

# **BA International Management and Business Administration with Italian**

**UCAS code: N2R3**

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Relevant QAA subject benchmarking group(s):	Business & Management, Languages and Related Studies
Faculty of Economic & Social Sciences	Programme length: 4 years
For students entering Part 1 in 2003	Date of specification: 15.9.04
Programme Director:	Dr. L. A. Newton
Programme Adviser:	
Board of Studies:	Management Studies
Accreditation:	

## **Summary of programme aims and learning outcomes**

The programme aims to provide a degree-level education in International Management and Business Administration, with a significant emphasis on Italian culture and a high level of understanding of written and spoken Italian. 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 which give students some exemptions from initial examinations by a number of professional bodies.

## **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.

## **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.

<b>Part 1</b>	<b>(three terms)</b>	<b>Credits</b>	<b>Level</b>
	<b>Compulsory modules</b>		
EC1F1A	Introductory Economics I	20	C
LW1A05	General Introduction to Law	10	C
LW1A06	Introduction to Business Law	10	C
MM1F4	Introductory Management	20	C
EC1F5	Introductory Quantitative Techniques	20	C
	<b>For students with A level in Italian (or equivalent):</b>		
IT1001	Advanced Italian Language I	20	C
IT1002	Twentieth Century Italian Culture	20	C

	<b>For students without A level in Italian (including complete beginners):</b>		
IT1003	Italian Language (Elementary) & Culture	40	C
<b>Part 2</b>	<b>(three terms)</b>		
	<b>Compulsory modules in Management</b>		
MM217	Introduction to International Business & Management	20	I
MM252	Quantitative & Qualitative Methods for Managers	20	I
	<b>Optional modules in Management to total 40 credits</b>		
MM1F2	Introductory Financial Accounting	20	C
MM255	Marketing Management	20	I
MM258	An Introduction to the Management of Information Systems	20	I
MM270	Practice of Entrepreneurship	20	I
	Of the 120 credits in Part 2, 5 are taken up by Career Management Skills (Level I)		
	<b>Compulsory modules in Italian Studies</b>		
	<b>Either:</b>		
IT201	Advanced Italian Language II	20	I
	<b>or:</b>		
IT202	Intermediate Italian Language	20	I
	<b>One of the following optional modules:</b> <i>(Not all optional modules will be available in any one year; the availability of all optional modules is subject to availability of staff and will require a minimum number of participants.)</i>		
IT203	History of the Italian Language	20	I
IT2CON	Contemporary Italian Literature	20	I
<b>Either</b>	Italian Cinema I	20	I
IT205			
<b>Or IT 206</b>	Italian Cinema II:	20	I
IT207	Italian History and Society since 1945	20	I
IT208	Italian Modernism	20	I
IT209	Italian Narrative and Poetry in the Nineteenth Century	20	I
IT210	Women's Everyday Life In Italy from the Middle Ages to the French Revolution	20	I
IT2WW	Writing Women in Early Modern Italy (1300-1650)	20	I
<b>Year abroad</b>			
M353L	Dissertation	40	H
IT331	Italian Oral	20	H
IT332	Italian Written and Oral Presentation	20	H
	<b>Either:</b>		
IT231	Credits from Italian University course (1)	20	I
IT232	Credits from Italian University course (2)	20	I
	<b>or:</b>		
	Placement report	40	H

<b>Part 3</b>	<b>(three terms)</b>		
	<b>Compulsory modules in Management</b>		
MM330	Comparative International Management	20	H
MM332A	Strategic Management & Business Policy 1	20	H
	<b>Compulsory modules in Italian Studies</b>		
IT301	Advanced Italian III	20	H
IT309	Italian for Managers	20	H
	<b>Optional modules in Management available in Part 4 to total 40 credits</b>		
MM332B	Strategic Management & Business Policy 2	20	H
MM371	The Theory and Practice of Entrepreneurship* *unavailable if MM270 taken at Part 2	20	H
MM372	Advanced Knowledge and Information Systems Policy** ** level I pre-requisite	20	H
MM373	Integrating Business	20	H
<b>There is no guarantee that in any one year all units will be available.</b>			

### 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 Introductory Management, Quantitative Techniques and the total 40 credits of Italian modules;
- (i) not have any mark of 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.
- (iii)

To progress from Part 2 to Part 3 (and, where appropriate, from Part 3 to Part 4 in four year programmes spent in the University) a student must:

- (ii) obtain an average mark of 40% across all modules in that Part;
- (iii) obtain at least 40% in any module required for progression to the next Part of the degree programme for which he or she is registered (this includes either Advanced Italian Language II or Intermediate Italian Language);
- (iv) not have any mark of 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.

To proceed from the Year Abroad to Part 3 students must satisfy the examiners that they have successfully completed an approved programme of studies at a University in Italy and have handed in the work and assignments required by the programme.

### Summary of teaching and assessment

1. 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. Most modules involve coursework, which takes a variety of forms. Final assessment normally involves a written examination, and may also incorporate coursework marks;

2. The maximum proportion of a final module mark allocated to coursework is 20%, other

than in special cases. (See 5. below concerning Italian modules.)

3. In the Department of Italian, teaching is through seminars, lectures, essay tutorials and language classes. Over the programme as a whole, assessment will be conducted through a mixture of assessed essays and formal examination. The Credits from Italian University courses will derive from marks obtained in oral examinations set by the Italian university. The Oral in Italian and the Written and Oral Presentation will be examined at the beginning of Part 3.
4. The conventions for classification are included in the Programme Handbook but you should note that weighting between Part 2 (and I level modules in the Year Abroad) and Part 3 (and H Level modules in the Year Abroad) for classification purposes is 33% and 67%.
5. Italian modules vary from the standard and coursework may amount to up to a maximum of 50%.

### **Admission requirements**

Entrants to this programme are normally required to have obtained:

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

UCAS Tariff: 300 points from 3 A levels or 340 points from 3 A levels plus one AS level. A minimum of two full A levels are required (including Latin or a modern language GCSE)

International Baccalaureate: 32 points

Irish Leaving Certificate: ABBBB (including Latin or modern foreign language)

Admissions Tutor: Dr. D.Tsang

### **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 Personal Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union. Support for students in their studies is provided through the University's Personal Academic Record (PAR) scheme, in which students meet their personal tutors regularly to review their progress.

The Departmental Handbooks issued to Part 1 and to degree course students provide extensive information on resources and study skills. The Access Point for Individual Language Learning (APILL) contains a range of audio and audio-visual materials to promote self-study in languages, together with facilities for watching Italian television by satellite. The University Library is particularly well stocked with works relating to many different aspects of Italian and Classical culture and the Faculty possesses a video suite to support cinema studies. The Departmental Libraries contains a range of reference works which can be used by students and offer congenial study spaces. The Department of Management has a resource room with reference books and computers for student use.

### **Career prospects**

In recent years students who have followed this programme have gone into jobs in the banking, finance, accounting and associated industries. These include large international management and marketing consultancies, international retailers and fashion houses, research in top rated universities in the USA, Italy and the UK, and professional positions in other service industries.

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. Students on this programme may become student members of the Institute of Management.

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

Study Abroad.

Students go to one of our partner universities in Italy. They must take the units and examination in these institutions as agreed by the Director of Management Studies and the Italian 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 dissertation.

Work Placement

Students may choose to seek a placement in a company in Italy for the year abroad. If they are successful in finding a suitable placement which is authorised by the Director of Management Studies, students must work for a minimum of seven months full time. Assessment is based on a work placement report ( about 4,000 words), a report by the employer, and an oral examination conducted jointly by the Management and Italian departments. Further details are available from the Director of Management Studies.

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

The programme aims to:

- (i) Provide students with basic knowledge and skills needed to embark on a management career.
- (ii) Develop the student's competence in applying management and business techniques and skills to business practice.
- (iii) Develop reasoning and analytical skills.
- (iv) Develop a range of personal transferable skills.
- (v) Develop students' knowledge of the Italian language, especially of the language used in business communication
- (vi) Provide students with a good knowledge of the Italian language, of some chosen Italian cultural, historical and social topics.

## Programme outcomes - Management

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*

<p><b>A. Knowledge and understanding of:</b></p> <p><i>1. Knowledge and Understanding</i></p> <p>a. The theoretical basis of management and key functional areas of business.</p> <p>b. Current developments in the practice and theory of business management.</p> <p>c. Fundamental concepts of business management relevant to the student becoming a manager in a UK business.</p> <p>d. The environmental and ethical context of business management in the UK.</p> <p>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.</p>	<p>→</p> <p><b>Teaching/learning methods and strategies</b> Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning.</p> <p><i>Assessment</i> 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.</p>
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### *Skills and other attributes*

<p><b>B. Intellectual skills – able to:</b></p> <p>a. Apply the skills needed for academic study and enquiry.</p> <p>b. Evaluate research and a variety of types of information and evidence critically.</p> <p>c. Synthesise information from a number of sources in order to gain a coherent understanding of theory and practice.</p> <p>d. Apply strategies for appropriate selection of relevant information from a wide source and large body of knowledge.</p> <p>e. Utilise problem-solving skills.</p> <p>f. Analyse, evaluate and interpret the assumptions and principles underpinning business management.</p>	<p>→</p> <p><b>Teaching/learning methods and strategies</b> Lectures; tutor-led tutorials; student and tutor-led seminars; self-directed learning; research-based teaching materials and methods; problem-based learning scenarios.</p> <p><i>Assessment:</i> Written exam papers; practical assessments; coursework (essay); case study analysis; dissertation.</p>
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**C. Practical skills – able to:**

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



**Teaching/learning methods and strategies**

Practical projects; placements; seminars; lectures; problem-based scenarios.

*Assessment*

Written examinations; business presentations; project work

**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.



**Teaching/learning methods and strategies**

Lectures, group work, group presentations, dissertation and project based methods.

*Assessment*

Assessments include a wide variety of methods such as tutor feedback, critiques of presentations, interactive discussion in groups. Group feedback and peer assessment.

## Programme Outcomes - Italian

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*

<p><b>A. Knowledge and understanding of:</b></p> <ol style="list-style-type: none"><li>1. The Italian language, with special emphasis of the language used in Italian business.</li><li>2. Selected aspects of Italian literature, history and culture.</li><li>3. Methods of approach, analysis and interpretation associated with the various disciplines covered.</li></ol>	<p>Teaching/learning methods and strategies</p> <ol style="list-style-type: none"><li>1. At Part 1, Italian is taught at three distinct levels: beginners, intermediate and advanced. Separate teaching is maintained throughout Part 2, but after the year in Italy all students follow the same courses. Teaching is always in small groups, with different classes being devoted to grammar, oral and aural skills, reading and writing skills and translation. Audio-visual resources are used as appropriate. Regular non-assessed coursework is set, and considerable emphasis is based on individual study. The Year Abroad provides experience in the use of everyday Italian and the opportunity to follow University courses or to work in an Italian company.</li><li>2,3. These areas are taught through a combination of usually informal lectures and seminars. Students are expected to undertake independent reading on the basis of bibliographies issued for each module, and prepare seminar papers and essays..</li></ol> <p><i>Assessment</i></p> <p>Language work is assessed by oral and written examinations. The Italian University courses are assessed by oral examinations. Modules on literature and culture are assessed by a combination of coursework and examination.</p>
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### *Skills and other attributes*

**B Intellectual skills** –According to their choice of module, students will be able to:

1. analyse and interpret literary or cinematic works in their cultural contexts;
2. apply literary and historical concepts;
3. conduct lucid arguments in support of a case, using evidence appropriately;
4. think critically and independently.

Teaching/learning methods and strategies  
These skills are developed throughout the programme. Classes in literary, historical, cinematic and other cultural modules involve analysis and discussion, often based on papers presented by students; and set essays involve analysis and debate on intellectual problems. Awareness of new approaches is encouraged as options are often linked to teachers' research interests. Individual feedback is provided on content and organisation of essays. Independent thinking is developed especially through the dissertation module for which initial preparation and regular support are provided.

#### *Assessment*

These skills are assessed in all Parts of the programme by a combination of coursework essays and examination.

**C. Practical skills** – able to:

1. speak, write, read and understand Italian at a high or near-native level of proficiency;
2. seek out and select information from published and Internet sources and use it critically;
3. make clearly-constructed written and oral presentations.

Teaching/learning methods and strategies  
Language classes are compulsory throughout the programme and there is regular unassessed coursework. The Year Abroad provides a range of experiences in the use of everyday and academic or business Italian. Primary source material and much secondary literature is in Italian. Bibliographies are provided for all modules, students are trained in library use, and many modules provide experience searching for information via the Internet. Students regularly give oral presentations and write essays and are given feedback on them.

#### *Assessment*

Skill 1 is assessed at different stages by oral examinations and unseen written papers. Skills 2-3 are assessed by a combination of coursework and examinations.

- D. Transferable skills** – able to:
1. construct and communicate arguments clearly and effectively in speech and writing, and support arguments with evidence;
  2. think critically;
  3. locate information and use information technology (especially word-processing and web-based resources);
  4. participate effectively in group activities;
  5. organise their own time purposefully and work independently;
  6. show sensitivity to cultural differences;
  7. make informed career plans.

Teaching/learning methods and strategies  
Skills 1-6 are developed progressively throughout the programme. Participation in seminars and oral classes develops skills in self-expression and teamwork. Critical thought, the construction of arguments, and information skills are all developed through essay writing and the dissertation, and all assessed work must be word-processed. Time-management skills are enhanced by the regular production of language work and the meeting of strict essay deadlines. Sensitivity to cultural difference informs the whole programme and, together with the development of self-motivation and self-reliance, is greatly encouraged by the Year Abroad. Career management is taught through a distinct module linked with preparation for the Year Abroad.

*Assessment*

Skills 1-2 are assessed through coursework and examinations, including the examinations in Italy. The location of information forms part of the activity involved in the dissertation, but word-processing skills are not formally assessed. Skill 4 is not directly assessed. There are strict, clearly-defined penalties for lateness in handing in assessed work and for plagiarism.

*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.