

BA International Management & Business Administration with French UCAS code: N2R1
For students entering Part 1 in 2010/1

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Business and Management; Languages and Related Studies
Faculty:	Henley Business School at Univ of Reading
Programme length:	4 years
Date of specification:	18/Apr/2013
Programme Director:	Dr James Walker
Programme Advisor:	Dr Daniela La Penna
Board of Studies:	Henley Business School Board of Studies for Undergraduate Programmes
Accreditation:	Chartered Institute of Marketing

Summary of programme aims

The programme aims to provide a degree-level education in International Management and Business Administration, with a significant emphasis on French culture and a high level of understanding of written and spoken French. 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.

Transferable skills

During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills. In following this programme, students will have had the opportunity to develop such skills, in particular relating to communication, interpersonal skills, learning skills, numeracy, self-management, use of IT and problem-solving and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.

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)

Compulsory modules

MM1F2	Introductory Financial Accounting	20	4
MM1F11	People and Organisations	20	4
MM1F12	Markets, Marketing and Strategy	20	4
MM1F13	Business Statistics	20	4

Compulsory modules in French (40 credits)

Either			
FR101	Advanced French Language	20	4

or

FR102	Intermediate French Language	20	4
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Either

FR103	Contemporary France	20	4
Or			

FR104	French Cinema: Society, Culture & History	20	4
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Part 2 (three terms)

Compulsory modules

MM256	Management Skills	20	5
MM272	International Business Strategy	20	5

Optional modules in Management available in Part 2 to total 40 credits.

Compulsory Modules in French:

FR201	French Language	20	5
FR2MAN	French for Managers	20	5

Year abroad/Year away/Additional year (three terms)

Compulsory modules

FR3Y02	Oral in French	40	5
and			
MM353PL	Business Placement Project (French and Management, German and Management, Italian and Management)	40	5
or			
MM353PR	Business Project (French and Management, German and Management, Italian and Management)	20	5
and			
MM381FR	Credits from French University Course on approved Business module/s	20	5

Choose one of the following options:

FR2Y31	University Study Abroad	40	5
FR2Y33	Work Placement Abroad	40	5

Part 3 (three terms)

Compulsory modules

Compulsory Modules in French Studies:

FR303	Advanced Language Skills	20	6
FR3MAN	French for Managers	20	6

Compulsory Modules in Management;

MM330	Comparative International Management	20	6
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Students choose 4 option modules in Management to total 60 credits.

A complete list of options is available from the Programme Director, and a list of current options can be found in the relevant School Handbook. There is no guarantee that in any one year all modules will be available. New option modules may also be added.

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 100 credits including all compulsory modules;
- (iii) achieve not less than 35% in the remaining 20 credits

To progress from Part 2 to Part 3 a student must

- (i) obtain an overall average mark of 40% across all Part 2 modules;
- (ii) obtain a mark of at least 30% in individual modules amounting to not less than 100 credits:

To proceed from the Year Abroad to Part 3, students must satisfy the examiners that they have completed an approved programme of study or employment in a French-speaking country.

In the final assessment, the weighting ratio between modules taken during Year 2, modules taken during the Year Abroad, and modules taken during Part 3 is 2: 3: 4. Thus modules taken during Year 2 count for 22.2% of the total credit weighting, modules taken during the Year Abroad count for 33.3% of the total credit weighting, and modules taken during Part 3 count for 44.4% of the total credit weighting.

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. 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 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: AAB from 3 A Levels or ABB from 3 A Levels and 1 AS Level grade B.

Candidates must normally have either Grade B from GCE 'A' level French to take FR101 (Advanced French Language) in Part 1, or B at 'A/S' French or an A* at GCSE French to take FR102 (Intermediate French Language) in Part 1.

International Baccalaureate: 34 points

Irish Leaving Certificate: AAABB (including French and Mathematics)

IELTS Band 6.5 (or equivalent) is required for those whose education has not been undertaken in English.

Admissions Tutor: Dr Ismael Al-Amoudi; i.alamoudi@henley.ac.uk

Support for students and their learning

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, the Careers, Placement and Experience Centre (CPEC), In-session English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and 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, School Senior Tutors, the Students' Union, the Medical Practice and advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing, academic issues (eg problems with module selection) and exam related queries. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student

Services also offer drop-in sessions and runs workshops and seminars on a range of topics. For more information see www.reading.ac.uk/student

The School of Management 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 School 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.

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

Students go to one of our partner universities in France. They must take the units and examination in these institutions as agreed by the Undergraduate Director of Studies in Management and the French Departmental 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 two classifying finals units (including an oral assessment).

All students also complete a Business project.

Students may choose to seek a placement in a company in France for the year abroad. If they are successful in finding a suitable placement which is authorised by the Undergraduate Director of Studies in Management, students must work for a minimum of seven months full time. Assessment is based on a work placement report 5,000 - 6,000 words and a report by the employer conducted jointly by the Management and Italian departments. Further details are available from the Director of Management Studies.

Programme Outcomes

1. Provide students with a broad knowledge base in business and management with the opportunity for specialism in key areas.
 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 both in the UK and abroad.
- 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:

- a. The theoretical basis of management and key functional areas of business.
- b. Current developments in the practice and theory of business management.
- c. Fundamental concepts of business management relevant to the student becoming a manager in a UK business.
- d. The environmental and ethical context of business management in the UK.
- 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.

Teaching/learning methods and strategies

- a-e Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning.
- b. Guest lecturers from industry and directed self-study.
- d-e Case studies

Assessment

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.

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.

C. Practical skills - able to:

Understand the economic basis of the firm in its wider economic, political and social environment. Evaluate the behaviour, culture and strategy of firms. Effectively apply key professional skills learnt in optional classes to the business world.

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.

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 be expected 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 the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.

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.

Teaching/learning methods and strategies

- a-d. Practical projects; placements; seminars; lectures; problem-based scenarios.
b. Lectures and workshops
c-d Case studies, placements, practical projects

Assessment

Written examinations; business presentations; project work

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.