

**MSc in International Management (full-time)  
For students entering in 2013/4**

|   |   |
|---|---|
| Awarding Institution:                       | University of Reading                     |
| Teaching Institution:                       | University of Reading                     |
| Relevant QAA subject Benchmarking group(s): |   |
| Faculty:                                    | Henley Business School at Univ of Reading |
| Programme length:                           | 1 years                                   |
| Date of specification:                      | 02/Dec/2013                               |
| Programme Director:                         | Dr Kleio Akrivou                          |
| Programme Advisor:                          |   |
| Board of Studies:                           | School of Management (Postgraduate)       |
| Accreditation:                              | None                                      |

**Summary of programme aims**

The programme aims to provide a thorough postgraduate education in the field of international management for students who do not necessarily have a first degree in business or management studies. Distinctive in its international approach, this programme places an emphasis on a systems view of the firm. You will understand some of the complexities of managing culturally diverse teams, and the influence of stakeholders in the 21st century international business environment. You will develop a deep understanding of the critical importance of human agents (executive, stakeholder, employee, customer and citizen) and examine the balance between people and process driven elements in an organisation. You will also examine the relationship between the human agent and functional aspects (strategy, financial management, marketing, entrepreneurship). Core modules provide a critical understanding of contemporary strategic management, corporate responsibility, responsibility / ethics in international management, financial management and organisational behaviour. In addition you will assess the ethical complexities involved in managing global organisations, and what is involved in responsible decision making (both in business and in society). You will be encouraged to critically evaluate existing theories, models and practices and use your knowledge and abilities to assess real-life situations and challenges, placing a distinctive emphasis on grappling with how ethical perspectives and narrow economic objectives in decision making regarding the firm performance and its stakeholder management practices.

**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, and actively participate in debates and class discussions during lectures and tutorials. In following this programme students will also have the opportunity to enhance and develop their reflective and analytical skills, skills relating to communication (oral and written), presentations, information handling, problem solving, team-working, and the use of information technology. Students will learn to work independently and in inter-dependent teams, under time pressures, and will learn to set priorities and manage their time in order to meet strict deadlines.

**Programme content**

*Compulsory Modules*

| Code   | Title   | Credits | Level |
|--------|---|---------|-------|
| MMM001 | International Strategic Management                        | 20      | 7     |
| MMM072 | Professional Development and Practice                     | -       | 7     |
| MMM031 | Financial Management                                      | 20      | 7     |
| MMM048 | Managing People and Organisations                         | 20      | 7     |
| MMM069 | International Management Business Project                 | 20      | 7     |
| MMM070 | Study and Research Skills: Sources, Methods, and Practice | -       | 7     |
|        | EITHER:   |         |       |
| MMM006 | Global Marketing Management                               | 20      | 7     |
|        | OR:   |         |       |
| MMM043 | Principles of Marketing                                   | 20      | 7     |
|        | EITHER:   |         |       |
| MMM034 | Corporate Social Responsibility                           | 20      | 7     |
|        | OR:   |         |       |
| MMM066 | Ethics in International Management                        | 20      | 7     |

Students must choose THREE option modules to the value of 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 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 MMM069 (International Management Business Project, 20 credits) with a dissertation, 40 credits plus only an additional 2 option modules:

|        |  |    |   |
|--------|--|----|---|
| MMM023 | Dissertation (incorporating Study and Research Skills) | 40 | 7 |
|        | Plus any other TWO optional modules                    |    |   |

#### **Part-time or modular arrangements**

N/A

#### **Progression requirements**

Assessment of taught modules in May/June; re-sit failed modules in August/September; submit project by early September, or by a month thereafter if there are re-sits.

Students wishing to proceed to a higher degree by research should normally have obtained an average of at least 60% in the modules and at least 60% in the International Management Business project or dissertation.

#### **Summary of Teaching and Assessment**

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

Further information on the classification conventions, including borderline criteria, are available at

<http://www.reading.ac.uk/web/FILES/exams/PGclassification-post-2008.pdf>

For Masters Degree

To qualify for Distinction, students must gain an overall average of 70 or more over 180 credits and a mark of 60 or more for the dissertation, and must not have any mark below 40.

To qualify for Merit, students must gain an overall average of 60 or more over 180 credits and a mark of 50 or more for the dissertation, and must not have any mark below 40.

To qualify for Passed, students must gain an overall average of 50 or more over 180 credits and a mark of 50 or more for the dissertation. In addition, the total credit value of all modules marked below 40 must not exceed 30 credits and of all modules marked below 50 must not exceed 55 credits.

For PG Diploma

To qualify for Distinction, students must gain an overall average of 70 or more over 120 credits and must not have any mark below 40.

To qualify for Merit, students must gain an overall average of 60 or more over 120 credits and must not have any mark below 40.

To qualify for Passed, students must gain an overall average of 50 or more over 120 credits. In addition, the total credit value of all modules marked below 40 must not exceed 30 credits and of all modules marked below 50 must not exceed 55 credits.

For PG Certificate

To qualify for a Postgraduate Certificate, students must gain an overall average of 50 or more over 60 credits. In addition, the total credit value of all modules marked below 40 must not exceed 10 credits.

#### **Admission requirements**

Entrants to this programme are normally required to have obtained a first degree the equivalent of a British upper second class honours degree. Applicants whose degree result is below the required level, or whose degree is from a university where the standard is not likely to be well known to the admissions committee, will require GMAT 600. IELTS Band 7 (or equivalent) is required for those whose education has not been undertaken in English. 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 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)

### **Career prospects**

Students who have followed this programme are working in a wide range of industries and management functions. Industries include finance, manufacturing, retailing, advertising, international consultancy, Civil Service, teaching and research. Graduates from this programme have found employment in many different types of firms from multinationals to small and medium enterprises.

Graduates of the MSc in IM may also be able to successfully pursue careers in International Organisations and Non-Governmental Organisations with a focus in trade and economic global relations and in balancing business and social international and global collaborations and agendas.

### **Opportunities for study abroad or for placements**

None

### **Programme Outcomes**

#### **Knowledge and Understanding**

##### **A. Knowledge and understanding of:**

1. Fundamental theory on international and strategic management.
2. Ethical theory and specialized applications on business ethics and ethics in international management.
3. Most recent developments in relevant empirical work intersecting theory and management practices, and how these are applied in contemporary business cases in international business environment.
4. The structure and practices of international management as it relates to different stakeholders in business and society. Management within these enterprises.
5. An critical understanding of how international business is driving change in management practices, business cultures and society throughout the world.

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

1-5  
Formal lectures, guest lectures from industry, and tutorial sessions with emphasis in applied case study applications. Oral debates and discussions, individual and group presentation, group exercises, case studies, guided readings and guidance on key sources of reference material. Feed back and guidance are important elements complementing an emphasis on self -study

##### *Assessment*

Unseen examinations and coursework comprising of long essays. Seminar presentations are also used as a means of assessment in some modules. Team assignments and team oral presentations. Reflective essays.

#### **Skills and other attributes**

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

1. Structure, analyse, and evaluate theoretical issues, and practical business dynamics and challenges.
2. Read, understand and discuss the relevant literature in refereed academic journals and books.

##### **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

3. Think logically and apply analytical principles.
4. Identify key business and management objectives and challenges, how they relate to ethics concerns and the changing societal needs and trends, and how they are observed in real business practice
5. Comprehend the rapidly evolving state of international management and related complexities and factors influencing the long and short term effectiveness of an international organization.

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

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

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

1. Communicate effectively with a wide range of individuals using a variety of means.
2. Write critical and academic essays.
3. Utilise problem-solving skills in a variety of theoretical and practical situations.
4. Develop conceptual complexity as to the issues and challenges involved in ethically and successfully practicing international management effectively and understand the role of business in changing demands due to globalization and new trends in society.
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.

presentations provide the principal vehicle for developing intellectual skills

*Assessment*

Unseen examinations and coursework, case study analysis, dissertation.

**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.

**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 critical thinking and (empirical evidence), and the demonstration of reflective skills and examples from the students' personal experiences (in relevant industries and their countries of origin). 1-3 are achieved through lectures, seminars, presentations, case studies, and group exercises

The presentation of well-researched written work is a fundamental element of the programme and requires the application of all the skills listed in 1-4. 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 process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.**