

# BA Management and Business Administration

UCAS code: N100

For students entering Part 1 in 2006

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: 3 years
	Date of specification: May 2007
Programme Director:	Dr L Newton
Board of Studies:	BA Management Studies
Accreditation:	Chartered Institute of Marketing; CIMA

## Summary of programme aims

The programme aims to provide a thorough degree-level education in Management and Business Administration. It is distinctive in giving a strong emphasis on international business themes relevant for the emerging challenges facing business in a global context. 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	(three terms)	Credits	Level
	<b>Compulsory modules</b>		
EC104	Economics for Managers	20	C
MM1F4	Introductory Management	20	C
EC1F5	Introductory Quantitative Techniques	20	C
LW1A05	General Introduction to Law	10	C
LW1A06	Introduction to Business Law	10	C
MM1F2	Introductory Financial Accounting	20	C
MM1F9	Development of Academic and Professional Skills	20	C
	<b>Part 2</b>		
	<b>(three terms)</b>		
	<b>Compulsory modules</b>		
MM204	Management Accounting	20	I
MM217	Introduction to International Business & Management	20	I
MM256	Management Skills (including CMS)	20	I

**Optional modules available in Part 2 to bring the total credits to 120.**

MM205A	Corporate Financial Reporting 1*	20	I
MM205B	Corporate Financial Reporting 2*	20	I
MM254	Organisational Behaviour	20	I
MM255	Marketing Management	20	I
MM258	An Introduction to the Management of Information Systems	20	I
MM270	Practice of Entrepreneurship	20	I

\* has a C level pre-requisite (MM1F2)

**Part 3 (three terms)**

**Compulsory modules**

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

**Optional modules available in Part 3 to bring the total to 120 credits**

MM306	Advanced Financial Reporting*	20	H
MM307A	Organisational Accounting & Control 1	20	H
MM307B	Organisational Accounting & Control 2	20	H
MM332B	Strategic Management & Business Policy 2	20	H
MM335	International Marketing*	20	H
MM357	Management Project	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

\*has I level pre-requisite

**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, Economics I and Business Law 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.

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.

**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 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 the weighting between Part 2 and Part 3 for classification purposes is 33% and 67% respectively.

### **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: 320 points from 3 A Levels or 340 points from 3 A Levels and 1 AS Level (including C in AS Level Mathematics)

International Baccalaureate: 34 points

Irish Leaving Certificate: AABBB (including Mathematics)

Admissions Tutor: Dr James Walker

### **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:

- (i) Provide students with a broad knowledge base in business and management with the opportunity for specialism in key areas.
- (ii) Develop a high level of analytical ability and the ability for independent thinking and reasoning.
- (iii) Develop the student's competence in applying management and business techniques and skills to business practice.
- (iv) 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><b>A. Knowledge and understanding of:</b></p> <p><i>1. Knowledge and Understanding</i></p> <ul style="list-style-type: none"><li>a. The theoretical basis of management and key functional areas of business.</li><li>b. Current developments in the practice and theory of business management.</li><li>c. Fundamental concepts of business management relevant to the student becoming a manager in a UK business.</li><li>d. The environmental and ethical context of business management in the UK.</li><li>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.</li></ul>	<p style="text-align: center;">→</p> <p><b>Teaching/learning methods and strategies</b></p> <ul style="list-style-type: none"><li>a-e Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning.</li><li>b. Guest lecturers from industry and directed self-study.</li><li>d-e Case studies</li></ul> <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

### 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

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

b,e,f. Case studies

c-d. Independent research and self study

#### 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. Recognise and understand basic financial and management accounting features of a firm.
- c. Evaluate the behaviour, culture and strategy of firms.
- d. 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**

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- 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.**