

Programme Title: MSc in International Business History

Awarding Institution: The University of Reading

Teaching Institution: The University of Reading

Faculty of Economics and Social Sciences

Programme Length: 9 month PG Diploma, 12 months MSc

For students entering in 2002

Date of Specification: April 2002

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			
MMM014	Emergence & Growth of Multinational Enterprise	20	M
ECM007	Comparative Management	20	M
MMM004	Strategy, Policy & Impact of Multinational Enterprise	20	M
ECM002	International Management & Business Cultures	20	M
MMM023	Dissertation (including Study Skills module)	40	M
Optional Modules (Three of the following modules)			
MMM001	International Strategic Management	20	M
MMM002	Understanding the Global Firm	20	M
MMM003	Introduction to Management	20	M
MMM006	Global Marketing Management	20	M
MMM008	Management of Information Systems	20	M
MMM010	Asian Management	20	M
MMM011	International Business Environment	20	M
MMM012	International Human Resource Management	20	M
MMM013	International Competition Policy	20	M
MMM015	Research & Development in the Multinational Enterprise	20	M
MMM017	International Business Ethics	20	M
MMM018	Leadership & Advanced Business Policy	20	M
MMM019	Crisis Management	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 internship report by 16th September, or by a month thereafter if there are resits.

A Postgraduate Diploma will 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. There is no dissertation or internship component.

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.

Admissions Tutor

The Course Director is responsible for admissions. Applications are, in the first place, dealt with by Mrs L. Whitrick

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:

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.

Teaching/learning methods and strategies 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:

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.

Teaching/learning methods and strategies

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 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.