MSc in International Management and Business History
For students entering in 2006

Awarding Institution: The University of Reading
Teaching Institution: The University of Reading
Programme Length: 12 months
Date of Specification: March 2006
Programme Director: Dr Peter Miskell
Board of Studies: Management MScs
Accreditation: None

Summary of Programme Aims

The programme aims to provide students with a thorough grounding in the historical evolution of international business since the last quarter of the nineteenth century. As the influence of multinational enterprises becomes ever more visible and debates grow about the process of economic 'globalisation', this programme allows students to examine the growth of international business from a historical perspective. The compulsory modules provide an overview of the major themes and developments in international business throughout the twentieth century. Students will be expected to critically examine differing theoretical approaches to the subject, but the primary aim is to promote an appreciation of the practical realities behind the growth, and growing significance of the multinational enterprise.

Transferable Skills

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. In following this programme students will also have the opportunity to enhance and develop their skills relating to communication (oral and written), presentations, information handling, problem solving, team working, the use of information technology, and problem solving. Students will work under time pressures and will learn to set priorities and manage their time in order to meet strict deadlines.
Successful completion of this degree will require an ability to assimilate, assess and evaluate a wide variety of written sources; to provide coherent and convincing explanations of complex processes; to balance conflicting arguments, to reach considered judgements, and to communicate these findings effectively. These analytical skills are ones which should serve as a sound basis for any profession career.

Programme Content

		Credits	Level
	Compulsory Modules		
MMM029	The Evolution of Multinational Enterprise	20	M
MMM028	Comparative and Inter-Cultural Management	20	M
MMM004	Strategy, Policy & Impact of Multinational Enterprise	20	M
MMM023	Study Skills (leading to dissertation)	40	M

Optional Modules (four of the following)

MMM001	International Strategic Management	20	M
MMM027	Designing Organisations	20	M
MMM032	The Emergence of Modern Marketing	20	M
MMM033	Business Management and European Integration	20	M
MMM034	Corporate Social Responsibility	20	M
MMM012	International Human Resource Management	20	M
MMM006	Global Marketing Management	20	M
MMM031	Financial Management	20	M
MMM018	Leadership and Advanced Business Policy	20	M

Part-time arrangements
The programme may be studied part-time over two consecutive years by arrangement with the Director of Studies for the Programme.

Progression Requirements
Assessment of taught modules by May/June; resit failed modules in September; submit dissertation or summer project by mid-September, or by a month thereafter if there are resits.
A Postgraduate Diploma can be awarded to students who pass at least 120 credits of M level modules, of which at least 60 credits must be passed in compulsory modules.

Summary of Teaching and Assessment
Teaching is organised into modules. The delivery of material takes a variety of forms including lectures, classes, seminars and group exercises. All modules involve coursework, which takes a variety of forms reflecting the aims of the module. Final assessment of the module involves a two-hour examination (weight 70%) and coursework (30%).

Admission Requirements
Entrants to this programme are normally required to have obtained a first degree the equivalent of a British Honours 2i. References are also taken into account.
Acceptance is at the discretion of the Director of Studies.
The Programme Director is responsible for admissions.

Support for students and their learning
University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses 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 Programme Directors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Student's Union.

Career prospects
Students who have followed this programme are working in a wide range of occupations. Graduates have gone on to jobs in a variety of organisations and

businesses in both the public and private sectors. Several graduates have gone on to pursue academic careers.

Opportunities for Study Abroad or for Placements
None

Educational Aims of the Programme
The programme provides a thorough postgraduate training in international business history. Students are encouraged to explore how theories of international business have actually operated in the real world over the last century. It aims to produce graduates capable either of going on to pursue academic research in this area, or of applying their knowledge of international business in a commercial context.

Programme Outcomes

Knowledge and Understanding

A. Knowledge and understanding of:	***Teaching/learning methods and strategies***
1. The historical development and functioning of international business. 2. Differing theoretical approaches to the subject and how these relate to the real world. 3. How cultural, legal and political / social differences have affected the management and development of MNEs from different parts of the world. 4.The historical development of selected multinational enterprises and the evolving role of international business in specific economic sectors. 5.An appreciation of the relevance of a business history perspective to our understanding of the modern business world.	1-5 Formal lectures, guest lectures from industry or visiting academics, discussions, individual and group presentations, 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** Unseen examinations and coursework comprising of long essays. Seminar presentations are also used as a means of assessment in some modules.

Skills and other attributes

B. Intellectual skills – able to:	***Teaching/learning methods and strategies***
1.Structure, analyse, and evaluate theoretical issues, and practical business dynamics and challenges. 2.Think logically and analytically and to understand the difference between positive and normative statements. 3.Identify key business and management relationships and evaluate them with reference to practice. 4.Comprehend the rapidly evolving state of management and international business knowledge and factors influencing both the change and the pace of change.	Students are frequently challenged in all teaching situations to complete logical arguments, analyse problems and alternative strategies, and justify statements. Long essays, debate, group work, and presentations provide the principal vehicle for developing intellectual skills ***Assessment*** Unseen examinations and coursework, case study analysis, dissertation.

C. Practical skills – able to: 1.Evaluate current theoretical and empirical research in the field of study. 2. Evaluate alternative business strategies and routes of development. 3. Evaluate the behaviour, culture and strategy of firms. 4. Effectively apply key professional skills learned in optional classes to the business world.	***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 statistical and empirical evidence and the strengths and weaknesses in alternative theories, methodologies, and international business practices. 1-4 are achieved through lectures, seminars, presentations, case studies, and group exercises ***Assessment*** Long essays, presentations, and unseen examinations.
D. Transferable skills – able to: 1 Communicate effectively with a wide range of individuals using a variety of means. 2 Evaluate his/her own academic performance. 3 Utilise problem-solving skills in a variety of theoretical and practical situations. 4 Manage change effectively and respond to changing demands. 5 Take responsibility for personal and professional learning and development (personal Development Planning). 6 Manage time, prioritise workloads and manage personal emotions and stress. 7 Understand career opportunities and begin to plan a career path. 8. Information management skills. e.g. IT skills.	***Teaching/learning methods and strategies*** The presentation of well-researched written work is a fundamental element of the programme and requires the application of all the skills listed in 1-5. This is reinforced by the breadth and depth of the syllabuses for each module and the highly structured system of deadlines for assessed work, and examinations, which develop the students' skills of time management. Oral skills are developed through lecture and seminar discussions and individual and group presentations. ***Assessment*** Unseen examinations and coursework.

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 processes or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.