

Grade B or better in English and Maths in GCSE; and achieved:

UCAS Tariff: 300 points (Candidates must normally have either 100 points (Grade B) from GCE 'A' level French to take FR101 (Advanced French Language) in Part 1, or 50 points at 'A/S' French or an A* at GCSE French to take FR102 (Intermediate French Language) in Part 1.). Equivalent international qualifications will be accepted.

International Baccalaureate: 32 points

Irish Leaving Certificate: BBBB (including French)

Two AS grades are accepted in place of one A Level.

Admissions Tutor: Dr. D Tsang

Support for students and their learning

University supports 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 Personal Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union. The School of Business provides handbooks that outline programme and module content. In addition to lecture and class time, each module lecturer has appointed office hours during which they may be consulted without prior appointment. The Department of Management has a resource room with reference books and computers for student use.

Career prospects

In recent years graduates from this programme have entered a variety of careers in both the

private and public sectors. Examples include jobs in banking and finance, accountancy, sales and marketing, consultancies, retailing and other service industries, the Civil Service and universities.

Graduates on this programme may apply for exemptions from relevant professional examinations of the Chartered Institute of Marketing, the Chartered Institute of Management Accountants and the Institute of Chartered Accountants of England and Wales. Students on this programme may become student members of the Institute of Management.

Opportunities for study abroad or for placements

The Department of Management permits students to voluntarily suspend their studies at the end of Part 2 in order to complete a work placement for one session. Students who wish to take advantage of this opportunity need to ensure that they have obtained authorisation from the Director of Studies by the June Board of Study meeting in the second year of study. The placement is not assessed as part of the finals classification. The placement is seen as an opportunity for students to gain valuable work experience as part of their personal development. This may be especially useful for those who have not had any previous part-time or full-time jobs. During the year students will complete their dissertation, which may be concerned with some aspect of the work they are undertaking.

Students more frequently decide to take up a shorter work placement during the summer vacation at the end of the second year of study. In either of the above cases it is for the student to seek out an appropriate placement. Help may be provided by the Job Shop, located in the Student Advisory Service. The Employer requests are also put up on the departmental noticeboard.

Educational aims of the programme

The programme aims to:

1. Provide students with a broad knowledge base in business and management with the opportunity for specialism in key areas.
2. Develop a high level of analytical ability and the ability for independent thinking and reasoning.
3. Develop the student's competence in applying management and business techniques and skills to business practice.
4. Contribute to meeting the needs of industry for good business graduates both in the UK and abroad

Programme outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

Knowledge and Understanding

<p>A. Knowledge and understanding of:</p> <p><i>1. Knowledge and Understanding</i></p> <p>a. The theoretical basis of management and key functional areas of business.</p> <p>b. Current developments in the practice and theory of business management.</p> <p>c. Fundamental concepts of business management relevant to the student becoming a manager in a UK business.</p> <p>d. The environmental and ethical context of business management in the UK.</p> <p>e. An understanding of the importance of international business and the drivers of change in business in this country and abroad, including management practice and business cultures in other countries.</p>	<p>→</p> <p>Teaching/learning methods and strategies</p> <p>a-e Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning.</p> <p>b. Guest lecturers from industry and directed self-study.</p> <p>d-e Case studies</p> <p><i>Assessment</i></p> <p>Coursework; written unseen examinations, seminar presentations: to provide a basic knowledge of methods and principles used in business management literature and cases and to promote the ability to appraise it critically.</p>
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Skills and other attributes

<p>B. Intellectual skills – able to:</p> <p>a. Apply the skills needed for academic study and enquiry.</p> <p>b. Evaluate research and a variety of types of information and evidence critically.</p> <p>c. Synthesise information from a number of sources in order to gain a coherent understanding of theory and practice.</p> <p>d. Apply strategies for appropriate selection of relevant information from a wide source and large body of knowledge.</p> <p>e. Utilise problem-solving skills.</p> <p>f. Analyse, evaluate and interpret the assumptions and principles underpinning business management.</p>	<p>→</p> <p>Teaching/learning methods and strategies</p> <p>a-f. Lectures; tutor-led tutorials; student and tutor-led seminars; self-directed learning; research-based teaching materials and methods; problem-based learning scenarios.</p> <p>b,e,f. Case studies</p> <p>c-d. Independent research and self study</p> <p><i>Assessment:</i></p> <p>Written exam papers; practical assessments; coursework (essay); case study analysis; dissertation.</p>
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- C. Practical skills** – able to:
- a. Understand the economic basis of the firm in its wider economic, political and social environment.
 - b. Evaluate the behaviour, culture and strategy of firms.
 - c. Effectively apply key professional skills learnt in optional classes to the business world.

- Teaching/learning methods and strategies**
- a-d. Practical projects; placements; seminars; lectures; problem-based scenarios.
- b. Lectures and workshops
- c-d Case studies, placements, practical projects
- Assessment*
Written examinations; business presentations; project work

- D. Transferable skills** – able to:
- a. Communicate effectively with a wide range of individuals using a variety of means.
 - b. Evaluate his/her own academic professional performance.
 - c. Utilise problem-solving skills in a variety of theoretical and practical situations.
 - d. Manage change effectively and respond to changing demands.
 - e. Take responsibility for personal and professional learning and development (Personal Development Planning).
 - f. Manage time, prioritise workloads and manage personal emotions and stress.
 - g. Understand career opportunities and begin to plan a career path.
 - h. Information management skills, e.g. IT skills.

- Teaching/learning methods and strategies**
- a-h. Lectures, group work, group presentations, dissertation and project based methods.
- b-c. Group projects, self assessment exercises.
- Assessment*
Assessments include a wide variety of methods such as tutor feedback, critiques of presentations, interactive discussion in groups. Group feedback and peer assessment.

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 be expected 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 the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance processes or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.