BA Italian and Management Studies
For students entering Part 1 in 2003

UCAS code: NR23

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Relevant QAA subject benchmarking groups:	Business & Management; Languages and Related Studies
Faculty of Arts and Humanities	Programme length: 4 years
	Date of specification: July 2005
Programme Director:	Professor C. Duggan
Programme Adviser	Dr Simon Booth
Board of Studies:	Italian and Management Studies
Accreditation:	

Summary of programme aims

The programme in Italian and Management Studies seeks to develop students' intellectual potential and understanding of Italian language and culture (including literature and history) in conjunction with the development of a range of key functional aspects of business and management.

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 degree programme, students will have had the opportunity to enhance their skills relating to career management, communication (both written and oral), information handling, numeracy, problem-solving, team working and use of information technology. Students of Italian and Management will develop their abilities to deal with intellectual problems effectively by locating information, assessing it critically, communicating independent points of view logically and clearly (both orally and in writing), and substantiating opinions with evidence. In the course of such activities, they will gain experience of using information technology, working in groups, and organising their own time. The year abroad provides particularly good opportunities for developing increased cultural awareness and self-reliance.

Programme content

The profile which follows states which modules must be taken ('compulsory' modules) together with one or more lists of modules from which the student must make a selection ('optional' modules). Not all options will necessarily be available every year. Admission to options will be at the discretion of the Programme Director. Students must choose such additional modules as they wish, in consultation with their programme adviser, to make 120 credits in each Part. The number of credits for each module is shown after its title, and the credit requirement for progression in Italian and Management is indicated for each Part.

Part 1 in Italian includes the study of both language and an introduction to aspects of Italian culture. Students with A Level in Italian (or equivalent) must take a compulsory 20-credit language module and a compulsory 20-credit module on modern cultural themes. Students without an A Level (including complete beginners) take a compulsory 40-credit module which includes both language and cultural studies. In Part 2 students take one compulsory 20-credit language module (the level at this stage depends on their previous experience), and two optional modules from a range of broadly-based culture modules. During the Year Abroad the experience of living in Italy enables students to make great strides in their linguistic skills, particularly their oral and aural ones: by the end of this period the differences between former beginners and other students will have been eliminated. Students further broaden their knowledge of Italian culture, especially business culture, by pursuing courses at an Italian University; and they engage in independent study for their dissertation. Part 3 comprises two modules of further language study, one of which is specifically concerned with business language, and one optional module chosen from a range of specialised topics relating to many

different aspects of Italian culture.

In Management, Part 1 includes a broad introduction to the theoretical basis of business and management. In Part 2, students continue to develop an understanding of the fundamentals of business and management. In Part 3, they have an opportunity to specialise in some areas of management and to apply management techniques and skills to business practice.

Part 1	**(three terms)**	Credits	Level
	In Italian (40 credits)		
	Compulsory modules		
	For students with A Level or equivalent:		
	:		
IT1001	Advanced Italian Language I	20	C
	and		
IT1002	Twentieth Century Italian Culture	20	C
	For students without A Level (including complete beginners):		
IT1003	Italian Language (Elementary) & Culture	40	C
	In Management (80 credits)		
	Compulsory modules		
EC104	Economics for Managers	20	C
LW1L3	Business Law	20	C
LW1A05	General Introduction to Law	10	C
LW1A06	Introduction to Business Law	10	C
MM1F4	Introductory Management	20	C
Either:			
EC1F5	Introductory Quantitative Techniques	20	C
Or:			
SO11NT	Sociology		
Part 2	**(three terms)**		
	In Italian (60 credits)		
	Compulsory modules		
IT201	Advanced Italian Language II	20	I
	or:		
IT202	Intermediate Italian Language	20	I
	Optional modules		
IT203	History of the Italian Language	20	I
IT205	Italian Cinema I (not to be taken with Italian Cinema II)	20	I
IT206	Italian Cinema II (not to be taken with Italian Cinema I)	20	I
IT207	Italian History & Society since 1945	20	I
IT208	Italian Modernism	20	I
IT209	Italian Narrative & Poetry in the Nineteenth Century	20	I
IT2WW	Writing Women in Early Modern Italy (1300-1650)	20	I
IT2CON	Contemporary Italian Literature	20	I
IT2WCI	Women in Contemporary Italy (1900-2000): from Invisibility to Feminism	20	I

In Management (60 credits)
Compulsory module

MM217	Introduction to International Business & Management	20	I
MM252	Quantitative and Qualitative Methods for Management	20	I

Optional module
One of:

MM1F2	Introductory Financial Accounting	20	C
MM254	Organisational Behaviour	20	I
MM255	Marketing Management	20	I
MM258	An Introduction to the Management of Information Systems	20	I
MM271	Practice of Entrepreneurship	20	I

Of the 120 credits in Part 2, 5 are taken up by Career Management Skills (Level I).

Year abroad

Compulsory modules (80 credits)

IT331	Italian Oral	20	H
IT332	Italian Written and Oral Presentation	20	H
MM353P	Business Project	40	H

Optional modules (40 credits)
Either:

IT231	Credits from Italian University Course (1)	20	I
IT232	Credits from Italian University Course (2)	20	I

Or:

IT23WP	Work placement	40	I

Part 3   **(three terms)**
In Italian (60 credits)
Compulsory modules

IT301	Advanced Italian III	20	H
IT309	Italian for Managers	20	H

Optional module
One of:

IT303	*Aspects of the Renaissance in France and Italy*	20	H
IT305	*Dante*	20	H
Either:			
IT3EC1	*European Cinema I*	20	H
Or: IT3EC2	*European Cinema II*	20	H
IT312	*Modern Movements in Poetry1900-1920*		H
IT314	*The South since 1860: Images and Reality*	20	H
IT315	*Umberto Eco: Fiction, Cultural Criticism and the Theory of Signs*	20	H
IT3CC	*Court Culture in the Italian Renaissance*	20	H
IT3FL	*Fantastic Literature in Italy 1860s-1980s*	20	H
IT3WE	*Women's Everyday Life in Italy from the Middle Ages to the French Revolution*	20	H
HS3T09	*The Republic of Venice from c.1454 to 1571*	20	H

In Management (40 credits)
Optional modules
Two of:

MM330	Comparative International Management	20	H
MM332A	Strategic Management & Business Policy 1	20	H

MM335	International Marketing*	20	H
MM359A	Business Ethics 1	20	H
MM371	The Theory and Practice of Entrepreneurship	20	H
MM372	Advanced Knowledge and Information Systems Policy*	20	H
	*pre-requisites at Part 2		

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 Introductory Management and the Italian module(s);
(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 the Year Abroad 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.

To proceed from the Year Abroad to Part 3 students must satisfy the examiners that they have successfully completed an approved programme of studies at a University in Italy and have handed in the work and assignments required by the programme.

Summary of teaching and assessment
In the Department of Italian, teaching is through seminars, lectures, essay tutorials and language classes. Over the programme as a whole, assessment will be conducted through a mixture of assessed essays and formal examination. The Credits from Italian University courses will derive from marks obtained in oral examinations set by the Italian university. The Oral in Italian and the Written and Oral Presentation will be examined at the beginning of Part 3.

In Management, the delivery of material varies among modules, especially in the proportions of time allocated to lectures, and to classes and seminars. All 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%, other than in special cases.

The conventions for classification are included in the Programme Handbook but you should note that weighting between Part 2 (and I level modules in the Year Abroad) and Part 3 (and H Level modules in the Year Abroad) for classification purposes is 33% and 67%.

Admission requirements
Entrants to this programme are normally required to have obtained:
either
280 points from 4 subjects ('A' or A/S levels) including 2 full A-levels
or
260 points from 3 subjects ('A' or A/S levels) including 2 full A-levels.

Equivalent international qualifications will be accepted.

Mature applicants: Applications from mature candidates are welcomed, and many have done notably well in the past. A mature applicant is more likely to receive an offer of a place if he

or she has undertaken recent study, for example 2 or more A Levels or an Access course (70% or more usually required) but each case is assessed on its merits. Potential applicants should contact the Admissions Tutor well in advance to discuss individual circumstances.

International applicants: Applications from international candidates are also particularly welcomed. Advice on the acceptability of your qualifications may be sought, where necessary, from the Admissions Tutor.

Admissions Tutor: Professor Christopher Duggan
Tel: 0118 931 8403 (44 118 931 8403 from abroad)
e-mail: c.j.h.duggan@reading.ac.uk

Admissions Secretary: Mrs Lucy Hudson
Tel: 0118 931 8400 (44 118 931 8402 from abroad)
e-mail: l.c.hudson@reading.ac.uk

Information on courses may be obtained via the Internet on:
http://www.rdg.ac.uk/italian

Support for students and their learning
University supports 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 Personal Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union. Support for students in their studies is provided through the University's Personal Academic Record (PAR) Scheme, in which students meet their personal tutors regularly to review their progress. The School of Business and the Department of Italian provide handbooks that outline programme and module content. In additional to lecture and class time, each module lecturer has appointed office hours during which they may be consulted without prior appointment. The Access Point for Individual Language Learning (APILL) contains a range of audio and audio-visual materials to promote self-study in languages, together with facilities for watching Italian television by satellite. The University Library is particularly well stocked with works relating to many different aspects of Italian culture, and the Faculty possesses a video suite to support cinema studies. The Italian Departmental Library contains a range of reference works which can be used by students and offers a congenial study space. 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 in both the private and public sectors. Examples include jobs in banking and finance, accountancy, sales and marketing, consultancies, retailing and other service industries, the Civil Service and universities. In the business world and in other areas the knowledge of Italian can be a distinct asset.
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

The Department of Italian Studies participates in SOCRATES exchanges with the Universities of Padova, Roma III, Firenze, Siena, Pisa, Pavia, Genova, Trieste, Napoli (Federico II), Bologna, Bergamo, Salerno and Venezia. Further information on these Universities is available on the Internet at http://www.rdg.ac.uk/italian

Students on this programme spend their third year at one of these Universities (usually Bergamo) or they may request a work placement in Italy. Students who with to take advantage of this opportunity must obtain authorisation from the Department of Management by the June Board of Studies meeting in the second year of study. Applications should be handed in to the Director of Management Studies by the end of the Spring Term at the latest.

Students more also decide to take up a shorter work placement during the summer vacation at the end of the second year of study. In either of the above cases it is for the student to seek out an appropriate placement. Help may be provided by the Job Shop, located in the Student Advisory Service. The Employer requests are also put up on the departmental noticeboard.

Educational aims of the programme

The programme aims to:

1.   equip students with a competence which comes as near as possible to that of an educated Italian person in the reception and production of spoken and written Italian, and particularly with the language of Italian business;
2.   equip students with a sound body of knowledge of a range of aspects of Italian Studies chosen in accordance with their academic interests, and particularly in relation to contemporary society;
3.   develop a familiarity with the theories and methods of the various disciplines covered and the ability to develop their own expertise and present their own arguments in these areas;
4.   provide students with a broad knowledge base in business and management with the opportunity for specialism in key areas.;
5.   develop a high level of analytical ability and the ability for independent thinking and reasoning;
6.   develop the student's competence in applying management and business techniques and skills to business practice;
7.   contribute to meeting the needs of industry for good business graduates both in the UK and abroad

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:	**Teaching/learning methods and strategies**
a. The Italian language (spoken and written); b. Selected aspects of Italian literature, history and culture; c. Methods of approach, analysis and interpretation associated with the various disciplines covered. d. The theoretical basis of management and key functional areas of business. e. Current developments in the practice and theory of business management. f. Fundamental concepts of business management relevant to the student becoming a manager in a UK business. g. The environmental and ethical context of business management in the UK. h. 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.	a. At Part 1, Italian is taught at three distinct levels: beginners, intermediate and advanced. Separate teaching is maintained throughout Part 2, but after the year in Italy all students follow the same courses. Teaching is always in small groups, with different classes being devoted to grammar, oral and aural skills, reading and writing skills and translation. Audio-visual resources are used as appropriate and the use of self-access facilities is encouraged. Regular non-assessed coursework is set, and considerable emphasis is based on individual study. The Year Abroad provides experience in the use of everyday Italian and the opportunity to follow University courses . b, c. These areas are taught through a combination of usually informal lectures and seminars. Students are expected to undertake independent reading on the basis of bibliographies issued for each module, and prepare seminar papers and assessed essays. The dissertation provides an opportunity for the further development of independent research. d-h. Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning. e. Guest lecturers from industry and directed self-study. g-h. Case studies *Assessment* Language work is assessed by oral and written examinations. The Italian University courses are assessed by oral examinations. Modules on literature and culture are assessed by a combination of coursework essays and examination. Management modules are assessed by 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.

The arrow (→) appears between the two columns.

Skills and other attributes

B. **Intellectual skills** – able to:	**Teaching/learning methods and strategies**
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. g. where appropriate, analyse and interpret literary and/or cinematic works in their cultural contexts; h. apply literary and historical concepts; i. conduct lucid arguments in support of a case, using evidence appropriately; j. think critically and independently.	a-j. 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 (essays); case study analysis; dissertation.

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C. **Practical skills** – able to:	**Teaching/learning methods and strategies**
a. Understand the economic basis of the firm in its wider economic, political and social environment. b. Recognise and understand basic financial and management accounting features of a firm. c. Evaluate the behaviour, culture and strategy of firms. d. Effectively apply key professional skills learnt in optional classes to the business world. e. speak, write, read and understand Italian at high or near-native levels of proficiency; f. seek out and select information from published and Internet sources and use it critically; g. make clearly-constructed written and oral presentations; h. apply key methods and concepts of literary, historical and linguistic analysis.	a-d. Practical projects; placements; seminars; lectures; problem-based scenarios. b. Lectures and workshops c-d Case studies, placements, practical projects e. Language classes are compulsory throughout the programme and there is regular coursework: the marks for this work are given for guidance and do not contribute to the final module mark. The Year Abroad provides a range of experiences in the use of everyday and academic Italian. Primary source material and much secondary literature is in Italian. f. Bibliographies are provided for all modules, students are trained in library use, and many modules provide experience searching for information via the Internet. Departmental Handbooks provide guidance in preparing coursework essays. g. Students regularly give oral presentations and write essays and are given feedback on them. h. Training is provided through presentations, discussions and essays. *Assessment* a-d. Written examinations; business presentations; project work Skill e is assessed at different stages by oral examinations and unseen written papers. Skills f-h are assessed by a combination of coursework and examinations.

(→ between columns)

D. **Transferable skills** – able to:		Teaching/learning methods and strategies
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 ,develop self-reliance, 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. show sensitivity to cultural differences. .	→	a-i. Lectures, group work, group presentations, essay writing, dissertation and project based methods. b-c. Group projects, business simulation exercises, self assessment exercises. f. Time-management skills are enhanced by the regular production of language work and the meeting of strict essay deadlines. g. Career management is taught through a distinct module linked with preparation for the Year Abroad. i. Sensitivity to cultural difference informs the whole programme and, together with the development of self-motivation and self-reliance, is greatly encouraged by the Year Abroad. *Assessment* Assessments include a wide variety of methods such as tutor feedback, critiques of presentations, interactive discussion in groups, group feedback, peer assessment, and oral and written examinations. While skill f is not directly assessed, there are strict, clearly-defined penalties for lateness in handing in assessed work and for plagiarism.

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.