

## **Programme Title - MSc International Management**

Awarding Institution: The University of Reading

Teaching Institution: The University of Reading

Faculty of Humanities & Social Sciences

Programme length: 12 months MSc

For students entering in 2002

Date of specification: April 2002

Programme Director: Dr Chris Phillips

Board of Studies: Management MScs

Accreditation: None

### **Summary of programme aims**

The programme aims to provide a thorough postgraduate education in the field of international management. The programme is distinctive in its international flavour, with strong emphasis on international business themes relevant for analysing today's dynamic global business challenges. The compulsory modules provide a balanced and critical understanding of current and historical theories, and business practice today. Students will develop a practical understanding of the application of theoretical concepts and they will learn to evaluate alternative theories and practices, and to make judgements on their applicability to complex and changing business situations.

### **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, and the use of information technology. Students will learn to work independently, under time pressures, and will learn to set priorities and manage their time in order to meet strict deadlines. Career planning, via choice of modules taken, will be an integral part of the programme.

## Programme content

|  |  | Credits | Level |
|--|--|---------|-------|
| <b>Compulsory Modules</b>                                |  |         |       |
| MMM001   | International Strategic Management                     | 20      | M     |
| MMM002   | Understanding the Global Firm                          | 20      | M     |
| MMM003   | Introduction to Management                             | 20      | M     |
| MMM009   | European Management <b>OR</b>                          | 20      | M     |
| MMM010   | Asian Management                                       | 20      | M     |
| MMM023   | Dissertation   | 40      | M     |
| <b>Optional Modules (Three of the following modules)</b> |  |         |       |
| MMM004   | Strategy, Policy & Impact of Multinational Enterprise  | 20      | M     |
| MMM005   | Introduction to Consultancy                            | 20      | M     |
| MMM006   | Global Marketing Management                            | 20      | M     |
| MMM007   | Culture & Management                                   | 20      | M     |
| MMM008   | Management of Information Systems                      | 20      | M     |
| MMM011   | International Business Environment                     | 20      | M     |
| MMM012   | International Human Resource Management                | 20      | M     |
| MMM013   | International Competition Policy                       | 20      | M     |
| MMM014   | Emergence & Growth of Multinational Enterprise         | 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     |
| ECM8   | Corporate Finance                                      | 20      | M     |
| ECM9   | Financial Markets & Corporate Governance               | 20      | M     |
| ECM30  | Managing Innovation                                    | 20      | M     |
| ECM31  | Technological Innovation & Industrial Competitiveness  | 20      | M     |
| ECM39  | E-Business Strategy                                    | 20      | M     |

### Progression requirements

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.

### Part-time/Modular arrangements

This programme is not available on a part-time basis. The majority of International Management students are overseas students, who cannot obtain a visa for part-time programmes.

### Summary of teaching and assessment

Teaching is organised in modules. The delivery of materials 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 (weight 30%). Prior to selection of dissertation topics students take part in organised, small group presentations and informal discussions led by relevant members of staff. A dissertation supervisor is appointed for each student. The

dissertation submission date is the 16<sup>th</sup> September.

### **Admission requirements**

Entrants to this programme are normally required to have obtained: a first degree the equivalent of a British Honours 2i. Applicants whose degree result is below the required level, or whose degree is from a university where the standard is not likely to be well known to the admissions committee, should arrange to take the GMAT test. 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. Application 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, Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.

### **Career prospects**

Students who have followed this programme are working in a wide range of industries and management functions. Industries include finance, manufacturing, retailing, advertising, consultancy, Civil Service, teaching and research. Graduates from this programme have found employment in many different types of firms from multinationals to small and medium enterprises.

### **Opportunities for study abroad or for placements**

None

### **Educational aims of the programme**

The programme provides a thorough postgraduate training in international management. With an emphasis on theory and practice it aims to produce graduates capable of using their knowledge and understanding in a commercial context, and partaking in international business.

## Programme Outcomes

### Knowledge and Understanding

#### A. Knowledge and understanding of:

1. Alternative models of management and international business
2. Most recent developments in relevant empirical work, business and management practices, and the international business environment
3. The international and cultural environments, and regulatory and ethical framework affecting international business and management.
4. The structure and practices of selected international business enterprises. Management within these enterprises
5. An understanding of the importance of international business in driving change in management practices and business cultures throughout the world.

#### Teaching/learning methods and strategies 1-5

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

#### *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.
3. Evaluate the behaviour, culture and strategy of firms.
4. Effectively apply key professional skills learnt in 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 professional 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.