

Programme Specification for BA International Business and Mandarin

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| **1. Programme title** | International Business and Mandarin |
| **2. Awarding institution**  | Middlesex University |
| **3. Teaching institution**  | Middlesex University |
| **4. Programme accredited by**  | N/A |
| **5. Final qualification**  | Bachelor of Arts |
| **6. Academic year** | 2012-2013 |
| **7. Language of study** | English |
| **8. Mode of study** | Full time |

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| **9. Criteria for admission to the programme**For year one admission, Middlesex University general entry requirements apply, including GCSEs (grades A to C) in Mathematics and English language. Applicants whose first language is not English are required to achieve 6.0 in IELTS or an equivalent recognised by Middlesex University.For entry with advanced standing to year 2 (or final year), candidates must have achieved both 120 credits at level one (or 240 credits including 100 at level two) and must have successfully met the relevant learning outcome and syllabus requirements of the programme. The equivalence of qualifications from outside the UK will be determined according to NARIC guidance**.** |

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| **10. Aims of the programme** |
| This programme aims to develop knowledge and skills needed by those students wishing to follow a business career in an international environment. The programme will be attractive to those who wish to study a global language from a zero base, chosen from Arabic, Mandarin, Russian or Spanish. Students’ interest and enthusiasm for business and languages is developed through a progressively international business syllabus. Students will develop subject specific business language skills related to the understanding (spoken and written) and expression (spoken and written) of a language. Students will study aspects of the business environment and practices of the region of their chosen language which will enhance the international business content of their programme. All students will be required to complete a 1 year project which requires them to be immersed in their chosen language. |

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| **11. Programme outcomes** |
| **A. Knowledge and understanding**On completion of this programme the successful student will have knowledge and understanding of :1. Stakeholders: their expectations and behaviour
2. The environment of business and its impact on strategy
3. Innovation in products, services and organisational processes
4. Business resources: acquisition, application and control
5. Business processes: planning, improvement and control
6. Organisations: their functions, structure and management
7. Business Management
8. The linguistic structure of a language (Arabic,/Mandarin/ Russian/Spanish for the purpose of comprehension, oral and written expression
9. Key aspects of the business environment and practices in regions where the language is spoken
10. Cultural aspects of business in those regions where the chosen language is spoken
 | **Teaching/learning methods**Students gain knowledge and understanding through guided reading of textbooks, journals and course notes; on-line and in-class exercises; lectures, workshops and seminars. **Assessment Method**Students’ knowledge and understanding is assessed by in-class and on-line objective tests, examinations, written assignments and oral presentations as specified in module handbooks.In all language classes homework is marked and feedback is given which reinforces knowledge and understanding of the language. |
| **B. Cognitive (thinking) skills**On completion of this programme the successful student will be able to:1. define, explain and evaluate a range of phenomena, concepts, models, theories, principles and practices;
2. apply concepts, models and theories to analyse situations;
3. Identify, evaluate and construct arguments;
4. demonstrate self awareness and sensitivity to others;
5. take and defend a decision or position on a given issue, considering commercial, ethical and other factors;
6. create and evaluate solutions to given problems;
7. interpret, summarise, translate and/or analyse business texts.
 | **Teaching/learning methods**Students learn cognitive skills through individual and group exercises and case studies; interactive lectures; language and translation classes; tutor-led seminars and class discussions. Feedback on assessments. Translations texts and case studies will encompass aspects of business and society of the country of the chosen spoken language.**Assessment Method**Students’ cognitive skills are assessed by essays, oral presentations and written examinations, sometimes based on case analysis. |
| **C. Practical skills**On completion of the programme the successful student will be able to:1. locate, categorise, prioritise and synthesise information necessary for business purposes;
2. interpret business reports and evaluate performance;
3. set objectives for business change and plan implementation;
4. identify and demonstrate interpersonal skills appropriate to a given business situation;
5. speak and understand spoken Arabic, Mandarin, Russian or Spanish;
6. read and write Arabic, Mandarin, Russian or Spanish.
 | **Teaching/learning methods**Students learn practical skills through workshops, simulations, role-plays, individual and group case analysis and problem solving. Students learn language practical skills progressively throughout the programme. They receive seminar and tutorial guidance on research and planning of coursework and develop their transferable skills through seminars and language classes.**Assessment Method**Students’ practical skills are assessed by individual and group exercises, individual assignments, oral presentations and examinations.  |
| **D. Graduate Skills**On completion of this programme the successful student will be able to:1. clarify career objectives & develop plans to achieve them;
2. learn flexibly and effectively from diverse opportunities;
3. communicate persuasively using a range of media;
4. contribute positively to team performance ;
5. use ICT to improve personal productivity;
6. collect, analyse and critically interpret numerical data;
7. communicate effectively in speech and writing in a language;
8. communicate effectively in a Business context.
 | **Teaching/learning methods**Students acquire graduate skills through on-line exercises and embedded class activities embedded in level four modules. Subsequently, tutorial guidance and feedback on assessment is deployed. Many of these skills are introduced at Level 4 through the Programme of Study designed for the students. Skills are integrated into the curriculum of the language and business studies, allowing development through throughout the programme.**Assessment method**Students’ graduate skills are assessed by highlighting graduate skills within assessments for relevant modules. Career plans are developed as part of an on-line PDP, but given their individualised nature are not subject to summative assessment. |

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| **12. Programme structure (levels, modules, credits and progression requirements)** |
| **12. 1 Overall structure of the programme** |
| The first year provides students with an introduction to business disciplines. It also places an emphasis on acquiring and developing business language practical skills at an appropriate level. The second year focuses on the global business environment and international Business and Management areas and introduces an additional international flavour. Students pursue their business language studies and learn how to communicate and conduct business in their chosen language. In year 3 students undertake a one year project which requires them to be immersed in their chosen language.The final year of study promotes the understanding of issues surrounding international business. |

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| **12.2 Levels and modules** **Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.** |
| Level 4 (1) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:MGT1110STX1130MCH1001MCH1002 | There are no optional modules. | Students must normally pass all level 4 modules to progress. |
| Level 5 (2) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:MGT2510MCH2001 MCH2002 | Students must also choose at least ONE from the following:HRM2011MKT2210 | Students must normally pass all level 2 modules to progress. |
| Immersion Year |
| Students must take MCH3000 and MCH3100 |
| Level 6 (3) |
| COMPULSORY | OPTIONAL  | PROGRESSION REQUIREMENTS |
| Students must take all of the following:MGT3140MCH3001MCH3002 | Students must also choose at least ONE from the following:MGT3110MKT3130MGT3190 |  |

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| ***12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)*** |
| ***Module level*** | ***Module code*** |
| *N/A* |  |

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| **13. A curriculum map relating learning outcomes to modules** |
| **See Curriculum Map attached** |

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| **14. Information about assessment regulations** |
| Middlesex University and Business School Assessment Regulations apply to this programme, without exception. |

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| **15. Placement opportunities, requirements and support**  |
| All students on this programme are required to take a one-year immersion placement. Evidence shows that those Middlesex University Business School students who successfully complete a placement generally obtain better academic results and earlier career success than those who do not.Students are required to spend their third year abroad in one of the countries of their chosen language. Support is available under the ERASMUS/SOCRATES student exchange, or British Council English language assistantship or Comenius language assistantship schemes. |

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| **16. Future careers**  |
| Middlesex University Business School graduates experience higher average rates of employment than Middlesex University graduates as a whole. The University provides a Careers Service, and this programme includes scheduled career planning sessions. Graduates from this programme enter a wide range of general business positions; some go on to study post-graduate programmes. The BA (Honours) International Business and Language programme provides the skills required for the world of work, and more particularly in business and management areas. Its emphasis on language acquisition prepares students particularly well for international careers. The year immersed in language offers students the opportunity to acquire experience which will help them to gain employment. |

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| **17. Particular support for learning**  |
| In addition to Middlesex University’s campus student achievement advisers, learning resources staff and counsellors, there are some forms of support particularly relevant to this programme: programme induction; English language and numeracy support; exam technique classes; programme web-site and on-line discussion board.Middlesex University is committed to breaking down any barriers which might prevent a disabled person from actively participating in the academic life. This extends to the provision of learning support and support in relation to assessment for people with disabilities**.** |

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| **18. JACS code (or other relevant coding system)** | 120 |
| **19. Relevant QAA subject benchmark group(s)** | General Business & Management Languages and Related studies |

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| **20. Reference points**QAA Guidelines for Programme SpecificationsQAA Subject Benchmark: General Business & ManagementQAA Subject Benchmark: Languages and Related studiesMiddlesex University RegulationsMiddlesex University Learning & Quality Enhancement Handbook, 2008/09Middlesex University Business School Teaching, Learning & Assessment Strategy |

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| **21. Other information** |
| Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the student programme handbook and the University Regulations. |