

**BA International Management & Business Administration with Italian**  
**For students entering Part 1 in 2010/1**

**UCAS code: N2R3**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Business and Management, Languages and Related Studies
Faculty:	Henley Business School at Univ of Reading
Programme length:	4 years
Date of specification:	18/Apr/2013
Programme Director:	Dr James Walker
Programme Advisor:	Dr Daniela La Penna
Board of Studies:	Henley Business School Board of Studies for Undergraduate Programmes
Accreditation:	

**Summary of programme aims**

The programme aims to provide a degree-level education in International Management and Business Administration, with a significant emphasis on Italian culture and a high level of understanding of written and spoken Italian. 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 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.

**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.

**Part 1 (three terms)**

*Compulsory modules*

MM1F2	Introductory Financial Accounting	20	4
MM1F11	People and Organisations	20	4
MM1F12	Markets, Marketing and Strategy	20	4
MM1F13	Business Statistics	20	4

Modules in Italian Studies

For students with A level in Italian (or equivalent):

IT1001	Advanced Italian Language	20	4
IT1002	Twentieth Century Italian Culture	20	4

Compulsory module for students without A level in Italian (including complete beginners): one of the following, depending on previous experience

IT1003	Italian Language (Elementary) and Culture	40	4
IT1005	Italian Language (Lower Intermediate) and Culture	40	4

**Part 2 (three terms)***Compulsory modules*

MM256	Management Skills	20	5
MM272	International Business Strategy	20	5

Optional modules in Management to total 40 credits;

Compulsory modules in Italian Studies

Either:

IT201	Advanced Italian Language II	20	5
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or:

IT202	Intermediate Italian Language	20	5
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One from a list of optional modules:

Students must choose one option module to the value of 20 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.

(Not all optional modules will be available in any one year; the availability of all optional modules is subject to availability of staff and will require a minimum number of participants.)

**Year abroad/Year away/Additional year (three terms)***Compulsory modules*

IT3Y31	Italian Oral and Textual Skills	20	5
IT3Y32	Written Italian	20	5
and			
MM353PL	Business Placement Project (French and Management, German and Management, Italian and Management)	40	5
or			
MM353PR	Business Project (French and Management, German and Management, Italian and Management)	20	5
and			
MM381IT	Credits from Italian University Course on approved Business module/s	20	5

Either:

IT2Y31	Credits from Italian University Course (1)	20	5
and			
IT2Y32	Credits from Italian University Course (2)	20	5

IT2YWP	Work Placement Abroad	40	5
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**Part 3 (three terms)***Compulsory modules*

Compulsory Modules in Italian Studies:

IT301	Advanced Italian III	20	6
IT309	Italian for Managers	20	6

Students choose 4 option modules in Management to total 60 credits.

A complete list of options is available from the Programme Director, and a list of current options can be found in the relevant School Handbook. There is no guarantee that in any one year all modules will be available. New option modules may also be added.

### 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) achieve not less than 35% in the remaining 20 credits

To progress from Part 2 to Part 3 (and, where appropriate, from Part 3 to Part 4 in four year programmes spent in the University) a student must:

- (ii) obtain an average mark of 40% across all Part 2 modules;
- (iii) obtain a mark of at least 30% in individual modules amounting to not less than 100 credits

To proceed from the Year Abroad to Part 3 students must satisfy the examiners that they have successfully completed an approved programme of studies at a University in Italy and have handed in the work and assignments required by the programme.

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 modules taken during Year 2 count for 22.2% of the total credit weighting, modules taken during the Year Abroad count for 33.3% of the total credit weighting, and modules taken during Part 3 count for 44.4% of the total credit weighting.

### Summary of Teaching and Assessment

The University's honours classification scheme is:

Mark	Interpretation
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class
40% - 49%	Third class
35% - 39%	Below Honours Standard
0% - 34%	Fail

For the University-wide framework for classification, which includes details of the classification method, please see: <http://www.reading.ac.uk/internal/exams/Policies/exa-class.aspx>.

1. 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;
2. The maximum proportion of a final module mark allocated to coursework is 20%, other than in special cases. (See 5. below concerning Italian modules.)
3. In the Department of Italian, teaching is through seminars, lectures, essay tutorials and language classes. Over the programme as a whole, assessment will be conducted through a mixture of assessed essays and formal examination. The Credits from Italian University courses will derive from marks obtained in oral examinations set by the Italian university. The Oral in Italian and the Written and Oral Presentation will be examined at the beginning of Part 3.
4. The conventions for classification are included in the Programme Handbook but you should note that weighting between Part 2 (and Level 5 modules in the Year Abroad) and Part 3 (and Level 6 modules in the Year Abroad) for classification purposes is 33% and 67%.

5. Italian modules vary from the standard and coursework may amount to up to a maximum of 50%.

### **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: AAB from 3 A Levels or ABB from 3 A Levels and 1 AS Level grade B. A minimum of three full A levels are required (including Latin or a modern language GCSE).

International Baccalaureate: 34 points

Irish Leaving Certificate: AAABB (including Latin or modern foreign language and Mathematics)

IELTS Band 6.5 (or equivalent) is required for those whose education has not been undertaken in English.

**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 Careers, Placement and Experience Centre (CPEC), In-session 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, academic issues (eg problems with module selection) and exam related queries. 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)

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. The School Handbooks issued to Part 1 and to degree course students provide extensive information on resources and study skills. The Access Point for Individual Language Learning (APILL) contains a range of audio and audio-visual materials to promote self-study in languages, together with facilities for watching Italian television by satellite. The University Library is particularly well stocked with works relating to many different aspects of Italian and Classical culture and the Faculty possesses a video suite to support cinema studies. The Departmental Libraries contains a range of reference works which can be used by students and offer congenial study spaces. The School of Management has a resource room with reference books and computers for student use.

### **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, Italy 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 universities in Italy. They must take the units and examination in these institutions as agreed by the Director of Management Studies and the Italian 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 two classifying finals units (including an oral assessment). All students also complete a dissertation.

#### **Work Placement**

Students may choose to seek a placement in a company in Italy 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 Italian departments. Further details are available from the Director of Management Studies.

### **Programme Outcomes**

The programme aims to:

- (i) Provide students with basic knowledge and skills needed to embark on a management career.
- (ii) Develop the student's competence in applying management and business techniques and skills to business practice.
- (iii) Develop reasoning and analytical skills.
- (iv) Develop a range of personal transferable skills.
- (v) Develop students' knowledge of the Italian language, especially of the language used in business communication
- (vi) Provide students with a good knowledge of the Italian language, of some chosen Italian cultural, historical and social topics.

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:**

- 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. The Italian language, with special emphasis of the language used in Italian business.
- g. Selected aspects of Italian literature, history and culture.
- h. Methods of approach, analysis and interpretation associated with the various disciplines covered.

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

Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning.  
At Part 1, Italian is taught at three distinct levels: beginners, intermediate and advanced. Separate teaching is maintained throughout Part 2, but after the year in Italy all students follow the same courses. Teaching is always in small groups, with different classes being devoted to grammar, oral and aural skills, reading and writing skills and translation. Audio-visual resources are used as appropriate. Regular non-assessed coursework is set, and considerable emphasis is based on individual study. The Year Abroad provides experience in the use of everyday Italian and the opportunity to follow University courses or to work in an Italian company. 2,3. These areas are taught through a combination of usually informal lectures and seminars. Students are expected to undertake independent reading on the basis of bibliographies issued for each module, and prepare seminar papers and essays

#### *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.  
Language work is assessed by oral and written examinations. The Italian University courses are assessed by oral examinations. Modules on literature and culture are assessed by a combination of coursework and examination.

### **Skills and other attributes**

#### **B. Intellectual skills - *able to*:**

- a. Apply the skills needed for academic study and enquiry.

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

In Management: Lectures; tutor-led tutorials; student and tutor-led seminars; self-directed

- 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.
- In Italian: According to their choice of module, students will be able to: 1. analyse and interpret literary or cinematic works in their cultural contexts; 2. apply literary and historical concepts; 3. conduct lucid arguments in support of a case, using evidence appropriately; 4. think critically and independently.

### **C. Practical skills - able to:**

In Management:

- 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.
- In Italian: 1. speak, write, read and understand Italian at a high or near-native level of proficiency; 2. seek out and select information from published and Internet sources and use it critically; 3. make clearly-constructed written and oral presentations.

### **D. Transferable skills - able to:**

In Management: - 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

learning; research-based teaching materials and methods; problem-based learning scenarios.

In Italian: These skills are developed throughout the programme. Classes in literary, historical, cinematic and other cultural modules involve analysis and discussion, often based on papers presented by students; and set essays involve analysis and debate on intellectual problems. Awareness of new approaches is encouraged as options are often linked to teachers' research interests. Individual feedback is provided on content and organisation of essays. Independent thinking is developed especially through the dissertation module for which initial preparation and regular support are provided.

#### *Assessment*

In Management : Written examinations; business presentations; project work In Italian: These skills are assessed in all Parts of the programme by a combination of coursework essays and examination

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

Practical projects; placements; seminars; lectures; problem-based scenarios.

Language classes are compulsory throughout the programme and there is regular unassessed coursework. The Year Abroad provides a range of experiences in the use of everyday and academic or business Italian. Primary source material and much secondary literature is in Italian. Bibliographies are provided for all modules, students are trained in library use, and many modules provide experience searching for information via the Internet. Students regularly give oral presentations and write essays and are given feedback on them.

#### *Assessment*

In Management: Written examinations; business presentations; project work In Italian; Skill 1 is assessed at different stages by oral examinations and unseen written papers. Skills 2-3 are assessed by a combination of coursework and examinations.

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

In Management: Lectures, group work, group presentations, dissertation and project based methods. In Italian: Skills 1-6 are developed progressively throughout the programme. Participation in seminars and oral classes develops skills in self-expression and teamwork. Critical thought, the construction of arguments, and information skills are all developed through essay writing and the dissertation, and all assessed work must be word-processed. Time-management skills are enhanced by the regular production of language work and the meeting of strict essay deadlines. Sensitivity to cultural difference informs the whole programme and, together with the development of

a career path.

h. Information management skills, e.g. IT skills. In Italian: 1. construct and communicate arguments clearly and effectively in speech and writing, and support arguments with evidence;  
2. think critically;  
3. locate information and use information technology (especially word-processing and web-based resources);  
4. participate effectively in group activities;  
5. organise their own time purposefully and work independently;  
6. show sensitivity to cultural differences;  
7. make informed career plans.

self-motivation and self-reliance, is greatly encouraged by the Year Abroad. Career management is taught through a distinct module at Part 2.

#### *Assessment*

Assessments include a wide variety of methods such as tutor feedback, critiques of presentations, interactive discussion in groups. Group feedback and peer assessment.

In Italian - Skills 1-2 are assessed through coursework and examinations, including the examinations in Italy. The location of information forms part of the activity involved in the dissertation, but word-processing skills are not formally assessed. Skill 4 is not directly assessed. There are strict, clearly-defined penalties for lateness in handing in assessed work and for plagiarism.

**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.**