

**BSc Business Economics and Trade**  
**For students entering Part 1 in 2015/6**

**UCAS code:**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Economics
Faculty:	Arts, Humanities and Social Science Faculty
Programme length:	1 year
Date of specification:	28/Jun/2018
Programme Director:	Dr Simon Burke
Programme Advisor:	Dr Andi Nygaard
Board of Studies:	Economics

**Summary of programme aims**

This programme represents an articulated dual award between the University of Reading and NUIST by mutual credit transfer.

The programme aims to provide a thorough degree level education in economics in general, and in business economics in particular. It focuses on principles of economic analysis and accompanying quantitative methods, adopting a technical approach: these core areas are compulsory in all three parts of the degree. Students taking the degree will acquire a thorough knowledge and appreciation of core economic theory and of its uses and applications especially in a business environment. Optional modules taught at NUIST will include a particular emphasis on international trade.

**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.

Economics encourages business awareness and an understanding of important features of decision making, such as uncertainty, constraints and opportunity cost. The programme includes a particular emphasis on an ability to discuss economic problems in spoken and written English.

**Programme content**

Students will study during the first three years at NUIST, taking modules equivalent to 80 credits in each year. All of these modules will be taught and assessed in English except for optional modules worth 20 credits in each of the first two years, taught in Chinese. In addition, students will take other modules at NUIST which do not count towards the Reading degree but are needed for the NUIST degree. Students who successfully complete the first three years and qualify according to the constraints set out in the Memorandum of Agreement will transfer to the University of Reading for the final year of their degree. This year is identified as Year 4 or Part 3 in this programme specification and consists of 120 credits.

**Part 1 (three terms)**

*Compulsory modules*

Year 1 (two semesters in Nanjing)

The following modules are taught and assessed in English.

Code	Title	Credits	Level
	Principles of Microeconomics 1	10	4
	Principles of Microeconomics 2	10	4
	Principles of Macroeconomics 1	10	4
	Principles of Macroeconomics 2	10	4
	Introductory Mathematics for Economics 1	10	4
	Introductory Mathematics for Economics 2	10	4

A further 20 credits of non-core modules, including a careers learning element, are taken in Chinese from the Department of Economics, NUIST. In addition, students will take other modules during year 1, which are not listed here and do not count for credit.

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

Year 2 (two semesters in Nanjing)

The following modules are taught and assessed in English.

Code	Title	Credits	Level
	Introductory Quantitative Techniques 1	10	4
	Introductory Quantitative Techniques 2	10	4
	Intermediate Microeconomics 1	10	5
	Intermediate Microeconomics 2	10	5
	Intermediate Macroeconomics 1	10	5
	Intermediate Macroeconomics 2	10	5

A further 20 credits of non-core modules in the field of international trade are taken in Chinese from the Department of Economics, NUIST. In addition, students will take other modules during year 2, which are not listed here and do not count for credit.

**Part 3 (three terms)***Compulsory modules*

Year 3 (two semesters in Nanjing)

The following modules are taught and assessed in English.

Code	Title	Credits	Level
	Introductory Econometrics 1	10	5
	Introductory Econometrics 2	10	5
	Money and Banking 1	10	5
	Money and Banking 2	10	5
	Business Economics 1	10	5
	Business Economics 2	10	5
	Economics of Social Policy 1	10	5
	Economics of Social Policy 2	10	5

In addition, students will take other modules in Chinese during year 3, which are not listed here and do not count for credit.

**Part 4 (three terms)***Compulsory modules*

Year 4 = Part 3 (three terms in Reading)

Core modules:

Code	Title	Credits	Level
EC347	Industrial Organization	20	6
EC348	Business History	20	6
EC3DIS	Dissertation	20	6

Note: students will also participate in 8 two-hour embedded in-session English support in the autumn term.

Optional modules

Students EITHER choose three of the following:

Code	Title	Credits	Level
EC301	Advanced Microeconomics	20	6
EC302	Advanced Macroeconomics	20	6
EC311	International Economics	20	6
EC314	Public Economics	20	6
EC315	History of Economic Thought	20	6
EC316	European Economic Integration	20	6
EC324	European Urban & Regional Economics	20	6
EC328	Economics of Land Development & Planning	20	6
EC339	Microeconomics for Developing Countries	20	6

EC342	Macroeconomics for Developing Countries	20	6
EC343	Behavioural Economics	20	6
EC344	Banking in Emerging Economies	20	6

OR choose two of the above and one of the following:

Code	Title	Credits	Level
EC205	Intermediate Econometrics	20	5
EC206	Intermediate Mathematics for Economics	20	5
EC242	Economics of Environment and Energy	20	5

### Progression requirements

To progress on to Year 4 (Part 3) in Reading, students must obtain an overall average mark of 70% (on NUIST marking criteria; equivalent to 50% on Reading criteria) on all compulsory modules listed above in Years 1, 2 and 3, with no individual module mark below 60 (equivalent to 40), and gain level 6.5 in the IELTS or TEEP English Language test.

The final degree classification is calculated by taking the average mark for Level 5 modules listed above (120 credits) and converting this to an equivalent Reading mark using the mark conversion algorithm agreed and detailed in the Operational Handbook. This mark is then added to the average mark for the Part 3 modules (weighted according to credits) in the ratio 1:2 to get a mark out of 100.

The University's honours classification is as follows:

Mark Interpretation

70% - 100% First class

60% - 69% Upper Second class

50% - 59% Lower Second class

40% - 49% Third class

0% - 39% Fail

### Summary of Teaching and Assessment

Teaching is organised in modules that involve a combination of lectures and seminars. Modules are assessed by a combination of coursework and examination. In Year 1 there will be a particular emphasis on talking about and discussing economics in English.

### Admission requirements

Entrants to this programme in China must satisfy the requirements of the NUIST admission criteria following Jiangsu Provincial regulations and national regulations in China. To progress on to Year 4 (Part 3) in Reading, students must obtain an overall average mark of 70% on all compulsory modules listed above in Years 1, 2 and 3, with no individual module mark below 60, and gain level 6.5 in the IELTS or TEEP English Language test.

### Admissions Tutor:

### 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, In-session English Support Programme, the Study Advice and Mathematics Support teams and IT Services. 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 Support Centres. If a student has a general enquiry and is unsure where to seek help, they should visit their Support Centre. There are five Support Centres across the University, including one based at the London Road Campus. The Support Centre will be able to advise on matters such as extenuating circumstances, module selection, suspensions, withdrawals, timetable queries and transferring programme. The Support Centre will also be able to signpost students to Carrington building where other University services related to disability, financial support, counselling and wellbeing, accommodation and careers can be found. More information on what student services are available can be found here: <http://student.reading.ac.uk/essentials>.

At NUIST there is equivalent support available. Students will have access to the University library, containing books and journals in both Chinese and English and a suite of well-equipped IT and multi-media teaching

rooms. There is also a central careers service and a student support office within the School of Economics and Management.

### **Career learning**

Students have a structured opportunity to think about career planning during the first year of the programme at NUIST.

### **Career prospects**

In recent years graduates from the domestic Business Economics 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. It is noted that Chinese students educated to degree level in the UK are increasingly seeking employment back in China.

### **Opportunities for study abroad**

Students will spend the final year of their programme in Reading. There are no other opportunities to study abroad.

### **Placement opportunities**

### **Programme Outcomes**

#### **Knowledge and Understanding**

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

1. the fundamental concepts and techniques of microeconomics, macroeconomics and quantitative methods
2. the most frequently used mathematical techniques in economics: calculus and linear algebra
3. the fundamental concepts and techniques of business economics and policy
4. a selection of more specialist options on business or economic 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
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 in the programme. 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 Years 2, 3 and 4 in all modules.

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

1. understand and develop a chain of economic reasoning
2. formulate and analyse business economics

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

The core subjects concentrate on formal economic and econometric reasoning. Problem solving forms an important part of class work especially in Years 2

problems

3. interpret and assess econometric results
4. write critical analyses of business economic questions
5. undertake a set of tasks associated with improving their career prospects

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

1. use IT (word-processing and econometric software packages)
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

, 3 and 4. 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.

**Teaching/learning methods and strategies**

The use of IT is required throughout the programme. Seminars throughout the programme 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.**