

## BA Business Analysis

UCAS code: G240

|  |  |
|--|--|
| Awarding Institution:                    | The University of Reading                          |
| Teaching Institution:                    | The University of Reading                          |
| Relevant QAA subject benchmarking group: | Economics. Accounting.<br>Business and Management. |
| Faculty of Economic & Social Sciences    | Programme length: 3 years                          |
| For students entering Part 1 in 2003     | Date of specification: September 2004              |
| Programme Director:                      | Dr. S.P. Burke                                     |
| Programme Adviser:                       | Dr. S.P. Burke                                     |
| Board of Studies:                        | BA/BSc Economics                                   |
| Accreditation:                           | Not applicable                                     |

### Summary of programme aims and learning outcomes

The programme aims to provide a thorough degree level education in a combination of the principal business disciplines: economics, management, accounting and finance. It focuses on coverage of the principles of each of these subject areas, and their application to business contexts. Students taking the degree will be expected to acquire a good background knowledge of all of these three subject areas, and a knowledge of at least two out of three areas of theory and their uses and applications.

### 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 programme, students will have had the opportunity to enhance their skills relating to career management, communications (both written and oral), information handling, numeracy, problem-solving, team working and use of information technology. This programme lays particular emphasis on numeracy, the use of IT, and delivers an awareness of business, its structures and techniques.

### Programme content

The following profile lists the compulsory modules, together with their credit size, for each Part. Each Part comprises 120 credits. 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 the remaining credits 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)  | Credits | Level |
|--------|--|---------|-------|
|        | <i>Compulsory modules for:</i>                               |         |       |
|        | <b><i>Economics &amp; Management specialisms</i></b>         |         |       |
| EC1F1A | Introductory Economics I                                     | 20      | C     |
| EC1F1B | Introductory Economics II                                    | 20      | C     |
| MM1F4  | Introductory Management                                      | 20      | C     |
| EC1F5  | Introductory Quantitative Techniques                         | 20      | C     |
|        | <b><i>Economics &amp; Accounting/Finance specialisms</i></b> |         |       |

|   |                                      |    |   |
|---|--------------------------------------|----|---|
| EC1F1A  | Introductory Economics I             | 20 | C |
| EC1F1B  | Introductory Economics II            | 20 | C |
| MM1F2   | Introductory Financial Accounting    | 20 | C |
| EC1F5   | Introductory Quantitative Techniques | 20 | C |
| <b><i>Accounting/Finance &amp; Management specialisms</i></b>                                 |                                      |    |   |
| MM1F2   | Introductory Financial Accounting    | 20 | C |
| MM1F4   | Introductory Management              | 20 | C |
| EC1F5   | Introductory Quantitative Techniques | 20 | C |
| Modules also available in Part 1 when not already taken as compulsory modules for specialism: |                                      |    |   |
| EC1F1A  | Introductory Economics I             | 20 | C |
| EC1F1B  | Introductory Economics II            | 20 | C |
| MM1F2   | Introductory Financial Accounting    | 20 | C |
| MM1F4   | Introductory Management              | 20 | C |

## **Part 2 (three terms)**

### *Compulsory modules by specialism*

In addition to the modules of the primary specialism, the compulsory modules of one of the other specialisms must be taken.

### ***Economics specialism***

|        |                               |    |   |
|--------|-------------------------------|----|---|
| EC201A | Microeconomics I.1            | 20 | I |
| EC202A | Macroeconomics I.1            | 20 | I |
| EC203A | Introductory Econometrics I.1 | 20 | I |

### ***Accounting/Finance specialism***

|        |                                 |    |   |
|--------|---------------------------------|----|---|
| MM204  | Management Accounting           | 20 | I |
| MM205A | Corporate Financial Reporting 1 | 20 | I |
| MM205B | Corporate Financial Reporting 2 | 20 | I |

Of the 120 credits in Part 2, 5 are taken up by Career Management Skills (distributed model)

### ***Management specialism<sup>+</sup>***

|        |  |    |   |
|--------|--|----|---|
| MM217  | Introduction to International Business & Management<br>And | 20 | I |
| MM252  | Quantitative & Qualitative Methods for Managers<br>or      | 20 | I |
| EC203A | Introductory Econometrics I.1                              | 20 | I |

<sup>+</sup>If, in addition, the modules of the Economics specialism are selected, *either* one of MM252 or EC203A may be taken, *but not both*. However, if Economics is the primary specialism, EC203A must be taken. Remaining credits can be drawn from the Part 2 options list.

### *Optional modules, all specialisms*

Level I modules only are available in Part 2.

Modules already selected as part of one of the degree specialisms may not also be selected as options. Some modules have pre-requisites at the C level.

|        |                    |    |   |
|--------|--------------------|----|---|
| EC201A | Microeconomics I.1 | 20 | I |
| EC201B | Microeconomics I.2 | 10 | I |
| EC202A | Macroeconomics I.1 | 20 | I |
| EC202B | Macroeconomics I.2 | 10 | I |

|        |  |    |   |
|--------|--|----|---|
| EC203B | Introductory Econometrics I.2                              | 10 | I |
| EC238A | Contemporary Economic Policy 1                             | 20 | I |
| EC238B | Contemporary Economic Policy 2                             | 10 | I |
| MM204  | Management Accounting                                      | 20 | I |
| MM205A | Corporate Financial Reporting 1                            | 20 | I |
| MM205B | Corporate Financial Reporting 2                            | 20 | I |
| MM217  | Introduction to International Business & Management        | 20 | I |
| MM251  | <i>Human Resource Management (not currently available)</i> | 20 | I |
| MM254  | <i>Organisational Behaviour (not currently available)</i>  | 20 | I |
| MM255  | Marketing Management                                       | 20 | I |
| MM258  | Introduction to the Management of Information Systems      | 20 | I |
| MM270  | Practice of Entrepreneurship                               | 20 | I |

### Part 3 (three terms)

#### *Compulsory modules by specialism*

In addition to the modules of the primary specialism, the compulsory modules of one of the other specialisms must be taken. In each case, the Part 2 specialism of the same name must have been taken

#### ***Economics specialism***

|        |                     |    |   |
|--------|---------------------|----|---|
| EC301A | Microeconomics II.1 | 20 | H |
| EC302A | Macroeconomics II.1 | 20 | H |

#### ***Accounting/Finance specialism***

|        |                                       |    |   |
|--------|---------------------------------------|----|---|
| MM306  | Advanced Financial Reporting          | 20 | H |
| MM307A | Organisational Accounting & Control 1 | 20 | H |
| EC309A | Business Finance 1                    | 20 | H |

#### ***Management specialism***

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

#### *Optional modules*

Level H modules only are available in Part 3.

Modules already selected as part of one of the degree specialisms may not also be selected as options. Some modules have pre-requisites at the I level.

|        |  |    |   |
|--------|--|----|---|
| EC301A | Microeconomics II.1                          | 20 | H |
| EC301B | Microeconomics II.2                          | 10 | H |
| EC302A | Macroeconomics II.1                          | 20 | H |
| EC302B | Macroeconomics II.2                          | 10 | H |
| EC308A | Business Economics 1                         | 20 | H |
| EC308B | Business Economics 2                         | 10 | H |
| EC309A | Business Finance 1                           | 20 | H |
| EC309B | Business Finance 2                           | 10 | H |
| EC311A | International Economics 1                    | 20 | H |
| EC311B | International Economics 2                    | 10 | H |
| EC312A | Economics of Development 1                   | 20 | H |
| EC312B | Economics of Development 2                   | 10 | H |
| EC313A | Business Forecasting & Operations Research 1 | 20 | H |
| EC313B | Business Forecasting & Operations Research 2 | 10 | H |
| EC314A | Public Economics 1                           | 20 | H |
| EC314B | Public Economics 2                           | 10 | H |

|        |  |    |   |
|--------|--|----|---|
| EC315A | <i>Economic Issues in Historical Perspective 1 (not currently available)</i> | 20 | H |
| EC315B | <i>Economic Issues in Historical Perspective 2 (not currently available)</i> | 10 | H |
| EC316A | <i>European Economic Integration 1 (not currently available)</i>             | 20 | H |
| EC316B | <i>European Economic Integration 2 (not currently available)</i>             | 10 | H |
| EC318A | Econometric Methods 1  | 20 | H |
| EC318B | Econometric Methods 2  | 10 | H |
| EC320A | Money & Banking 1  | 20 | H |
| EC320B | Money & Banking 2  | 10 | H |
| EC322A | <i>Economics of Labour 1 (not currently available)</i>                       | 20 | H |
| EC322B | <i>Economics of Labour 2 (not currently available)</i>                       | 10 | H |
| EC324A | European Urban & Regional Economics 1  | 20 | H |
| EC324B | European Urban & Regional Economics 2  | 10 | H |
| EC328A | Economics of Land, Development & Planning 1                                  | 20 | H |
| EC328B | Economics of Land, Development & Planning 2                                  | 10 | H |
| EC334A | Environmental Economics 1  | 20 | H |
| EC334B | Environmental Economics 2  | 10 | H |
| EC337A | Processes of Long Term Political and Economic Change 1                       | 20 | H |
| EC337B | Processes of Long Term Political and Economic Change 2                       | 10 | H |
| EC340A | Corporate Social Responsibility 1  | 20 | H |
| EC340B | Corporate Social Responsibility 2  | 10 | H |
| MM306  | Advanced Financial Reporting   | 20 | H |
| MM307A | Organisational Accounting & Control 1  | 20 | H |
| MM307B | Organisational Accounting & Control 2  | 20 | H |
| MM330  | Comparative International Management   | 20 | H |
| MM331  | <i>International Accounting (not currently available)</i>                    | 20 | H |
| MM332A | Strategic Management & Business Policy 1                                     | 20 | H |
| MM332B | Strategic Management & Business Policy 2                                     | 20 | H |
| MM335  | <i>International Marketing (not currently available)</i>                     | 20 | H |
| MM339  | <i>Strategic Human Resource Management (not currently available)</i>         | 20 | H |
| MM359A | <i>Business Ethics 1 (not currently available)</i>                           | 20 | H |
| MM359B | <i>Business Ethics 2 (not currently available)</i>                           | 20 | H |
| MM371  | The Theory and Practice of Entrepreneurship                                  | 20 | H |
| MM372  | Advanced Knowledge & Information Systems Policy                              | 20 | H |

### 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 all compulsory Part 1 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.

<sup>1</sup>To progress from Part 2 to Part 3 a student must:

- (i) achieve an overall weighted average of at least 40% across all Part 2 modules totalling

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<sup>1</sup> Revised progression rules are subject to the approval of the Faculty Director & Teaching & Learning, which is expected in October 2004.

- 120 credits;
- (ii) obtain a mark of at least 40% for each module in modules totalling at least 90 credits;
  - (iii) achieve a mark of not less than 35% for each module in modules totalling not more than 30 credits.

### **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 classification are included in the Programme Handbook but you should note that the weighting between Part 2 and Part 3 for classification purposes is 33% and 67% respectively.

### **Admission requirements**

Entrants to this programme are normally required to have obtained:

Grade C or better in English in GCSE; and achieved:

UCAS Tariff: 280 points from 3 A Levels or 300 points from 3 A Levels and 1 AS Level

International Baccalaureate: 31 points

Irish Leaving Certificate: BBBB

Two AS grades are accepted in place of one A Level.

*Mature applicants* Applications from mature candidates are welcomed. 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, but each case is assessed on its individual merits.

*International applicants* Applications from international candidates are welcomed. If you are not offering A levels we advise you to contact either the EU or international admissions tutor before applying in order to discuss the acceptability of your qualifications.

Admissions Tutor: Dr. G.R. Crampton

### **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.

The Departments of Economics and Management provide 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.

### **Career prospects**

In recent years graduates from this programme have entered a variety of careers in both the private and the public sectors. Examples include jobs in banking and finance, accountancy, the civil service, and universities.

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

There are no formal arrangements but informal arrangements are possible and may be discussed with the programme director.

## **Educational aims of the programme**

The programme provides a degree level education in a combination of the principal business disciplines: economics, management, accounting and finance. It aims to produce graduates with a good background knowledge in all three areas, with more specialised skills in two of these three. A significant quantitative element may be incorporated.

## **Programme outcomes**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and abilities in the following areas:

### *Knowledge and Understanding*

#### **A. Knowledge and understanding of:**

1. the fundamental concepts and techniques of microeconomics, macroeconomics and quantitative methods.
2. the fundamental concepts and techniques of business economics and policy.
3. a selection of more specialist options on business, economic, or management topics.

#### **Teaching/learning methods and strategies**

The knowledge required for the basic topics is discussed in formal lectures supported by smaller group discussions on set questions.

This pattern is also followed in the more specialist options with the non-assessed work required varying according to the nature of the subject matter.

#### *Assessment*

Most knowledge is tested through a combination of coursework and unseen formal examinations. Short tests and oral presentations also contribute.

### *Skills and other attributes*

#### **B. Intellectual skills – an ability to:**

1. think logically
2. apply analytical principles to a range of problems
3. organise tasks into a structured form
4. assess the impact of recent and current changes on business and economic circumstances
5. transfer appropriate techniques and knowledge from one topic within the subject matter to another
6. plan, organise and write a report on an independent project

#### **Teaching/learning methods and strategies**

The need to think logically and analytically permeates the compulsory modules in the course. The quality of the analysis depends on a strict focus on the central features of a problem.

The more specialist topics provide many opportunities to apply this core approach to a range of problems in a wide variety of contexts.

#### *Assessment*

1-3 are covered extensively in the core modules; 4-5 are given wide scope in the optional modules; 6 is assessed directly by means of the large number of essays prepared in parts 2 and 3 in all modules.

**C. Practical skills – able to:**

1. understand and develop a chain of economic reasoning
2. formulate and analyse business economics problems
3. evaluate economic policies towards business
4. write critical analyses of business economic questions
5. undertake a set of tasks associated with improving their career prospects

**Teaching/learning methods and strategies**

The core subjects concentrate on formal economic reasoning. Problem solving forms an important part of class work especially in parts 2 and 3.

The specialised options involve writing detailed assessments of set topics.

*Assessment*

Most skills are tested through a combination of coursework, including both problem solving and essays, and through unseen examinations.

The career skills component at 5 will be assessed according to the module description of the Careers Advisory Services CMS module for the Faculty of Economic and Social Sciences, distributed model.

**D. Transferable skills – able to:**

1. use IT (word-processing)
2. communicate ideas in a logical way
3. give oral presentations
4. contribute to group discussions of a business problem
5. use library resources both on- and off-line
6. manage time
7. plan career strategy

**Teaching/learning methods and strategies**

The use of IT is required throughout the part 2 and 3 course units. Seminars in parts 2 and 3 involve group discussions and oral presentations. Library resources have to be used continuously in the preparation of essays and project work. the highly structured system of deadlines for assessed work requires good time management

*Assessment*

Most skills are tested indirectly through the preparation of course and project work.

*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.