

BA Business Analysis
For students entering Part 1 in 2008/9

UCAS code: G240

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Economics
Faculty:	Social Sciences Faculty
Programme length:	3 years
Date of specification:	01/Sep/2010
Programme Director:	Dr Simon Burke
Programme Advisor:	Mrs Julie Cooper
Board of Studies:	Economics
Accreditation:	

Summary of programme aims

The programme aims to provide a thorough degree level education in a combination of the principal business disciplines: economics, management, accounting and finance. It focuses on coverage of the principles of each of these subject areas, and their application to business contexts. Students taking the degree will be expected to acquire a good background knowledge of all of these three subject areas, and a knowledge of at least two out of three areas of theory and their uses and applications.

Transferable skills

During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills in line with the University's Strategy for Learning and Teaching. In following this programme, students will have had the opportunity to develop such skills, in particular relating to numeracy, the use of IT and problem-solving and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum. This programme delivers an awareness of business, its structures and techniques.

Programme content

The following profile lists the compulsory modules, together with their credit size, for each Part. Each Part comprises 120 credits. 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 the remaining credits 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)

Compulsory modules

EC1F5	Introductory Quantitative Techniques	20	C
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Economics and Management specialisms

EC1F1A	Introductory Microeconomics	20	C
EC1F1B	Introductory Macroeconomics	20	C
EC1F3	Introduction to Economic Institutions and Policy in Britain	10	C
MM1F4	Introductory Management	20	C
EC1F5	Introductory Quantitative Techniques	20	C
EC1F8	Introduction to Mathematics for Economics and Business	10	C

Economics and Accounting/Finance specialisms

EC1F1A	Introductory Microeconomics	20	C
EC1F1B	Introductory Macroeconomics	20	C
EC1F3	Introduction to Economic Institutions and Policy in Britain	10	C

MM1F2	Introductory Financial Accounting	20	C
EC1F5	Introductory Quantitative Techniques	20	C
EC1F8	Introduction to Mathematics for Economics and Business	10	C

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Accounting/Finance and Management specialisms

MM1F2	Introductory Financial Accounting	20	C
MM1F4	Introductory Quantitative Techniques	20	C

Modules also available in Part 1 when not already taken as compulsory modules for specialism:

EC1F1A	Introductory Microeconomics	20	C
EC1F1B	Introductory Macroeconomics	20	C
EC1F3	Introduction to Economic Institutions and Policy in Britain	10	C

Part 2 (three terms)

Compulsory modules

Compulsory modules by specialism

In addition to the modules of the primary specialism, the compulsory modules of one of the other specialisms must be taken.

EC2CMS- Students taking both the Economics and Accounting/Finance specialisms will also take a 5-credit module in Career Management Skills (distributed model).

Economics specialism

EC201A	Microeconomics I.1	20	I
EC202A	Macroeconomics I.1	20	I
EC203A	Introductory Econometrics I.1	20	I

Accounting/Finance specialism

MM204	Management Accounting	20	I
MM205A	Corporate Financial Reporting 1	20	I
MM205B	Corporate Financial Reporting 2	20	I

Management specialism

MM217	Introduction to International Business and Management	20	I
MM256	Management Skills (includes Career Management Skills)	20	I

Optional modules, all specialisms.

Level I modules only are available in Part 2.

Modules already selected as part of one of the specialisms may not also be selected as options. Some modules have pre-requisites at the C level.

EC201A	Microeconomics I.1	20	I
EC201B	Microeconomics I.2	10	I
EC202A	Macroeconomics I.1	20	I
EC202B	Macroeconomics I.2	20	I
EC203A	Introductory Econometrics I.1	20	I
EC203B	Introductory Econometrics I.2	20	I
EC238A	Contemporary Economic Policy 1	20	I

Part 3 (three terms)

Compulsory modules

Compulsory modules by specialism

In addition to the modules of the primary specialism, the compulsory modules of one of the other specialisms must be taken. In each case, the Part 2 specialism of the same name must have been taken

Economics specialism

EC301A	Microeconomics II.1	20	I
EC302A	Macroeconomics II.1	20	I

Accounting/Finance specialism

MM306	Advanced Financial Reporting	20	I
MM307A	Organisational Accounting and Control 1	20	I
MM376	Finance Management and Analysis	20	I

Management specialism

MM330	Comparative International Management	20	I
MM332A	Strategic Management and Business Policy 1	20	I

Optional modules

Modules already selected as part of one of the degree specialisms may not also be selected as options. Some modules have pre-requisites at the I level.

EC301A	Microeconomics II.1	20	I
EC301B	Microeconomics II.2	10	I
EC302A	Macroeconomics II.1	20	I
EC302B	Macroeconomics II.2	10	I
EC308A	Business Economics 1	20	I
EC308B	Business Economics 2	10	I
EC311A	International Economics 1	20	I
EC311B	International Economics 2	10	I
EC312A	Economics of Development 1	20	I
EC312B	Economics of Development 2	10	I

EC314A	Public Economics 1	20	I
EC314B	Public Economics 2	10	I
EC316A	European Economic Integration 1	20	I
EC316B	European Economic Integration 2	10	I
EC318A	Econometric Methods 1	20	I
EC318B	Econometric Methods 2	10	I
EC320A	Money and Banking 1	20	I
EC320B	Money and Banking 2	10	I
EC324A	European Urban and Regional Economics 1	20	I
EC324B	European Urban and Regional Economics 2	10	I
EC328A	Economics of Land, Development and Planning 1	20	I
EC337A	Processes of Long Term Political and Economic Change 1	20	I
EC337B	Processes of Long Term Political and Economic Change 2	20	I
MM306	Advanced Financial Reporting	20	I
MM307A	Organisational Accounting and Control 1	20	I
MM330	Comparative International Management	20	I
MM332A	Strategic Management and Business Policy 1	20	I
MM332B	Strategic Management and Business Policy 2	20	I
MM335	International Marketing	20	I
MM336	The Evolution of Entrepreneurship	20	I
MM339	Strategic Human Resource Management	20	I
MM359A	Business Ethics 1	20	I
MM374	Informatics for E-Enterprise	20	I
MM379	Social Enterprise	20	I

Progression requirements

To progress to Part 2 a student must:

- (i) Achieve an overall average of 40% over 120 credits taken in Part 1, where all the credits are at C level or above; and
- (ii) Achieve a mark of at least 30% in individual modules amounting to not less than 100 credits taken in Part 1; and
- (iii) Achieve at least 40% in all compulsory Part 1 modules.

To progress from Part 2 to Part 3 a student must:

- (i) Achieve an overall average of 40% over 120 credits taken in Part 2; and
- (ii) Obtain marks of at least 40% in modules totalling at least 90 credits; and
- (iii) Obtain marks of no less than 35% in the remaining 30 credits.

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

320 points from three A2 levels or 340 points from three A2 levels and 1 AS level.

International Baccalaureate: Pass Diploma and achieve 6, 6, 6 in three higher level subjects.

Mature applicants Applications from mature candidates are welcomed. A mature applicant is more likely to receive an offer of a place if he or she has undertaken recent study, for example 2 or more A levels or an Access course, but each case is assessed on its individual merits.

International applicants Applications from international candidates are welcomed. If you are not offering A levels we advise you to contact either the EU or international admissions tutor before applying in order to discuss the acceptability of your qualifications.

Admissions Tutor: Dr Lynda Porter

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 Personal Tutors, School Senior Tutors, the Students' Union, the Medical Practice and the Student Services Directorate. The Student Services Directorate is housed in the Carrington Building and includes the Careers Advisory Service, the Disability Advisory Service, Accommodation Advisory Team, Student Financial Support, Counselling and Study Advisors. Student Services has a Helpdesk available for enquiries made in person or online (www.risisweb.reading.ac.uk), or by calling the central enquiry number on (0118) 378 5555. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions on everything from accommodation to finance. The Carrington Building is open between 8:30 and 17:30 Monday to Thursday (17:00 Friday and during vacation periods). Further information can be found in the Student website (www.reading.ac.uk/student).

The Schools of Economics and Management provide 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.

Career prospects

In recent years graduates from this programme have entered a variety of careers in both the private and the public sectors. Examples include jobs in banking and finance, accountancy, the civil service, and universities.

Opportunities for study abroad or for placements

There are no formal arrangements.

Programme Outcomes

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

Knowledge and Understanding

A. Knowledge and understanding of:

1. the fundamental concepts and techniques of microeconomics, macroeconomics and quantitative methods
2. the fundamental concepts and techniques of business economics and policy
3. a selection of more specialist options on business, economic, or management topics

Teaching/learning methods and strategies

The knowledge required for the basic topics is discussed in formal lectures supported by smaller group discussions on set questions. This pattern is also followed in the more specialist options with the non-assessed work required varying according to the nature of the subject matter.

Assessment

Most knowledge is tested through a combination of coursework and unseen formal examinations. Short tests and oral presentations also contribute.

Skills and other attributes

B. Intellectual skills - able to:

1. think logically
2. apply analytical principles to a range of problems
3. organise tasks into a structured form
4. assess the impact of recent and current changes on business and economic circumstances
5. transfer appropriate techniques and knowledge from one topic within the subject matter to another
6. plan, organise and write a report on an independent project

Teaching/learning methods and strategies

The need to think logically and analytically permeates the compulsory modules. The quality of the analysis depends on a strict focus on the central features of a problem. The more specialist topics provide many opportunities to apply this core approach to a range of problems in a wide variety of contexts.

Assessment

1-3 are covered extensively in the core modules; 4-5 are given wide scope in the optional modules; 6 is assessed directly by means of the large number of essays prepared in parts 2 and 3 in all modules.

C. Practical skills - able to:

1. understand and develop a chain of economic reasoning
2. formulate and analyse business economics problems
3. evaluate economic policies towards business
4. write critical analyses of business economic questions
5. undertake a set of tasks associated with improving their career prospects

Teaching/learning methods and strategies

The core subjects concentrate on formal economic reasoning. Problem solving forms an important part of class work especially in parts 2 and 3. The specialised options involve writing detailed assessments of set topics.

Assessment

Most skills are tested through a combination of coursework, including both problem solving and

essays, and through unseen examinations. The career skills component at 5 will be assessed according to the module description of the Careers Advisory Services CMS module for the School of Economics, distributed model.

D. Transferable skills - *able to*:

1. use IT (word-processing)
2. communicate ideas in a logical way
3. give oral presentations
4. contribute to group discussions of a business problem
5. use library resources both on- and off-line
6. manage time
7. plan career strategy

Teaching/learning methods and strategies

The use of IT is required throughout the part 2 and 3 course units. Seminars in parts 2 and 3 involve group discussions and oral presentations. Library resources have to be used continuously in the preparation of essays and project work. The highly structured system of deadlines for assessed work requires good time management

Assessment

Most skills are tested indirectly through the preparation of course 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 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 process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.