

MSc/Postgraduate Diploma/Postgraduate Certificate in International Management and Business History
For students entering in 2009

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading Henley Business School
Programme Length:	12 months
Date of Specification:	July 2009
Programme Director:	Dr Simon Booth
Board of Studies:	Management MScs
Accreditation:	None

Summary of Programme Aims

The programme aims to provide students with a thorough grounding in the historical evolution of international business since the last quarter of the nineteenth century. As the influence of multinational enterprises becomes ever more visible and debates grow about the process of economic 'globalisation', this programme allows students to examine the growth of international business from a historical perspective. The compulsory modules provide an overview of the major themes and developments in international business throughout the twentieth century. Students will be expected to critically examine differing theoretical approaches to the subject, but the primary aim is to promote an appreciation of the practical realities behind the growth, and growing significance of the multinational enterprise.

Transferable Skills

The programme requires a substantial amount of independent reading, research and study and students are expected to take personal responsibility and show initiative in developing their knowledge and understanding of the field of study. In following this programme students will also have the opportunity to enhance and develop their skills relating to communication (oral and written), presentations, information handling, problem solving, team working, the use of information technology, and problem solving. Students will work under time pressures and will learn to set priorities and manage their time in order to meet strict deadlines.

Successful completion of this degree will require an ability to assimilate, assess and evaluate a wide variety of written sources; to provide coherent and convincing explanations of complex processes; to balance conflicting arguments, to reach considered judgements, and to communicate these findings effectively. These analytical skills are ones which should serve as a sound basis for any profession career.

Programme Content

		Credits	Level
Compulsory Modules			
MMM029	The Evolution of Multinational Enterprise	20	7
MMM028	Comparative and Inter-Cultural Management	20	7
MMM004	Strategy, Policy & Impact of Multinational Enterprise	20	7

MMM023	Study Skills (non credit-bearing)	40	7
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Optional Modules

Students must choose FOUR option modules to the value of 80 credits. A complete list of options is available from the Programme Director, and a list of current options can be found in the relevant Departmental Handbook. There is no guarantee that in any one year all modules will be available. New option modules may also be added

Students may choose to substitute MMM023 (Dissertation, 40 credits) with a project plus an additional optional module:

MMM030	Contemporary Management Practice and Project	20	7
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Plus any other FIVE of the above optional modules

Part-time/modular arrangements

The programme may be studied part-time over two consecutive years by arrangement with the Director of Studies for the Programme.

Progression Requirements

Assessment of taught modules in the summer term; reassessment of failed modules in August/September. Submission of dissertation/project in early September, or by a month thereafter if there are resits.

Students wishing to proceed to a higher degree by research should normally have undertaken a dissertation and obtained an average of at least 60% in the modules and at least 60% in the dissertation

Summary of Teaching and Assessment

Teaching is organised into modules. The delivery of material takes a variety of forms including lectures, classes, seminars and group exercises. All modules involve coursework, which takes a variety of forms reflecting the aims of the module. Final assessment of the module involves a two-hour examination (weight 70%) and coursework (30%). A dissertation/project supervisor is appointed for each student who chooses the dissertation module.

The University's taught postgraduate marks classification is as follows:

Mark Interpretation

70-100%	Distinction
60-69%	Merit
50-59%	Good Standard (Pass)

Failing categories

40-49%	Work below threshold standard
0-39%	Unsatisfactory Work

For Masters Degrees

To pass the MSc students must gain an average mark of 50% or more overall including a mark of 50% or more for the dissertation and have no mark below 40%.

In addition the total credit value of all modules marked between 40-49% must not exceed 40 credits.

Students who gain an average mark of 70% or more overall including a mark of 60% or more for the dissertation and have no mark below 40% will be eligible for a Distinction. Those gaining an average mark of 60% or more overall including a mark of 50% or more for the dissertation and have no mark below 40% will be eligible for a Merit.

For PG Diplomas

A Postgraduate Diploma can be awarded to students based on their results over 120 credits. To pass the Postgraduate Diploma students must gain an average mark of 50% or more and have no mark below 40%. In addition the total credit value of all modules marked between 40-49% must not exceed 40 credits.

Students who gain an average mark of 70% or more and have no mark below 40% will be eligible for the award of a Distinction. Those gaining an average mark of 60% or more and have no mark below 40% will be eligible for a Merit.

For PG Certificates

A Postgraduate Certificate can be awarded to students based on their result over 60 credits. To pass the Postgraduate Certificate students must gain an average mark of 50% or more and have no mark below 40%.

Admission Requirements

Entrants to this programme are normally required to have obtained a first degree the equivalent of a British Honours 2i. References are also taken into account. Acceptance is at the discretion of the Director of Studies.

Admissions tutor: The Programme Director is responsible for admissions.

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 Centre. The Student Services Centre 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 Diary (given to students at enrolment) or on the Student website (www.reading.ac.uk/student).

Career prospects

Students who have followed this programme are working in a wide range of occupations. Graduates have gone on to jobs in a variety of organisations and businesses in both the public and private sectors. Several graduates have gone on to pursue academic careers.

Opportunities for Study Abroad or for Placements

None

Programme Outcomes

Knowledge and Understanding

<p>A. Knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. The historical development and functioning of international business. 2. Differing theoretical approaches to the subject and how these relate to the real world. 3. How cultural, legal and political / social differences have affected the management and development of MNEs from different parts of the world. 4. The historical development of selected multinational enterprises and the evolving role of international business in specific economic sectors. 5. An appreciation of the relevance of a business history perspective to our understanding of the modern business world. 	<p>Teaching/learning methods and strategies 1-5 Formal lectures, guest lectures from industry or visiting academics, discussions, individual and group presentations, group exercises, case studies, guided readings and guidance on key sources of reference material. Feedback and guidance are important elements complementing an emphasis on self-study</p> <p>Assessment Unseen examinations and coursework comprising of long essays. Seminar presentations are also used as a means of assessment in some modules.</p>
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Skills and other attributes

B. Intellectual skills – able to:

1. Structure, analyse, and evaluate theoretical issues, and practical business dynamics and challenges.
2. Think logically and analytically and to understand the difference between positive and normative statements.
3. Identify key business and management relationships and evaluate them with reference to practice.
4. Comprehend the rapidly evolving state of management and international business knowledge and factors influencing both the change and the pace of change.

Teaching/learning methods and strategies

Students are frequently challenged in all teaching situations to complete logical arguments, analyse problems and alternative strategies, and justify statements. Long essays, debate, group work, and presentations provide the principal vehicle for developing intellectual skills

Assessment

Unseen examinations and coursework, case study analysis, dissertation.

C. Practical skills – able to:

1. Evaluate current theoretical and empirical research in the field of study.
2. Evaluate alternative business strategies and routes of development.
3. Evaluate the behaviour, culture and strategy of firms.
4. Effectively apply key professional skills learned in optional classes to the business world.

Teaching/learning methods and strategies

Students are required to undertake and understand a wide range of reading, both of specific references and through researching their own sources of information. Discussion in lectures and seminars emphasises the use of statistical and empirical evidence and the strengths and weaknesses in alternative theories, methodologies, and international business practices.

1-4 are achieved through lectures, seminars, presentations, case studies, and group exercises

Assessment

Long essays, presentations, and unseen examinations.

D. Transferable skills – able to:

- 1 Communicate effectively with a wide range of individuals using a variety of means.
- 2 Evaluate his/her own academic performance.
- 3 Utilise problem-solving skills in a variety of theoretical and practical situations.
- 4 Manage change effectively and respond to changing demands.
- 5 Take responsibility for personal and professional learning and development (personal Development Planning).
- 6 Manage time, prioritise workloads and manage personal emotions and stress.
- 7 Understand career opportunities and begin to plan a career path.
8. Information management skills. e.g. IT skills.

Teaching/learning methods and strategies

The presentation of well-researched written work is a fundamental element of the programme and requires the application of all the skills listed in 1-5. This is reinforced by the breadth and depth of the syllabuses for each module and the highly structured system of deadlines for assessed work, and examinations, which develop the students' skills of time management. Oral skills are developed through lecture and seminar discussions and individual and group presentations.

Assessment

Unseen examinations and coursework.

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.