

# PROGRAMME SPECIFICATION

**BA Business and Management**

**UCAS Code: NN12**

**For students entering Part 1 in September 2018**

**UFBUSMAN**

**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

**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, and their management. 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. The Programme aims to teach students the various processes, procedures and practices for effective management of organisations. This includes theories, models, frameworks, tasks and roles of management, including the management of people and corporate social responsibility, together with rational analysis and other processes of decision making within different organisations. 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.

Introduces you to a broad scope of business and management disciplines, including

Part 1: markets and marketing, strategy, business statistics, financial and managerial accounting, and you will learn to 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 a deeper understanding of marketing management, management accounting, the management of operational processes and systems, and you will learn the competencies and skills needed to secure a placement or graduate position in business and management. Through options, you are given opportunity to gain more focused knowledge of a range of subjects, such as business strategy, the strategic management of work and human resources, managing information systems, entrepreneurship, and a language.

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 do in-depth study through options, including within the disciplines of marketing, strategy, operations, strategic human resource management, business ethics, and international business 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 |
|--------|-----------------------|---------|
| AC201  | Management Accounting | 20      |
| MM256  | Management Skills     | 20      |

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

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

| Module | Name           | Credits |
|--------|----------------|---------|
| MM284  | Work Placement | 120     |

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

### Part 3 Modules:

There are no compulsory modules at Part 3. Students must choose optional modules to the value of 120 credits, only one of which may be at level 5.

You can select up to 20 credits of 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

You are required to undertake a placement year between Part 2 and Part 3. Students who do not secure a placement will be transferred onto the 3-year BA Management and Business degree.

## 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 - 168 hours, Part 3 (following the placement year) - 144 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; and,
- (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.

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

- (i) and marks of at least 30% in individual modules amounting to not less than 120 credits

### Placement Year

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.

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

## 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:

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)

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 Business and Management for students entering Part 1 in session 2018/19

15 August 2017 - © The University of Reading 2017