

BA Entrepreneurship and Management
For students entering Part 1 in 2015/6

UCAS code: N222

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:	3 years
Date of specification:	14/Apr/2016
Programme Director:	Dr Norbert Morawetz
Programme Advisor:	Miss Lauren Purcell
Board of Studies:	Henley Business School Board of Studies for
Undergraduate Programmes	
Accreditation:	

Summary of programme aims

This is the non-placement year version of the four-year programme BA Entrepreneurship and Management. The programme is designed to prepare successful business creators, equipping students to start new businesses or to fulfil key roles in other's enterprises. It includes the main areas of management but also aims to develop students' entrepreneurial skill sets, notably in opportunity identification and in understanding the entrepreneurial process. Management encompasses understanding the 'internal' environment of the firm (such as human resources, organisational behaviour, organisational culture, utilising financial and accounting information, ethical management, and IT management) and the 'external' environment (such as markets, marketing, strategy, corporate finance, corporate social responsibility, and the cultural and international context in which firms operate). The programme aims to teach students in order to prepare them for establishing their own business, or to take responsible professional leadership and managerial roles in the commercial or public sector. Graduates will be well qualified to develop a professional career in entrepreneurship, business or management.

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 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 compulsory or optional modules with the explicit agreement of the Programme Director.

Part 1 (three terms)

Compulsory modules

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

Code	Title	Credits Level	
Either			
both:			
LW1A05	General Introduction to Law	10	4
LW1A06	Introduction to Business Law	10	4
Or one of			
AC102	Assurance, Governance and Ethics	20	4
IC103	Intro Economics for Business & Finance	20	4

Part 2 (three terms)

Compulsory modules

Code	Title	Credits Level	
MM270	Practice of Entrepreneurship	20	5
MM260	Innovation and Market Entry	20	5
AC201	Management Accounting	20	5
MM256	Management Skills	20	5
MM276	Business Strategy	20	5

Optional modules available in Part 2 to bring the total credits to 120

Students must choose ONE optional module to the value of 20 credits (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.

Code	Title	Credits Level	
MM253	Managing Small Enterprises	20	5
MM254	Organisational Behaviour	20	5
MM255	Marketing Management	20	5

Part 3 (three terms)

Compulsory modules

Code	Title	Credits Level	
MM302	Entrepreneurship Project	20	6
MM361	Financing Entrepreneurship	20	6

Students must choose optional modules to the value of 80 credits (only one of which may be at level 5). 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.

Code	Title	Credits Level	
AC312	Advanced Financial Reporting	20	6
MM301	Effectual Entrepreneurship	20	6
MM308	Institutions and Emerging Firms	20	6
MM330	Comparative International Management	20	6
MM332A	Strategic Management & Business Policy 1	20	6
MM335	International Marketing	20	6
MM336	Evolution of Entrepreneurship	20	6
MM339	Strategic Human Resource Management	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

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
- 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.

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; and
- iii) marks of at least 30% in individual modules amounting to not less than 120 credits.

Summary of Teaching and Assessment

The University's honours classification scheme is:

Mark Interpretation

70% First class

-

100%

60% Upper

- Second class

69%

50% Lower

- Second class

59%

40% Third class

-

49%

35% Below

- Honours

39% Standard

0% - Fail

34%

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:

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 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 at GCSE (or equivalent qualification); and achieved
- A minimum UCAS Tariff score of: 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:

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

Career learning

Career prospects

Whilst it is anticipated that the majority of students taking this programme will create their own business and therefore enter the career of their choice, some students will choose to enter employment in other businesses. The solid foundation in Management will put them in an excellent competitive position. In addition to this the acquisition of entrepreneurial attitudes and experience will enable them to stand out in any recruitment process.

Opportunities for study abroad

As part of the degree programme students have the opportunity to study abroad at an institution with which the University has a valid agreement.

Placement opportunities

N/A. Students on this programme wanting to pursue a placement will transfer to the four-year version of the programme.

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

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-

of entrepreneurship.

c. Fundamental concepts of business management relevant to the student starting a new business, or having a responsible position in an entrepreneurial firm.

d. The environmental and ethical context of business management in the UK.

e. An understanding of the importance of international business and innovation as the drivers of change in business in this country and abroad, including management practice and business cultures in other countries and the opportunities that internationalisation presents to the entrepreneur.

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 management and entrepreneurship.

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.

D. Transferable skills - *able to:*

a. Communicate effectively with a wide range of individuals using a variety of means.

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.

Teaching/learning methods and strategies

a-d. Practical projects; seminars; lectures; problem-based scenarios.

b. Lectures and workshops

c-d Case studies, practical projects.

Assessment

Written examinations; business presentations; project work.

Teaching/learning methods and strategies

a-h. Lectures, group work, group presentations and project-based methods.

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 a career path.

h. Information management skills, e.g. IT skills.

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.

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.