

PROGRAMME SPECIFICATION

BA International Business and Management with Placement Experience **UCAS Code: N121**

For students entering Part 1 in September 2016

UFIBXMANWY

This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution University of Reading

Teaching Institution University of Reading

Length of Programme 4 years

**Length of Programme
with placement/year
abroad**

Accreditation

Programme information and content

The programme aims to provide you with an academic grounding and relevant knowledge and understanding of the internal environment of organisations, the external business environment in which they operate, focusing on their management in an international context. The internal environment comprises the functions and processes of organisations including their diverse nature, purposes, structures, size/scale, governance, operations and management, together with the individual and corporate behaviours and cultures which exist within and between different organisations and their influence upon the external environment. The external, business environment encompasses the fast pace of change within a wide range of factors, including economic, environmental, cultural, ethical, legal and regulatory, political, sociological, digital and technological, together with their effects at local, national and global levels upon the strategy, behaviour, management and sustainability of organisations. 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.

Graduates will be well qualified to develop a professional career in international business

management.

Part 1: Introduces you to a broad scope of business and management disciplines, including markets and marketing, strategy, business statistics, financial and managerial accounting, and students learn critically analyse the interrelation between individuals, groups and organisations and their influence on one another. Through learning the scholarly protocols of essay writing, you will learn to compare and contrast different perspectives.

Part 2: Provides you with deeper understanding in marketing management, management accounting, business strategy, organisational behaviour, the management of information systems, and you will learn the competencies and skills needed to secure a placement or graduate position in business and management.

Students on placement gain relevant work experience in order to provide a practical context for the academic material studied in the first, second and final years, to enhance their employability through being able to demonstrate relevant work experience, to extend knowledge and learning of degree discipline modules, to help identify future career path(s), and to further develop 'soft skills' (team-work, communication, time management, planning, leadership skills etc.).

Part 3: Gives you the opportunity to study strategy and international business, international human resource management, and business ethics in an international context in depth. You will take select from options, including in within the disciplines of marketing, strategy, operations, and the changing role of nations and firms in the global economy.

Module information

Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

Part 1 Modules:

Module	Name	Credits
AC105A	Introductory International Financial Accounting A	10
AC106	Introduction to Management Accounting	10
MM1F11	People and Organisations	20

MM1F12	Markets, Marketing and Strategy	20
MM1F13	Business Statistics	20

Remaining credits will be made up of optional modules available in the Henley Business School and modules from elsewhere in the University.

Part 2 Modules:

Module	Name	Credits	Level
AC201	Management Accounting	20	5
MM255	Marketing Management	20	5
MM256	Management Skills	20	5
MM258	An Introduction to the Management of Information Systems	20	5
MM276	Business Strategy	20	5
MM290	Managing Operations and Processes	20	5

Modules during a placement year or study year (if applicable):

Module	Name	Credits	Level
MM284	Work Placement	120	5

If you take a year-long placement or study abroad, Part 3 as described below may be subject to variation.

Part 3 Modules:

Module	Name	Credits	Level
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MM303	Strategy and International Business	20	6
MM340	International Human Resource Management	20	6
MM359B	Business Ethics for International Management	20	6
MM393	Corporate Strategy	20	6

Remaining credits will be made up of optional modules available in the Henley Business School and modules from elsewhere in the University.

Additional costs of the programme

Costs are indicative, but will vary according to module choice and are subject to inflation and other price fluctuations. The estimates were calculated in 2016.

During your programme of study you will incur some additional costs.

For textbooks and similar learning resources, we recommend that you budget approximately £300 a year. Some books may be available second-hand, which will reduce costs. A range of resources to support your curriculum, including textbooks and electronic resources, are available through the library. Reading lists and module specific costs are listed on the individual module descriptions.

Subject to your module selection, you may be required to purchase sundry materials (i.e. printing). Many students find it advantageous to have their own personal computing facilities though there are central facilities available.

Optional modules

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your Programme is set out in the Further Programme Information. Details of optional modules for each part, including any Additional Costs associated with the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

Placement opportunities

Teaching and learning delivery

You will be taught through lectures and seminars.

Total study hours for each Part of your programme will be 1200 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is Part 1 - 228 hours, Part 2 - 180 hours, Part 3 (following the placement year) - 228 hours. In addition to your scheduled contact hours, you will be expected to undertake guided independent study. Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Accreditation details

Assessment

The programme will be assessed through a combination of written examinations, coursework and practical examinations.

Progression Requirements:

Part 1

The University-wide rules relating to 'threshold performance' are as follows:

- (i) Obtain an overall average of 40% over 120 credits taken in Part 1; and
- (ii) Obtain a mark of at least 30% in individual modules amounting to at least 100 credits taken in Part 1.'

In order to progress from Part 1 to Part 2, a student must achieve a threshold performance, and:

- (i) obtain at least 40% in 100 credits
- (ii) achieve not less than 35% in the remaining 20 credits

The achievement of a threshold performance at Part 1 qualifies a student for a Certificate of Higher Education if they leave the University before completing the subsequent Part.

Part 2

To gain a threshold performance at Part 2, a student shall normally be required to:

- (i) Obtain a weighted average of 40% over 120 credits taken at Part 2;
- (ii) Marks of at least 40% in individual modules amounting to at least 80 credits; and
- (iii) Marks of at least 30% in individual modules amounting to at least 120 credits, except that a

mark below 30% may be condoned in no more than 20 credits of modules owned by the Department of Mathematics and Statistics.

In order to progress from Part 2 to Part 3, a student must achieve a threshold performance.

The achievement of a threshold performance at Part 2 qualifies a student for a Diploma of Higher Education if he or she leaves the University before completing the subsequent Part.

Year Abroad

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 nonplacement year version of the programme.

Classification

Bachelors' degrees

The University's honours classification scheme is based on the following:

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

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)

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

BA International Business and Management with Placement Experience for students entering

Part 1 in session 2016/17

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