

BA International Business and Management with Placement Experience UCAS code: N121
For students entering Part 1 in 2015/6

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:	4 years
Date of specification:	01/Jul/2015
Programme Director:	Dr Christopher J. Voisey
Programme Advisor:	
Board of Studies:	Henley Business School Board of Studies for
Undergraduate Programmes	
Accreditation:	

Summary of programme aims

The University of Reading has helped define the research agenda in the field of international business. Further developing and employing the 'Reading approach'; to the analysis and evaluation of international business, the Centre straddles the fields of international business and strategic management. Drawing upon the unique pedigree in examining and understanding Multinational Enterprises this innovative programme balances the necessity of a deep theoretical grounding with the added value of a strong applied focus. The study of international business progresses through the programme so that students obtain a critical grasp of core theory along with thorough knowledge, skills of application and analysis.

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 leading and managing businesses in an international context and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.

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. They will also need to enhance their skills in communications (both written and oral), information handling, and analysis of context and cases in development. Students will work under pressure of time throughout the programme and will learn to set priorities and manage their time in order to meet strict deadlines. Career planning will be an integral part of the programme, both in the choice of programme and in its elective components.

Programme content

Part 1 (three terms)

Compulsory modules

<i>Code</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
MM1F12	Markets, Marketing and Strategy	20	4
MM1F11	People & Organisations	20	4
AC105a	Introductory Financial Accounting	10	4
AC106	Introduction to Management Accounting	10	4
MM1F13	Business Statistics	20	4

Part 1 (three terms)

Optional modules (40 credits from)

<i>Code</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
MM1F10	Student Enterprise	20	4
MM1F13	Business Statistics	20	4
IC103	Introductory Economics for Business and Finance	20	4
LW1A05	General Introduction to Law	10	4
AND			

LW1A06	Introduction to Business Law	10	4
AC105b	Introductory International Financial Accounting B	10	4
AND			
MM1F17	Business Synthesis	10	4

Part 2 (three terms)

Compulsory modules

<i>Code</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
MM276	Business Strategy	20	5
MM256	Management Skills	20	5
MM254	Organisational Behaviour	20	5
AC201	Management Accounting	20	5
MM255	Marketing Management	20	5
MM258	An Introduction to the Management of Information Systems	20	5

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)

Part 3 (three terms)

Compulsory modules

<i>Code</i>	<i>Title</i>	<i>Credits</i>	<i>Level</i>
MM303	Strategy and International Business	20	6
MM332A	Strategic Management & Business Policy 1	20	6
MM340	International Human Resource Management	20	6
MM359B	Ethics for International Business Management	20	6

Optional modules

Students must choose modules to the value of 40 credits from the annual list (note that options may change in a given year).

Students can also choose from a variety of foreign languages (from beginner through to advanced). For more information please visit IWLP (Institute Wide Language Programme).

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 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;

In order to progress from Part 2 to Part 3, students must achieve a threshold performance and pass their placement year assessment.

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

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: AAA (360 points) from 3 A Levels

International Baccalaureate: 37 points, Irish Leaving Certificate: AAAAB (including Mathematics)

IELTS Band 7.5 (or equivalent) is required for those whose education has not been undertaken in English.

Admissions Tutor: 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-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

In addition, to facilitate students' learning in the Finance modules of this degree, the Henley Business School provides three purpose-built dealing rooms that include Reuters, Bridge and Bloomberg terminals and high-specification PCs that students routinely use for INVEST trading simulations and course work. The Henley Business School's Continuing Professional Development Unit provides specialised careers advice targeted at the investment banking industry.

Learning support in the Henley Business School also includes a student handbook containing full details of the programme structure and administration. Blackboard is used to manage teaching and learning and to monitor student progress for full-time, flexible learning and distance learning students.

Career learning

Career prospects

Students who have followed this programme are working in a wide range of industries and management functions. BA International Business and Management prepares students for a wide range of roles in blue chip organisations worldwide. It is also well suited for graduates looking to pursue a career in large multinationals.

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.

Opportunities for study abroad

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

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 a large, typically, multinational 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.

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:

1. Economic models of the international firms and external economic environment facing firms.
2. Fundamental concepts of business management relevant to the student becoming a manager in an international firm business.
3. The international institutional environment and how it affects the interaction between international firms and the growth of developing and developed economies.
4. 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

Formal lectures, guest lectures from industry, discussions, individual and group presentation, group exercises, case studies, guided readings and guidance on key sources of reference material. Feedback and guidance are important elements complementing an emphasis on self-study

Assessment

Skills and other attributes

B. Intellectual skills - able to:

1. Gather, analyse and interpret data.
2. Read, understand and discuss the relevant

Teaching/learning methods and strategies

Substantive problems are illustrated in lectures and smaller group seminars. Essays, project work, case

- literature in refereed academic journals.
3. Think logically and apply analytical principles to a range of problems in management and finance.
 4. Cognitive and moral reasoning skills and an increase in assimilative reasoning skills and "third person" perspective when deciding how to best apply the moral norms that guide financial management and decision making.
 5. Validate the pricing and hedging models used by derivative securities traders (finance modules).

C. Practical skills - able to:

1. Evaluate the behaviour, organization and strategy of firms.
2. Evaluate the moral norms involved in the financial management and compliance of firms and their variations according to context, and be cognizant on conflicts involved, between moral practices of a culture in which managers and those of their home culture and how they relate to the international standards of compliance and financial management.
3. Use Information Technology effectively.

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).
- 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.
- i. Increase conceptual thinking and a 'helicopter view'; to international business and management.

study and problem sets provide related opportunities for problem solving. Lectures supported by essays and seminar discussions provide the basis of ensuring the growing knowledge base becomes comprehensible.

These skills are developed by each of the core modules, which are supported by key milestones and submission of tutor-marked assignments. In Finance modules, students will be presented with financial datasets and required to analyse them and to draw appropriate inferences.

Assessment

Through tutor-marked assignments, project work, problem sets, moderated online discussions and unseen written 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

Assessment

Teaching/learning methods and strategies

a-h. Lectures, group work, group presentations, case study analysis 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.

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.