

BA International Management with Japanese

UCAS code: N1T4

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Relevant QAA subject benchmarking group:	Business & Management
Faculty of Economic & Social Sciences	Programme length: 4 years
For students entering Part 1 in 2003	Date of specification: July 2004
Programme Director:	Dr L Newton
Board of Studies:	Management Studies
Accreditation:	Chartered Institute of Marketing; CIMA

Summary of programme aims

The programme aims to provide a degree-level education in International Management and Business Administration, with a significant emphasis on Japanese culture and a high level of understanding of written and spoken Japanese. This programme is distinctive in its international business and culture aspects. At the same time it provides a good understanding of a range of key functional aspects of business which give students some exemptions from initial examinations by a number of professional bodies.

Transferable skills

The University's Strategy for Teaching and Learning has identified a number of generic transferable skills which all students are expected to have developed by the end of their degree programme. In following this programme, students will have had the opportunity to enhance their skills relating to career management, communications (both written and oral), information handling, numeracy, problem-solving, team working and use of information technology.

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 below for Parts 2 and 3; in Part 1 they can be drawn from anywhere in the University subject to any restriction which may be applied to particular module choices. Not all optional modules will necessarily be available in any year. Admission to optional modules will be at the discretion of the Programme Director.

Part 1	(three terms)	Credits	Level
	Compulsory modules		
EC1F1A	Introductory Economics I	20	C
LW1A05	General Introduction to Law	10	C
LW1A06	Introduction to Business Law	10	C
MM1F4	Introductory Management	20	C
EC1F5	Introductory Quantitative Techniques	20	C
JA1BJ1	Beginners' Japanese I	40	C
Part 2	(three terms)		
	Compulsory modules in Management		
MM217	Introduction to International Business & Management	20	I

MM252	Quantitative & Qualitative Methods for Managers	20	I
	Compulsory modules in Japanese		
JA2BJ2	Beginners' Japanese II	40	I
	Optional modules in Management available in Part 2 to total 40 credits		
MM1F2	Introductory Financial Accounting	20	C
MM255	Marketing Management	20	I
MM258	General Introduction to the Management of Information Systems	20	I
MM270	Practice of Entrepreneurship	20	I
	Of the 120 credits in Part 2, 5 are taken up by Career Management Skills (Level I)		
	Year abroad		
MM353L	Dissertation	40	H
MM2JA	Credits from Period Abroad	40	I
JA3PAN	Period abroad (for non-language degrees)	40	H
	Part 3 (three terms)		
	Compulsory modules in Management		
MM330	Comparative International Management	20	H
MM332A	Strategic Management & Business Policy 1	20	H
	Compulsory modules in Japanese		
JA3OW	Japanese Oral and Writing (including translation)	20	H
JA3GR	Japanese Grammar and Reading	20	H
	Optional modules in Management available in Part 3 to total 40 credits		
MM332B	Strategic Management & Business Policy 2	20	H
MM371	The Theory and Practice of Entrepreneurship*	20	H
	*unavailable if MM270 taken at Part 2		
MM372	Advanced Knowledge and Information Systems Policy**	20	H
	** I level pre-requisite		
MM373	Integrating Business	20	H

There is no guarantee that in any one year all modules will be available.

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 all compulsory Part I modules;
- (iii) achieve not less than 30% in any module except that marks of less than 30% in a total of 20 credits may be condoned, provided that the candidate has pursued the course for the module(s) with reasonable diligence and has not been absent from the examination without reasonable cause.

To progress from Part 2 to Part 3 a student must

- (i) obtain an average mark of 40% across all Part 2 modules;
- (ii) obtain at least 40% in all compulsory Part 2 modules;
- (iii) achieve not less than 30% in any module except that marks of less than 30% in a

total of 20 credits may be condoned, provided that the candidate has pursued the course for the module(s) with reasonable diligence and has not been absent from the examination without reasonable cause.

Summary of teaching and assessment

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 involve coursework, which takes a variety of forms. Final assessment normally involves a written examination, and may also incorporate coursework marks; the maximum proportion of a final module mark allocated to coursework is 20% for Management modules, but for Japanese modules coursework marks may count for up to 50%. The conventions for classifications are included in the Programme Handbook but you should note that Part 2 modules and Year Abroad I-level modules will count for 33% of final assessment and Year Abroad H-level modules and Part 3 modules will count for 67% of final assessment.

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: 300 points from 3 A levels or 340 points from 3 A levels plus one AS level. A minimum of two full A levels are required

International Baccalaureate: 32 points

Irish Leaving Certificate: ABBBB

Admissions Tutor: Dr. D Tsang

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 for students studying on this degree. Student guidance and welfare support is provided by Personal Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union. The School of Business provides handbooks that outline programme and module content. In addition to lecture and class time, each module lecturer has appointed office hours during which they may be consulted without prior appointment. The Department of Management has a resource room with reference books and computers for student use.

Career prospects

In recent years graduates from this programme have entered a variety of careers. Examples include jobs in banking and finance and management consultancy.

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. Students on this programme may become student members of the Institute of Management.

Opportunities for study abroad or for placements

Study Abroad.

Students go to one of our partner universities in Japan. They must take the units and

examination in these institutions as agreed by the Director of Management Studies and the Japanese Studies Coordinator. The assessment of student achievement in examination and coursework in the partner universities, whether by written or oral examination, is taken into account as one classifying unit.

All students also complete a dissertation (in English) during the year abroad.

Educational aims of the programme

The programme aims to:

1. Provide students with a broad knowledge base in business and management.
2. Develop a high level of analytical ability and the ability for independent thinking and reasoning.
3. Develop the student's competence in applying management and business techniques and skills to business practice.
4. Contribute to meeting the needs of industry for good business graduates with familiarity with Japanese language and culture.
5. To develop written and spoken Japanese language skills to a high enough level to enable students to live and work in Japan.

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

<p>A. Knowledge and understanding of:</p> <p><i>1. Knowledge and Understanding</i></p> <p>a. The theoretical basis of management and key functional areas of business.</p> <p>b. Current developments in the practice and theory of business management.</p> <p>c. Fundamental concepts of business management relevant to the student becoming a manager in a UK business.</p> <p>d. The environmental and ethical context of business management in the UK.</p> <p>e. 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.</p> <p>f. spoken and written Japanese.</p> <p>g. Japanese culture and society.</p>	→	<p>Teaching/learning methods and strategies</p> <p>a-e Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning.</p> <p>b. Guest lecturers from industry and directed self-study.</p> <p>d-e Case studies</p> <p><i>Assessment</i></p> <p>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.</p> <p>f. is assessed by coursework, presentations, regular tests, oral tests and written examinations.</p> <p>g. is assessed by coursework (an essay) in Part 1. In Parts 2 and 4, this is assessed indirectly in the assessment of the language component.</p>
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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 business management.

→

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; dissertation.

C. Practical skills – able to:

- a. Understand the economic basis of the firm in its wider economic, political and social environment.
- b. Evaluate the behaviour, culture and strategy of firms.
- c. Effectively apply key professional skills learnt in optional classes to the business world.
- e. Communicate comfortably in Japanese both orally and in writing.
- f. Understand Japanese culture and society.

Teaching/learning methods and strategies

a-c. Practical projects; placements; seminars; lectures; problem-based scenarios.

b-d Case studies, placements, practical projects

d-c lectures

Assessment

Written examinations; business presentations; project work

d. coursework, presentations, regular tests, oral tests and written examinations

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.

Teaching/learning methods and strategies

→ a-h. Lectures, group work, group presentations, dissertation 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 expect 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 module and programme handbooks.