BA Business and Management   **UCAS code: NN12**
For students entering Part 1 in 2015/6

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:	11/Apr/2016
Programme Director:	Dr Christopher Voisey
Programme Advisor:	
Board of Studies:	Henley Business School Board of Studies for
Undergraduate Programmes	
Accreditation:	Chartered Institute of Marketing

Summary of programme aims

This programme aims to provide an academic grounding in key management and business issues. This encompasses the 'internal' environment of the firm - such as human resources, organisational behaviour, organisational culture, utilising financial and accounting information, ethical management, IT management, entrepreneurship - and the 'external' environment - such as markets, marketing, strategy, corporate finance, corporate social responsibility, the cultural context in which firms operate and entrepreneurial direction. The programme aims to teach students in order to prepare them for responsible professional leadership and managerial roles in the commercial or public sector. It is distinctive in placing a strong emphasis on international business themes relevant for the emerging challenges facing business in a global context. Graduates will be well qualified to develop a professional career in business or management.
This programme is delivered both at the Whiteknights Campus in the United Kingdom, and at the University of Reading Malaysia Campus (as BA Management and Business).

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 career management, communications (both written and oral), information handling, numeracy, problem-solving, team working and use of
information technology and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.
By completing one year of work-based learning, students will be able to apply and enhance the knowledge they gain within their degree directly to a business/management environment. This experience will also further develop the transferable skills of the students completing the degree.

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 in the School Handbook. Not all optional modules will necessarily be available in any year. Admission to optional modules will be at the discretion of the Programme Director. Appropriate comparable module(s) can be used to substitute for optional modules with the explicit agreement of the programme director. The third year is spent on an approved placement.

Part 1 (three terms)
Compulsory modules

Code	Title	Credits	Level
AC105A	Introductory International Financial Accounting A	10	4
AC106	Introduction to Management Accounting	10	4
MM1F11	People and Organisations	20	4
MM1F12	Markets, Marketing and Strategy	20	4
MM1F13	Business Statistics	20	4
And Either			
MM1F10	Student Enterprise	20	4

or both

Code	Title	Credits	Level
AC105B	Introductory International Financial Accounting B	10	4
MM1F17	Business Synthesis	10	4

Optional modules (to bring the total to 120 credits)
Either both:

Code	Title	Credits	Level
LW1A05	General Introduction to Law	10	4
LW1A06	Introduction to Business Law	10	4

Or one of :

Code	Title	Credits	Level
IC103	Introductory Economics for Business and Finance	20	4
AC102	Assurance, Governance and Ethics	20	4

Part 2 (three terms)
Compulsory modules

Code	Title	Credits	Level
MM256	Management Skills	20	5
AC201	Management Accounting	20	5

Students must choose 40-60 available credits from:

Code	Title	Credits	Level
MM254	Organisational Behaviour	20	5
MM255	Marketing Management	20	5
MM276	Business Strategy	20	5
MM203	Strategic Management of Work and Human Resources	20	5

Optional modules available in Part 2 to bring the total credits to 120
Students must choose up to TWO optional modules to the value of 40 credits (only one of which may be at level 4). 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 optional modules may also be added.

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

120 credits

Code	Title	Credits	Level
MM284	Work placement experience (including minimum 9 month, full-time work placement and the submission of a reflective learning log, an employer reference and a poster presentation)	120	5

Part 3 (three terms)
Compulsory modules

There are no compulsory modules at Part 3.

Optional modules to bring the total to 120 credits (no compulsory modules)

Students must choose optional modules to the value of 120 credits (only one of which may be at level 5). A complete list of current options is set out below. There is no guarantee that in any one year all modules will be available, and new optional modules may also be added.

At the University of Reading Malaysia for Parts 1, 2 and 3 students will be provided with a list of available optional modules each year.

Students must choose 120 available credits from:

Code	Title	Credits	Level
AC312	Advanced Financial Reporting	20	6
MM308	Institutions and Emerging Firms	20	6
MM330	Comparative International Management	20	6
MM335	International Marketing	20	6
MM336	The Evolution of Entrepreneurship	20	6
MM339	Strategic Human Resource Management	20	6
MM357	Management Project	20	6
MM359A	Business Ethics 1	20	6
MM374	Informatics for E-Enterprise	20	6
MM379	Social Enterprise	20	6
MM380	Managing Operations and Processes	20	6
IC309	Private Equity and Venture Capital	20	6
LA1XX1	IWLP Language Module (details unspecified)	20	6
MM301	Effectual Entrepreneurship	20	6
MM302	Entrepreneurship Project	20	6
MM303	Strategy and International Business	20	6
MM340	International Human Resource Management	20	6
MM390	Understanding Customers	20	6
MM391	Digital Marketing	20	6
MM320	Sustainable Organisations	20	6
MM334	New Directions in Business and Corporate Social Responsibility	20	6
IC306	Foreign Exchange and Money Markets	20	6
AC310	Responsible Investment and Sustainability Reporting	20	6
MM359B	Business Ethics for International Management	20	6
MM393	Corporate Strategy	20	6
MM394	Global Strategy	20	6
MM395	Firms in the Global Economy	20	6
MM396	Project Management	20	6
MM397	Management in Media Industries	20	6

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; and,
(iii) achieve not less than 35% in the remaining 20 credits

In order to progress from Part 2 to Part 3, students must achieve a threshold performance and pass their placement year assessment.
To gain a threshold performance at Part 2, a student shall normally be required to achieve:
(i) a weighted average of 40% over 120 credits taken at Part 2;
(ii) marks of at least 40% in individual modules amounting to not less than 80 credits
(iii) and marks of at least 30% in individual modules amounting to not less than 120 credits
Students who choose to undertake a placement are required to pass the placement year in order to progress on the programme which incorporates the placement year. Students who fail the placement year transfer to the non-placement year version of the programme.

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.

The weighting of the Parts/Years in the calculation of the degree classification is

Three-year programmes
Part 2 one-third
Part 3 two-thirds

Four-year programmes, including placement year: Normally:
Part 2 one-third
Placement Year not included in classification
Part 3 two-thirds
(where students fail a placement year which does not contribute to classification they transfer to the three-year version of the programme)

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 are assessed by a mixture of coursework, which takes a variety of forms, and formal examination, with modules varying the relative weighting of these two types of assessment. However, some modules may be assessed only as coursework, while others may be assessed solely by examination. Details are given in the relevant module descriptions. The placement year module is assessed on a pass/fail basis. Students are required to pass this module but the assessment of the module does not contribute to final degree classification. The conventions for classification are included in the Programme Handbook but it should be noted that the weighting between Part 2 and Part 3 for classification purposes is 33% and 67% respectively.

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 (340 points) from 3 A Levels
International Baccalaureate: 35 points
Irish Leaving Certificate: AAABB (including Mathematics)
IELTS Band 6.5 (or equivalent) is required for those whose education has not been undertaken in English.

Admissions Tutor: UK: Dr Peter Cook

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-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, 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

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Services and computer-based teaching and learning facilities. Student guidance and welfare support is provided by Personal Tutors, School Senior Tutors, the Students' Association, Student Wellbeing and Counselling Services, and advisers at UoRM/EduCity. Student & Academic Services at UoRM offer advice on accommodation, careers, disability, finance, and wellbeing, academic issues 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 & Academic Services also offer drop-in sessions and run workshops and seminars on a range of topics.

Within the Henley Business School (including the School's presence in Malaysia), students are supported in their learning through tutorials, workshops, practical classes and problem-based learning classes. Students are supported in self-development and career management skills through engagement with their personal and academic portfolio, which is closely linked to all modules and all personal tutor meetings. In additional to lecture and class time, each module lecturer has appointed office hours during which they may be consulted without prior appointment. The students are also provided with vocational training through a number of simulated professional experiences, inter-professional learning activities, public involvement and placement opportunities. A programme handbook is provided to all students and any problems can be addressed by talking to their personal tutor, the senior tutor, or raising the issue for discussion through the staff-student liaison committee.

Students are provided with handbooks that outline programme and module content. In additional to lecture and class time, each module lecturer has appointed office hours during which they may be consulted without prior appointment. The Henley Business School has a resource room with reference books and computers for student use.

Career learning

Career prospects
Graduates from this programme would be expected to enter a variety of careers, in both the private and public sectors, such as jobs in banking and finance, accountancy, sales and marketing, consultancies, retailing and other service industries, the Civil Service and Universities. The inclusion of a work-placement year in this degree will enhance the employment prospects of students graduating with this qualification as they will be able to combine those attributes employers are seeking, namely academic achievement and business/management experience.

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 of England and Wales. Students on this programme may become student members of the Institute of Management.

Opportunities for study abroad
As part of the degree programme students have the opportunity to obtain a placement abroad.

As part of the degree programme students have the opportunity to study abroad by transferring between the UK and Malaysia campuses. Students interested in studying abroad should speak to the Programme Director.

Placement opportunities
Placements are an optional part of the programme in the third year. Students taking this option are expected to seek and secure a work placement in an appropriate firm. The work placement or internship should be of at least 9 months in an organisation approved by the Board of Studies. In exceptional circumstances (e.g. company failure) the Board may reduce this or approve a substitute or other alternative on the advice of the Director of Studies. Help in seeking an appropriate placement is provided by the School Placement Officer and the Job Shop located in the Student Employment, Experience & Careers Centre. Employer requests are also put up on the departmental notice board and circulated via email.

Students who do not wish to undertake a placement will transfer to the BA Management and Business (3 year) degree.

Programme Outcomes
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.

Teaching/learning methods and strategies

a-e Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning.
b. Guest lecturers from industry and directed self-study.
d-e Case studies

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.

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

a-f. Lectures; tutor-led tutorials; student and tutor-led seminars; self-directed learning; research-based teaching materials and methods; problem-based learning scenarios.
b,e,f. Case studies
c-d. Independent research and self study

Assessment
Written exam papers; practical assessments; coursework (essay); case study analysis; project.

C. Practical skills - *able to:*

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.

Teaching/learning methods and strategies

Practical skills
a-d. Practical projects; placements; seminars; lectures; problem-based scenarios.
b. Lectures and workshops
c-d Case studies, practical projects.

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.
e. Take responsibility for personal and professional learning and development (Personal Development Planning).

Teaching/learning methods and strategies

a-h. Lectures, group work, group presentations and project based methods.
b-c. Group projects, self assessment exercises.

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

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.