

MSc International Consultancy & Business Policy

Awarding Institution: The University of Reading

Teaching Institution: The University of Reading

Faculty of Economic & Social Sciences:

Programme length: 12 months.

For students entering in 2003

Date of specification: September 2003

Programme Director: Dr Andrew Godley

Board of Studies: Management MScs

Accreditation: None

Summary of programme aims

1. To give students a thorough understanding of the core tools and techniques used in business consultancy and in the critical nature of business policy.
2. To give students an understanding of how consultancy businesses operate and are managed in advising firms on strategy and policy.

Transferable skills

The programme requires students to take personal responsibility and show initiative in developing their knowledge and understanding of the field of study. The ability to carry out independent reading and research is highly valued and expected of students on this programme. Students will learn to set priorities and manage their time in order to meet strict deadlines.

Students will have opportunities to practice and develop communication, information handling, information technology and problem solving skills.

All students will experience and learn more about the skills of team-working on group based projects.

There is the opportunity to develop career planning and management skills.

Subject Benchmarking Statements

The proposed programme fully conforms with the QAA Subject benchmark statement, 'Masters Awards in business and Management'.

Programme content

		<i>Credits</i>	<i>Level</i>
Compulsory Modules			
ECM05	Business Strategies and Policies	20	M
ECM06	Policies Towards Business	20	M
MMM005	Introduction to Consultancy	20	M
MMM016	Consulting Practice	20	M
MMM023	Dissertation	40	M
Optional Modules (Three of the following modules)			
MMM004	Strategy, Policy & Impact of Multinational Enterprise	20	M
MMM006	Global Marketing Management	20	M
MMM009	European Management	20	M
MMM010	Asian Management	20	M
MMM012	International Human Resource Management	20	M
MMM014	Emergence & Growth of Multinational Enterprise	20	M

MMM015	Research & Development in the Multinational Enterprise	20	M
MMM018	Leadership & Advanced Business Policy	20	M
MMM019	Crisis Management	20	M
ECM02	International Management & Business Cultures	20	M
ECM30	Managing Innovation	20	M
ECM31	Technological Innovation & Industrial Competitiveness	20	M
ECM39	Business Strategy in the New Economy	20	M

Progression requirements

Assessment of taught modules in May/June; re-sit failed examination modules in September; submit dissertation by 16th September, or by a month thereafter if there are resits.

Part-time/modular arrangements

This programme is not available on a part-time basis, due to the complexity of the timetable.

Summary of teaching and assessment

Teaching is organised in modules. The delivery of material varies among the modules, especially in the proportion of time allocated to lectures, classes and seminars. All modules involve coursework, which takes a variety of forms reflecting the aims of the module. Final assessment of the modules involves a 2 hour examination (weight 70%) and coursework (weight 30%). A dissertation supervisor is appointed for each student.

The University's taught postgraduate marks classification is as follows:

Mark Interpretation

70-100% Distinction

60-69% Merit

50-59% Good Standard (Pass)

Failing categories

40-49% Work below threshold standard

0-39% Unsatisfactory Work

To pass the MSc students must gain an average mark of 50 or more overall. In addition, the total credit value of all modules marked at 40-49% must not exceed 40 credits and no module mark must fall below 40. 50% or more in the dissertation is also required.

Students who gain an average mark of 70% or above, including a mark of 70% or more in the dissertation (if applicable) and no mark below 50% will be eligible for a Distinction. Those gaining a mark of 60%, including a mark of 60% or more in the dissertation (if applicable) may be eligible for a Merit pass.

Admission requirements

Entrants to this programme are normally required to have obtained a first degree the equivalent of a British Honours 2i, which includes at least two modules in economics. Applicants whose degree result is below the required level, or whose degree is from a

university where the standard is not well known, will require GMAT 600. References are also taken into account. Acceptance is at the discretion of the Director of Studies.

Admissions Tutor:

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 Students’ Union.

Career prospects

Students who have followed the modules included in this programme are working in a wide range of industries and management functions. These include consultancy, finance and manufacturing. Graduates have found employment in firms ranging from multinationals to small and medium enterprises.

Opportunities for study abroad or for placements

N.A.

Educational aims of the programme

The programme aims to provide students with an understanding of core tools and techniques used in business consultancy, as well as how consultancy businesses operate and are managed. Business policy issues are dealt with and there is an emphasis on the application and practice of consultancy.

Programme Outcomes

Knowledge and Understanding

<p>A. Knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. Models of management and business consultancies. 2. Recent developments in relevant empirical research, business consultancy practices and processes, in a variety of business environments 3. Regulatory and ethical issues affecting the consultancy business. 4. The structure and management of key business consultancies. 5. An understanding of the importance of business policy and practices in consultancy. 	<p>Teaching/learning methods and strategies 1-5</p> <p>Formal lectures, guest lectures from industry, discussions, individual and group presentation, group exercises, case studies, guided readings and guidance on key sources of reference material. Feed back and guidance are important elements complementing an emphasis on self -study</p> <p><i>Assessment</i> Unseen examinations and coursework comprising of long essays. Seminar presentations</p>
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Skills and other attributes

<p>B. Intellectual skills – able to:</p> <ol style="list-style-type: none"> 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 consultancy and business relationships and evaluate them against practice 4. Comprehend the evolving state and practice of business consultancy and factors influencing both the change and the pace of change 	<p>Teaching/learning methods and strategies</p> <p>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</p> <p><i>Assessment</i> Unseen examinations and coursework, case study analysis, dissertation</p>
<p>C. Practical skills – able to:</p> <ol style="list-style-type: none"> 1. Evaluate current theoretical and empirical research in the field of study. 2. Evaluate alternative strategies for consultancies. 3. Evaluate the behaviour and culture of firms in the sector. 4. Effectively apply key professional skills learnt in optional classes to the business practice. 	<p>Teaching/learning methods and strategies</p> <p>Students are required to understand a wide amount of reading, both of specific references and through researching their own sources of information. Discussion in lectures and seminars emphasises formal reasoning, the use of statistical and empirical evidence and the strengths and weaknesses in alternative theories and methodologies.</p> <p>1-4 Practical projects; seminars; lectures; problem-based scenarios. 2 Lectures and workshops 3-4 Case studies, practical projects.</p> <p><i>Assessment</i> Long essays, presentations, and unseen examinations.</p>
<p>D. Transferable skills – able to:</p> <ol style="list-style-type: none"> 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. 	<p>Teaching/learning methods and strategies</p> <p>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.</p> <p><i>Assessment</i> Under examination and coursework</p>

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.

