

BA International Management and Business Administration with German
UCAS code: N2R2
For students entering Part 1 in 2004

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

Summary of programme aims and learning outcomes

The programme aims to provide a degree-level education in International Management and Business Administration, with a significant emphasis on German culture and a high level of understanding of written and spoken German. 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 which give students some exemptions from initial examinations by a number of professional bodies.

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.

Part 1	(three terms)	Credits	Level
	Compulsory modules		
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 German Studies for students entering with A level German or equivalent		
GM1AGL	Advanced German Language	20	C
GM1AGC	Advanced German History & Culture	20	C
	Compulsory modules in German Studies for students entering with GCSE German or equivalent		

LA1PG4	IWLP German Level 4	20	C
GM1IGC	Intermediate German History & Culture	20	C
Part 2	(three terms)		
	Compulsory modules in Management		
MM217	Introduction to International Business & Management	20	I
MM252	Quantitative & Qualitative Methods for Managers	20	I
	Compulsory modules in German Studies		
GM2L2	German Language II	20	I
GM2GMB	German for Business Purposes	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	An Introduction to the Management of Information Systems	20	I
MM270	Practice of Entrepreneurship	20	I
	Of the 120 credits taken in Part 2, 5 are taken up by Career Management Skills (Level I)		
Year abroad			
MM353L	Dissertation	40	H
GM3O40	Oral and Aural German	40	H
Either:			
GM2S40	<i>Scheine</i> (full year)	40	I
or:			
GM2WPL	Placement report plus Work experience (non-contributory)	20 20	I I
Part 3	(three terms)		
	Compulsory modules in Management		
MM330	Comparative International Management	20	H
MM332A	Strategic Management & Business Policy 1	20	H
	Compulsory modules in German Studies		
GM3GMB	German for Management & Business	20	H
Either:			
GM3GPT	Translation into German and English	20	H
or:			
GM3GSC	German Structure and Composition	20	H
	Optional modules in Management available in Part 4 to total 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

There is no guarantee that in any one year all units 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 40 credits of compulsory German modules;
- (iii) not have any mark of less than 30% in a 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 modules in that Part;
- (ii) obtain at least 40% all compulsory modules (to include GM2L2);
- (iii) not have any mark of less than 30% in a 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 proceed from the Year Abroad to Part 3, students must satisfy the examiners that they have completed an approved programme of study or employment in a German-speaking country.

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. Most modules in Management 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 Year Abroad module *Scheine* will be assessed on the basis of certificates gained at the German or Austrian university, and the Oral/Aural module will be examined at the beginning of Part 3.

Weighting: Part 2 and Year Abroad I-level modules will count for 33% of the final assessment, Year Abroad H-level modules and Part 3 modules will count for 67% of the final assessment.

Admission requirements

Entrants to this programme are normally required to have obtained:

Grade C or better in English in GCSE; and achieved:

UCAS Tariff: 300 points from 3 A levels or 340 points from 3 A levels plus one AS level. A minimum of two full A levels are required (including C in A Level German)

International Baccalaureate: 32 points

Irish Leaving Certificate: ABBBB (including German)

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 Department of Management's Student Handbook and Guide issued to Part 1 and degree course students provides detailed information on the programme and on resources and study skills. The Department has a resource room with reference books and computers for student use. In addition the Department of German Studies has a programme adviser for each part of the programme, and the departmental Course Handbooks issued to Part 1 and to degree course students provide extensive information on the programme, and on resources and study skills. The German Seminar Library contains a range of reference works which can be used by students and offers a congenial study space. During Part 2 a series of discussions, talks and academic courses is provided to prepare students for the Year Abroad.

Career prospects

In recent years students who have followed this programme have gone into jobs in the banking, finance, accounting and associated industries. These include large international management and marketing consultancies, international retailers and fashion houses, research in top rated universities in the USA, France and the UK, and professional positions in other service industries.

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. Students on this programme may become student members of the Institute of Management.

Opportunities for study abroad or for placements

Study Abroad.

Students go to one of our partner Business Schools in Germany. They must take the units and examination in these institutions as agreed by the Director of Management Studies and the German Departmental Coordinator. The assessment of student achievement in examination and coursework in the partner universities, whether by written or oral examination, is taken into account as one classifying unit.

All students also complete a dissertation and German language précis during the year abroad.

Students who have shown marked ability on both the language and management elements of the course at the end of the second year of study may apply for the European Master of Business Science (EMBS) programme. This scheme enables students to gain a higher level qualification by completing a rigorous programme of study (and a dissertation) at one of the consortium universities.

Work Placement

Students may choose to seek a placement in a company in a German speaking country for the year abroad. If they are successful in finding a suitable placement which is authorised by the Director of Management Studies, students must work for a minimum of seven months full time. Assessment is based on a work placement report

(about 4,000 words), a report by the employer, and an oral examination conducted jointly by the Management and German departments. Further details are available from the Director of Management Studies.

Educational aims of the programme

The programme aims to:

- (i) Provide students with basic knowledge and skills needed to embark on a management career.
- (ii) Develop the student's competence in applying management and business techniques and skills to business practice.
- (iii) Develop reasoning and analytical skills
- (iv) Develop a range of personal transferable skills.
- (v) Give students a competence which comes as near as possible to that of an educated German person in the reception and production of standard spoken and written German, and in the understanding and use of German in a business and economic environment.

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

A. Knowledge and understanding of:

1. Knowledge and Understanding

- a. The theoretical basis of management and key functional areas of business.
- b. Current developments in the practice and theory of business management.
- c. Fundamental concepts of business management relevant to the student becoming a manager in a UK business.
- d. The environmental and ethical context of business management in the UK.
- 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.
- f. A wide range of German vocabulary and idiom (including the language of business and economics) and of the fundamental aspects and concepts of German grammar and syntax.

Teaching/learning methods and strategies

Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning. Small-group language classes, and a year of study or work abroad.

Assessment

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. A variety of language tests and examinations.

Skills and other attributes

B. Intellectual skills – able to:

- a. Apply the skills needed for academic study and enquiry.
- b. Evaluate research and a variety of types of information and evidence critically.
- c. Synthesise information from a number of sources in order to gain a coherent understanding of theory and practice.
- d. Apply strategies for appropriate selection of relevant information from a wide source and large body of knowledge.
- e. Utilise problem-solving skills.
- f. Analyse, evaluate and interpret the assumptions and principles underpinning business management.

Teaching/learning methods and strategies

Lectures; tutor-led tutorials; student and tutor-led seminars; self-directed learning; research-based teaching materials and methods; problem-based learning scenarios.

Assessment:

Written exam papers; practical assessments; coursework (essay); case study analysis; dissertation.

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.
- d. Communicate in German at high levels of proficiency in speech and writing.
- e. Organise and negotiate a period of residence abroad.

Teaching/learning methods and strategies

Practical projects; placements; seminars; lectures; problem-based scenarios. Period of residence abroad.

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

Lectures, group work, group presentations, dissertation and project based methods.

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.