

**BA International Management & Business Administration with German UCAS code: N2R2**  
**For students entering Part 1 in 2009/0**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Business and Management
Faculty:	Henley Business School at Univ of Reading
Programme length:	4 years
Date of specification:	08/Apr/2011
Programme Director:	Dr Lucy Newton
Programme Advisor:	Dr Ian Roe
Board of Studies:	Management UG courses
Accreditation:	Chartered Institute of Marketing

**Summary of programme aims**

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**

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 communication, interpersonal skills, learning skills, numeracy, self-management, 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.

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**

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 offered at 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)**

*Compulsory modules*

MM1F4	Introduction to Management	20	4
EC104	Economics For Managers	20	4
EC105	Introductory Quantitative Techniques	20	4

Plus one of the following:

MM1F10	Student Enterprise	20	4
MM1F2	Introductory Financial Accounting	20	4

(MM1F2 is compulsory at part 2 if not taken at part 1)

**Compulsory modules in German**

For students entering with A level German or equivalent

GM1AGL	Advanced German Language	20	4
GM1IMG	Icons of Modern Germany	20	4

For students entering with GCSE German or equivalent			
LA1PG4	IWLP German Level 4	20	4
GM1ICI	Icons of Modern Germany	20	4

For students entering with no knowledge of German			
GM1IG1	Intensive German 1	20	4
GM1IG2	Intensive German 2	20	4

## **Part 2 (three terms)**

### *Compulsory modules*

MM217	Introduction to International Business & Management	20	5
GM2GMB	German for Business Purposes	20	5
MM256	Management Skills	20	5

MM1F2 Introductory Financial Accounting will be compulsory if it was not taken at Part 1  
Optional modules in Management available in Part 2 to total 40 credits (20 credits if MM1F2 is to be taken)

In addition to GM2GMB students also take one further compulsory language module in German Studies:

GM2L2	German Language	20	5
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**Or** (only for students who took Intensive German 1 & 2 at Part 1)

GM1AGL	Advanced German Language	20	4
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## **Year abroad/Year away/Additional year (three terms)**

### *Compulsory modules*

MM353P	Business Project	40	6
GM3YO40	Oral and Aural German (full year)	40	6

Either:

GM2S40	German <i>Scheine</i> (full year)	40	5
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or:

GM2YWPL	Placement report	40	5
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GM2YWPL includes 20 credits for work experience that do not contribute to the final assessment.

## **Part 3 (three terms)**

### *Compulsory modules*

Compulsory Modules in Management:

MM330	Comparative International Management	20	6
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Compulsory Modules in German:

GM3GMB	German for Management & Business	20	6
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and either:

GM3GPT or:	Translation into German & English	20	6
GM3GSC	German Structure & Composition	20	6

Optional modules in Management available in Part 4 to total 60 credits

### **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 100 credits including all compulsory modules;
- (iii) not have a mark of less than 35% in the remaining 20 credits

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% in MM217; MM256 and compulsory German modules;
- (iii) not have any mark of less than 35% in the remaining 20 credits

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.

In the final assessment, the weighting ratio between modules taken during Year 2, modules taken during the Year Abroad, and modules taken during Part 3 is 2: 3: 4. Thus second-year modules count as two-ninths, year-abroad modules three-ninths, and final-year modules four-ninths of the final assessment.

### **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 and Maths in GCSE; and achieved:

UCAS Tariff: 320 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). Except that students admitted with no knowledge of German must normally have an A-level or equivalent in a European foreign language.

International Baccalaureate: 32 points

Irish Leaving Certificate: ABBBB (including German)

**Admissions Tutor:** Dr Ismael Al-amoudi

### **Support for students and their learning**

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, the Student Employment, Experience and Careers Centre (SEEC), In-sessional English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and 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 advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing. 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 and runs workshops and seminars on a range of topics. For more information see [www.reading.ac.uk/student](http://www.reading.ac.uk/student)

The School 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**

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 programme 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.

### **Programme Outcomes**

The programme aims to provide students with basic knowledge and skills needed to embark on a management career.

Develop the student's competence in applying management and business techniques and skills to business practice.

Develop reasoning and analytical skills

Develop a range of personal transferable skills.

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.

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:**

#### **Teaching/learning methods and strategies**

- 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.

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.

**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.

- 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.

**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.**