

**BA German and Management Studies**  
**For students entering Part 1 in 2005**

**UCAS Code NR12**

Awarding Institution: The University of Reading  
Teaching Institution: The University of Reading  
Relevant QAA subject benchmarking groups: Languages and Related Studies,  
Business & Management  
Faculty of Arts and Humanities Programme length: 4 years  
Date of specification: March 2006  
Programme Director: Dr Ian Roe  
Programme Advisors: Dr Ian Roe and Dr Lucy Newton

Board of Studies: German and Management Studies

**Summary of programme aims**

The programme in German and Management Studies seeks to develop students' intellectual potential, enabling them to progress to postgraduate study or a wide range of careers. Its multi-disciplinary approach aims to produce graduates who are competent communicators in German and are well-informed about German culture, modern history and current affairs, and have understood 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 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 communication (both written and oral), information handling, problem-solving, team working, information technology (word-processing and use of web-based material), numeracy and career management. Students of German and Management will develop their abilities to deal with intellectual problems effectively by locating information, assessing it critically, communicating independent points of view logically and clearly (both orally and in writing), and substantiating opinions with evidence; the year abroad provides particularly good opportunities for developing increased (inter-) cultural awareness and self-reliance.

**Programme content**

The profile which follows states which modules must be taken ("compulsory" modules), together with one or more lists of modules from which the student must make a selection ("optional" modules). Students must choose such additional modules as they wish, in consultation with their programme director, to make 120 credits in each of Parts 1, 2 and 3.

In German, Part 1 includes the study of both language and an introduction to aspects of modern German culture and history. In Part 2 students continue with the study of the German language, begin the study of more specialised language of German business and economics, and take a compulsory module on German history and culture from 1945 to the present. During the Year Abroad, the experience of living in Germany or Austria enables students to make great strides in their linguistic skills and further broaden their knowledge of German management culture, and they engage in independent study for their dissertation. In Part 3 students must take one module of German language for Business and Management and are free to pursue their interests within German Studies by selecting from a range of specialised cultural options.

In Management, Part 1 includes a broad introduction to the theoretical basis of business and management. In Part 2, students continue to develop an understanding of the fundamentals of business and management. In Part 3, they have an opportunity to specialise in some areas of management and to apply management techniques and skills to business practice.

**Part 1** **Credits**    **Level**

**In German (40 credits)**

**Compulsory modules**

**Either (for students entering with A- or AS-level German or equivalent)**

GM1AGL	Advanced German Language	20	C
GM1IMG	Icons of Modern Germany	20	C

**Or (for students entering with GCSE German or equivalent)**

GM1IGL	Intermediate German Language	20	C
GM1ICI	Icons of Modern Germany	20	C

**In the Department of Management (80 credits)**

**Compulsory modules**

EC104	Economics for Managers	20	C
MM1F4	Introductory Management	20	C
LW1A05	General Introduction to Law	10	C
LW1A06	Introduction to Business Law	10	C
EC1F5	Introductory Quantitative Techniques	20	C

**Part 2**

**Students must take 60 credits in German and 60 credits in Management.**

**Compulsory modules in German (60 credits)**

GM2L2	German Language II	20	I
GM2GMB	German for Business Purposes	20	I
GM2DU	Divisions and Unities	20	I

**In Management (60 credits)**

**Compulsory modules**

MM217	Introduction to International Business & Management	20	I
MM256	Management Skills (with a 5 credit CMS component)	20	I

**Optional module**

**ONE of:**

MM1F2	Introductory Financial Accounting	20	C
MM254	Organisational Behaviour	20	I
MM255	Marketing Management	20	I
MM258	General Introduction to the Management of Information Systems	20	I
MM270	Practice of Entrepreneurship	20	I

**Year Abroad**

Students must take 120 credits from the following modules:

*Credits*    *Level*

**Compulsory modules**

GM3O40	Oral and Aural German (full year)	40	H
MM353P	Business Project in Management	40	H

**Optional module****Either**

GM2S40	German Scheine (full year)	40	I
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**Or**

GM2WPL	Placement report	40	I
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(This module includes 20 credits for *Work experience* that not contribute to the final assessment)  
(30 credits for the business project will be awarded by Management Studies and 10 credits by German Studies (for a synopsis and short viva voce examination, both in German). 20 of the credits for *German Scheine* will be awarded for courses approved by the Director of Management Studies.)

**Part 3**

**Students must take 60 credits in German and 60 credits in Management.**

	<i>Credits</i>	<i>Level</i>
<b>In German</b>		
<b>Compulsory module</b>		
GM3GMB	German for Business & Management	20      H
<b>Optional modules</b>		
Students must take <b>TWO</b> modules from the list below:		
GM3GAR	Germany in the Age of Revolution	20      H
GM3V19	Nineteenth Century Vienna	20      H
GM3WR	Culture & Society of the Weimar Republic	20      H
GM3GDR	The GDR: Politics, Society & Culture	20      H
GM3BU	Beyond Unification: German Novels of the 90s	20      H
GM3PL	German Departmental Play	20      I

**In Management****Optional modules**

**Students must choose modules to total 60 credits:**

MM330	Comparative International Management	20	H
MM332A	Strategic Management & Business Policy 1	20	H
MM335	International Marketing	20	H
MM359A	Business Ethics 1	20	H
MM372	Advanced Knowledge and Information Systems Policy **	20	H

\*\* I level pre-requisite

(Not all optional modules in German and Management will be available in any one year; all optional modules, including possible additions to the above list, are offered subject to availability of staff and will require a minimum number of participants)

**Progression requirements**

To proceed to Part 2 students must have obtained a mark of 40% in the compulsory German modules and 40% in Introductory Management, an average of 40% in the Part 1 examination as a whole, and no module mark below 30%, 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 Part 2 to the Year Abroad students must obtain a mark of 40% in *German Language II* and must otherwise have an overall average of 40% and no mark below 30%, 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 and handed in the work and assignments required by the programme.

### **Summary of teaching and assessment**

**(German)** Language modules are taught in small groups; other modules typically involve a mixture of lectures and small-group seminars. Most modules are assessed by a mixture of coursework and formal examination; 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.

**(Management)** 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 assessment and classification are included in the Programme Handbooks, but it should be noted 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.

### **Admissions requirements**

Entrants to this programme are normally required to have obtained Grade C or better in English and German in GCSE; and achieved:

UCAS Tariff: 300 points from either 3 A Levels or 2 A Levels and 2 AS Levels

International Baccalaureate: 31 points

Irish Leaving Certificate: BBBB (including German)

Applications from mature students and international students are welcomed; all such applicants are judged on their individual merits. Advice on the acceptability of your qualifications may be sought, where necessary, from the departmental Admissions Tutors, who may be contacted via [german@reading.ac.uk](mailto:german@reading.ac.uk) or [d.tsang@reading.ac.uk](mailto:d.tsang@reading.ac.uk).

### **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. Support for students in their studies is provided through the University's Personal Academic Record (PAR) Scheme, in which students meet their personal tutors regularly to review their progress. Guidance and welfare support is also

provided by the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.

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. 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.

### **Career prospects**

Students graduating in German and Management work in many different fields in both the private and the public sectors, for example in banking and finance, accountancy, the civil service, and universities, or in the travel industry, where their knowledge of a major European language can be an important asset. Some graduates also use their linguistic skills in teaching, including teaching English as a Foreign Language abroad; others proceed to post-graduate courses in various areas, including translating.

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 work placements and study abroad**

Students on this programme spend their third year abroad, either at a university with which the University of Reading has a Socrates exchange agreements: (in Germany) Augsburg, Düsseldorf, Freiburg, Göttingen, Heidelberg, *Regensburg*, Potsdam, *Trier*, Tübingen, and (in Austria) *Graz*, *Linz*, *Vienna*. (The universities in italics are particular suitable for students on this programme.) or students may request a work placement in Part 3 instead of studying at an institution in Germany. Students who wish to take advantage of this opportunity must obtain authorisation from the Board of Management Studies by the June meeting in the second year of study. Applications should be handed in to the Director of Management Studies by the end of the Spring Term at the latest.

### **Educational aims of the programme**

Having completed this course graduates will:

- have a competence in German which comes as near as possible to that of an educated German person in the reception and production of standard spoken and written German;
- have gained a sound body of knowledge concerning German history, culture and current affairs. Graduates will be able to demonstrate a knowledge of German business language and ability to deal with the German business culture.
- have gained an introductory knowledge of functional aspects of business (accounting, marketing, management, economics of business) within its cultural context.
- have the competence to apply management techniques to business practice.
- demonstrate the characteristics and competences expected in a Reading graduate. These include competence in problem solving, the ability to analyse and communicate complex ideas, and the ability to make effective business presentations.

### 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><b>A. Knowledge and understanding of:</b></p> <ol style="list-style-type: none"><li>1. A wide range of German vocabulary and idiom.</li><li>2. The fundamental aspects and concepts of German grammar and syntax (and important contrasts with English)</li><li>3. Core aspects of German history, society, literature and culture post-1900</li><li>4. A selection of specialist topics in German history, society, literature and culture</li><li>5. Methods of analysing social and cultural issues</li><li>6. Methods of critical textual analysis</li><li>7. The theoretical basis of management and key functional areas of business.</li><li>8. Current developments in the practice and theory of business management.</li><li>9. Fundamental concepts of business management relevant to the student becoming a manager in a UK business.</li><li>10. The environmental and ethical context of business management in the UK.</li><li>11. 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.</li></ol>		<p><b>Teaching/learning methods and strategies</b></p> <p>Small-group teaching on language and options (1-2, 4-6) Formal lectures on core aspects of non-language curriculum (3) Groupwork in classes, independent work for essays and projects (4-6) Feedback on language work and essay assignments (1-6) Study or other residence abroad (1-2; also 3) Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning. (7-11)</p> <p><i>Assessment</i></p> <p>Combination of unseen examinations and regular assessed work (1-6) Oral examination (1-2) <i>Also</i> regular non-assessed work for language classes (1-2) 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. (7-11)</p>
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### Skills and other attributes

<p><b>B. Intellectual skills</b> – able to:</p> <ol style="list-style-type: none"> <li>1. Read a variety of texts closely and critically</li> <li>2. Identify and analyse problems and issues</li> <li>3. Understand and evaluate different cultural traditions and environments</li> <li>4. Evaluate alternative critical views</li> <li>5. Analyse, evaluate and interpret the assumptions and principles underpinning business management.</li> <li>6. Synthesise information from a number of sources in order to gain a coherent understanding of theory and practice.</li> <li>7. Transfer appropriate knowledge and methods from one discipline within the subject to another</li> <li>8. Analyse linguistic performance and phenomena</li> <li>9. Plan and conduct an extended analysis of a chosen topic</li> </ol>	<p><b>Teaching/learning methods and strategies</b></p> <p>Intellectual skills are acquired and developed through (guided) independent reading (1), lectures and seminars (2-6), essay assignments and feedback (1-7), and through language classes (8)</p> <p><i>Assessment</i></p> <p>Skills 1-4 are assessed either in the non-language German components of the programme, 2, 5-6 in seminars and tutorials in management, 7 specifically in certain specialised options and indirectly in most parts of the programme, 8 in language teaching, 9 by means of the business project</p>
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<p><b>C. Practical skills</b> – able to:</p> <ol style="list-style-type: none"> <li>1. Communicate in German at high levels of proficiency in speech and writing</li> <li>2. Understand a variety of types of textual material in German</li> <li>3. Present arguments orally and in writing in a coherent and structured way</li> <li>4. Locate, sift and select material from a variety of sources</li> <li>5. Understand the economic basis of the firm in its wider economic, political and social environment.</li> <li>6. Recognise and understand basic financial and management accounting features of a firm.</li> <li>7. Evaluate the behaviour, culture and strategy of firms.</li> <li>8. Effectively apply key professional skills learnt in optional classes to the business world.</li> <li>9. Report in writing on the results of an extended piece of independent work</li> <li>10. Organise and negotiate a period of residence abroad.</li> </ol>	<p><b>Teaching/learning methods and strategies</b></p> <p>Skills 1-2 are taught and encouraged through language classes and the requirement for independent reading; skills 3 and also 4 through regular seminars and essay assignments and feedback; skills 4 and 9 in (the preparation for) the dissertation; skill 10 through the year abroad and the extensive preparation provided in Part 2 of the programme. Skills 5-8 are taught and learned through practical projects; placements; seminars; lectures; problem-based scenarios in Management</p> <p><i>Assessment</i></p> <p>1-8 are assessed in examinations and in regular coursework; 4 and 9 are assessed through the dissertation; 10 is a progression requirement, although only the academic components are assessed.</p>
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<p><b>D. Transferable skills</b> – able to:</p> <ol style="list-style-type: none"> <li>1. formulate and present arguments clearly and coherently</li> <li>2. give oral presentations</li> <li>3. use IT (especially word-processing and web-based resources)</li> <li>4. demonstrate team-working and interpersonal skills</li> <li>5. manage time and work to deadlines</li> <li>6. work independently and be self-reliant</li> <li>7. take account of different linguistic and cultural environments</li> <li>8. plan and evaluate career possibilities</li> </ol>		<p><b>Teaching/learning methods and strategies</b></p> <p>Skills 1-4 are emphasised throughout the programme: oral presentations and teamwork are standard features of language classes and all assessed work must be word-processed. Time-management skills (5) are enhanced through regular submission of language exercises and strict deadlines for assessed work. Independent work and self-reliance (6) are particularly important in the year abroad, including the dissertation, and the year abroad makes a vital contribution to 7. Career management (8) is taught through a separate compulsory module.</p> <p><i>Assessment</i></p> <p>Skills 1 and 2 are assessed throughout the programme, 6 in the dissertation, and 8 in the careers management module. Skills 3 and 4 are not usually directly assessed (skill 4 in certain modules) but inform a student's work throughout the programme; similarly skill 7 in a student's final year. A student's lack of skill 5 results in missed deadlines and loss of marks.</p>
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**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.**