

## **BA (Hons) Business Management (Mandarin)**

---

### Programme Specification



<b>1. Programme title</b>	BA (Hons) Business Management (Mandarin)
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	
<b>5. Final qualification</b>	Bachelor of Arts (Honours)
<b>6. Year of validation</b>	2017/18
<b>Year of amendment</b>	
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full Time / Part Time / Thick Sandwich / Thin Sandwich

#### **9. Criteria for admission to the programme**

For year one admission, Middlesex University general entry requirements apply, including GCSE's (grade A to C / score 9 to 4) (or equivalent) in mathematics and English language. Applicants whose first language is not English are required to achieve a minimum score of 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.

Specific programme entry requirements are 112 UCAS points or equivalent. We accredit prior experiential learning and welcome mature applicants with suitable life skills and work experience. Students not meeting the programme entry requirements may be eligible to join at year zero (level 3), the foundation year.

For entry with advance standing to year 2 (or final year), candidates must have achieved both 120 credits at level four (or 240 credits with 120 credits at level five) and must have successfully met the relevant learning outcome and syllabus requirements of the programme.

The Immersion Year in China or equivalent (two Placements during Summers) is compulsory for students who start as Beginners.

Post-A Level students in Mandarin will be evaluated to confirm their language level.

The equivalence of qualifications from outside the UK will be determined according to NARIC guidelines.

Due to current COVID-19 circumstances, students may not be able to study abroad for their placement year. Therefore, two options are proposed for Mandarin programmes:

1. Continue: Study via online teaching if it is offered at Beijing International Studies University (BISU) in semester 1 with the aim of traveling for face-to-face teaching in semester 2.
2. Invert: Study at Middlesex in 2021/22 to complete the final year and reapply to study abroad in the following year, 2022/23.

## 10. Aims of the programme

The programme aims to:

- provide students with knowledge and understanding of organisations, their management and the business environment;
- develop critical and analytical problem-solving skills and apply these in a business context;
- prepare students for a career in business and management or further study;
- develop a wide range of general transferable skills and attributes which equip students to become effective and responsible global citizens;
- develop knowledge and understanding of the political, social and cultural context of business and critically evaluate the impact of the global economy upon societies with a focus on China

## 11. Programme outcomes\*

### A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. characteristics, functions and structures of organisations and their integration;
2. theories, processes and models of HR, accounting & finance, marketing, and operations and their role in effective management of a business;
3. global business environment and its impact on strategy, behaviour and management of organisations;

### Teaching/learning methods

Students gain knowledge and understanding through lectures, workshops and seminars, guided reading of textbooks, academic journals, and case studies, and in class assessed practical exercises (plus a wide range of online materials in the target languages in Mylearning); also interactive language teaching seeking to develop students' speaking, writing, listening and reading abilities at the appropriate language level

### Assessment methods

<ol style="list-style-type: none"> <li>4. tools and techniques for business decision making;</li> <li>5. the management and applications of information systems and digital technologies and their impact on organisations and business models;</li> <li>6. social responsibility, ethical behaviour, sustainability and innovation in contemporary business decisions and activities;</li> <li>7. the linguistic structure of Mandarin for the purpose of comprehension, and oral, spoken and written expression.</li> <li>8. key aspects of the culture and business environment and practices in China.</li> </ol>	<p>Students' knowledge and understanding is assessed by practical exercises, presentations and written assignments; and their second language learning is strengthened through continuous formative and summative assessment, language exercises and practice at the appropriate language level through the medium of subject-related issues and themes.</p>
<p><b>B. Skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. critically evaluate theories, issues, models, arguments and evidence in the field of business and management;</li> <li>2. use technology to acquire, analyse and communicate information;</li> <li>3. critically analyse facts and circumstances to determine the cause of a problem and identify, develop and select appropriate solutions;</li> <li>4. communicate effectively through a variety of medium in a form appropriate to the intended audience;</li> <li>5. locate, extract, analyse and synthesise information from multiple sources, and generate and develop ideas;</li> <li>6. apply management concepts, models, theories and techniques in a business context;</li> <li>7. work effectively both independently and within a team;</li> <li>8. interpret, summarise, translate and/or analyse business texts including texts in Mandarin</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students learn cognitive skills through individual and group lecture and seminar exercises and tutor led discussions, problem solving, workshops, use of technology, as well as feedback on assessments and through the medium of subject-related issues in Mandarin at the appropriate linguistic level</p> <p><b>Assessment methods</b></p> <p>Students' cognitive skills are assessed by practice based individual and group coursework assignments, oral presentations, practical exercises and essays in Mandarin at the appropriate linguistic level</p>

**12. Programme structure (levels, modules, credits and progression requirements)**

## 12. 1 Overall structure of the programme

The programme is studied over three years full time, three years with two summer placements (thin sandwich in China) or four years if the option of a 12 months placement is taken in the third year (thick sandwich in China). Part time students study the programme over a maximum of six years.

The programme is divided into study units called modules and modules are either 15 or 30 credits. The academic provision of the University is based on credit accumulation. Students will accumulate credit points by passing modules in order to gain the award of the University. To gain a BA (Hons) degree title a student must gain 360 credit points (480 if on thick or thin sandwich) of which 120 must be at level six, i.e. year 3. Full time students will study modules totalling 120 credits each year while part time students will take between 60 to 90 credits per year.

There are four compulsory modules in the first year (level 4). These modules are designed to give a solid grounding in business and management as well as in Mandarin and bring all students to a standard level of competence to pursue further study in the subject. Post-A-Level students will study six compulsory modules.

In the second year (level 5) students will study six compulsory modules designed to enhance and broaden their understanding of the core aspects of business and management as well as consolidate and expand their knowledge of Mandarin.

At the end of the second year, full time students may opt to take a year's placement in China before returning to complete the final year of study.

In the final year (level 6) students will study five compulsory modules designed to advance skills and knowledge appropriate to graduate level in topics fundamental to managerial decision making. Students will also choose optional modules to a maximum of 30 extra credits. Post-A Level students will study four compulsory modules and 30 credits in optional modules.

The structures of the different modes are as follows:

**Full time with One Year abroad – 4-year programme (480 credits):**

Year 1	MCH1001 Business Mandarin Written (30)	
	MCH1002 Business Mandarin Spoken (30)	
	MKT1122 Marketing Theory and Practice (30)	
	FIN1212 Financial Concepts of Business (30)	

Year 2	MGT2222 Operations Management (30)	
	HRM2118 Human Resource Management in Practice (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MCH2011 Business Communication in Mandarin 1 (15)	MCH2012 Business Communication in Mandarin 2 (15)
	MGT2315 Business Environment (15)	MGT2325 Principles of Innovation and Entrepreneurship (15)

MCH3000/MCH3100 Study Abroad I/II (120)
---

Year 3	MGT3324 Strategic Management (30)	
	Option (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MCH3005 Mandarin: Culture and Society 1 (15)	MCH3006 Mandarin: Culture and Society 2 (15)
	HRM3018 Workforce Management (15)	MGT3018 Professional Communication (15)

**Full time with two summer placements – 3-year programme (480 credits):**

Year 1	MCH1001 Business Mandarin Written (30)
	MCH1002 Business Mandarin Spoken (30)
	MKT1122 Marketing Theory and Practice (30)
	FIN1212 Financial Concepts of Business (30)

MCH2000 Study Abroad (60)
---------------------------

Year 2	MGT2222 Operations Management (30)	
	HRM2118 Human Resource Management in Practice (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MCH2011 Business Communication in Mandarin1 (15)	MCH2012 Business Communication in Mandarin 2 (15)
	MGT2315 Business Environment (15)	MGT2325 Principles of Innovation and Entrepreneurship (15)

MCH3100 Study Abroad II (60)
------------------------------

Year 3	MGT3324 Strategic Management (30)	
	Option (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MCH3005 Mandarin: Culture and Society 1 (15)	MCH3006 Mandarin: Culture and Society 2 (15)

	HRM3018 Workforce Management (15)	MGT3018 Professional Communication (15)
--	--------------------------------------	--

**Full time Post A Level Students with two summer placements – 3-year programme (480 credits):**

Year 1	FIN1212 Financial Concepts of Business (30)	
	MKT1122 Marketing Theory and Practice (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MCH1011 Business Communication in Mandarin 1 (15)	MCH1012 Business Communication in Mandarin 2 (15)
	MGT1305 Management Concepts (15)	HRM1305 People Management (15)

MCH2000 Study Abroad (60)
---------------------------

Year 2	MGT2222 Operations Management (30)	
	HRM2118 Human Resource Management in Practice (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MCH2003 Business Communication in Mandarin 1 (15)	MCH2004 Business Communication in Mandarin 2 (15)
	MGT2315 Business Environment (15)	MGT2325 Principles of Innovation and Entrepreneurship (15)

MCH3100 Study Abroad II (60)
------------------------------

Year 3	MGT3324 Strategic Management (30)	
	MCH3099 Research/Consultancy Project (30)	
	Option (30)	

	<b>Term 1</b>	<b>Term 2</b>
	HRM3018 Workforce Management (15)	MGT3018 Professional Communication (15)

**Full time Post A Level Students without placement – 3-year programme (360 credits):**

Year 1	FIN1212 Financial Concepts of Business (30)	
	MKT1122 Marketing Theory and Practice (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MCH1011 Business Communication in Mandarin 1 (15)	MCH1012 Business Communication in Mandarin 2 (15)
	MGT1305 Management Concepts (15)	HRM1305 People Management (15)

Year 2	MGT2222 Operations Management (30)	
	HRM2118 Human Resource Management in Practice (30)	
	<b>Term 1</b>	<b>Term 2</b>
	MCH2003 Business Communication in Mandarin 1 (15)	MCH2004 Business Communication in Mandarin 2 (15)
	MGT2315 Business Environment (15)	MGT2325 Principles of Innovation and Entrepreneurship (15)

Year 3	MGT3324 Strategic Management (30)	
	MCH3099 Research/Consultancy Project (30)	
	Option (30)	
	<b>Term 1</b>	<b>Term 2</b>
	HRM3018 Workforce Management (15)	MGT3018 Professional Communication (15)

**Option chosen from:**



Year 3 (30 credits)

HRM3017 Equality, Diversity and Inclusion  
MGT3027 Business Start-Up  
MGT3026 Business Game  
MGT3998 Research Project  
MGT3118 Principles of Project Management  
MGT3014 Innovation Management  
MGT3009 Global Supply Chain Management  
MBS3001 Work Internship  
MBS3013 Consulting to Organisations  
MKT3456 International and Cross -Cultural marketing

**Part Time**

Part time students study the programme over a maximum of six years, taking between 60 to 90 credits per year. The order of modules will be discussed on an individual basis with the programme leader based on both programme requirements and student's individual needs.

12.2 Levels and modules		
Level 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

<p>Students must take all of the following:</p> <p><b>Pathway Beginners</b></p> <p>MCH1001 Business Mandarin Written  MCH1002 Business Mandarin Spoken  FIN1212 Financial Concepts of Business  MKT1122 Marketing Theory and Practice</p> <p><b>Pathway post-A level</b></p> <p>MCH1011 Business Communication in Mandarin1  MCH1012 Business Communication in Mandarin2  FIN1212 Financial Concepts of Business  MKT1122 Marketing Theory and Practice  MGT1305 Management Concepts  HRM1305 People Management</p>	<p>None</p>	<p>Students must pass 90 credits to progress to Level 5</p>
<p>Level 5</p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p><b>Pathway Beginners</b></p> <p>MGT2222 Operations Management          HRM2118 Human Resource Management in Practice          MCH2011 Business Communication in Mandarin1          MCH2012 Business Communication in Mandarin2          MGT2315 Business Environment          MGT2325 Principles of Innovation and Entrepreneurship</p> <p><b>Pathway post-A level</b></p> <p>MCH2003 Mandarin: Culture &amp; Society 1          MCH2004 Mandarin: Culture &amp; Society 2          MGT2222 Operations Management          MGT2315 Business Environment          MGT2325 Principles of Innovation and Entrepreneurship</p>	<p>None</p> <p>Students (Beginners &amp; post-A level) who wish to do the programme in 3 years must complete:</p> <p>MCH2000 Study Abroad</p>	<p>Students must pass 180 credits in order to progress to Level 6</p>
<p>Level 6</p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p><b>Pathway Beginners</b></p> <p>MGT3324 Strategic Management HRM3018 Workforce Management MGT3018 Professional Communication MCH3005 Mandarin: Culture &amp; Society 1 MCH3006 Mandarin: Culture &amp; Society 2</p> <p><b>Pathway post-A level</b></p> <p>MGT3324 Strategic Management HRM3018 Workforce Management MGT3018 Professional Communication MCH3099 Research Consultancy Project</p>	<p>Students must choose one from the following:</p> <p>HRM3017 Equality, Diversity and Inclusion MGT3027 Business Start-Up MGT3026 Business Game MGT3998 Research Project MGT3118 Principles of Project Management MGT3014 Innovation Management MGT3009 Global Supply Chain Management MBS3001 Work Internship MBS3013 Consulting to Organisations MKT3456 International and cross cultural marketing</p> <p>Students (Beginners &amp; post-A level) who do the programme in 4 years must complete:</p> <p>MCH3000 Study Abroad I MCH3100 Study Abroad II</p>	
---	--	--

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code
	None

13. Curriculum map
See page 15-17

14. Information about assessment regulations
<p>Middlesex University Assessment Regulations apply to this programme:</p> <p><a href="http://www.mdx.ac.uk/_data/assets/pdf_file/0019/444610/Regulations-2017-18-Final-2.pdf">http://www.mdx.ac.uk/_data/assets/pdf_file/0019/444610/Regulations-2017-18-Final-2.pdf</a></p>

### **15. Placement opportunities, requirements and support**

Due to current COVID-19 circumstances, students may not be able to study abroad for their placement year. Therefore, two options are proposed for Mandarin programmes:

1. Continue: Study via online teaching if it is offered at Beijing International Studies University (BISU) in semester 1 with the aim of traveling for face-to-face teaching in semester 2.
2. Invert: Study at Middlesex in 2021/22 to complete the final year and reapply to study abroad in the following year, 2022/23.

A 12-month placement is offered at the end of year two (Thick Sandwich mode in China).

Alternatively, students can opt for two smaller placements between their years of study (one between year 1 and year 2; and one between year 2 and year 3 in China) (Thin Sandwich Mode).

A dedicated Employability Advisor helps in the search for an employer who will provide the student with an appropriate placement. The advisor will also provide students with guidance and support in preparation for, as well as during and after the placement.

The placement forms the basis for an assessed report.

At the start of the placement students are allocated an individual supervisor who provides support and advice for the duration of the project.

### **16. Future careers (if applicable)**

Business management with Mandarin is a broad degree that allows the students to develop a wide range of business related knowledge and transferable skills. This offers the graduates a wide range of career opportunities in different roles, sectors and industries in public, private and not-for-profit organisations in China. The graduates typically work as business, HR, finance, marketing, PR and sales professionals and entrepreneurs.

Career opportunities are enhanced by the acquisition of fluency level in Mandarin).

The University Employability Centre will be able to give further guidance:

<http://unihub.mdx.ac.uk/your-employment>

Additionally, graduates may wish to further enhance their career opportunities and undertake post-graduate study.

### **17. Particular support for learning (if applicable)**

- Learning Enhancement Team (LET)
- Learning Resources
- Programme Handbook and Module Handbooks
- Access to Progression and Support Advisors
- MyLearning

<b>18. JACS code (or other relevant coding system)</b>	N200, NT19
<b>19. Relevant QAA subject benchmark group(s)</b>	Business and Management Languages, Cultures and Societies

<b>20. Reference points</b>
<ul style="list-style-type: none"><li>• QAA Subject Benchmark in Business and Management 2015</li><li>• QAA Subject Benchmark in Languages, Cultures and Societies</li><li>• QAA Guidelines for programme specifications 2006</li><li>• QAA Qualifications Framework 2014</li><li>• Middlesex University Regulations</li><li>• Graduate Attribute Framework</li></ul>

<b>21. Other information</b>
Indicators of quality: <ul style="list-style-type: none"><li>• Progression statistics and good awards</li><li>• Student feedback</li><li>• External examiners' reports</li><li>• Student employability</li></ul>

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 rest of your programme handbook and the university regulations.

### Curriculum map for BA (Hons) Business Management (Mandarin)

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

#### Programme learning outcomes

Knowledge and understanding	
A1	characteristics, functions and structures of organisations and their integration
A2	theories, processes and models of HR, accounting & finance, marketing, and operations and their role in effective management of a business
A3	global business environment and its impact on strategy, behaviour and management of organisations
A4	tools and techniques for business decision making
A5	the management and applications of information systems and digital technologies and their impact on organisations and business models
A6	social responsibility, ethical behaviour, sustainability and innovation in contemporary business decisions and activities
A7	the linguistic structure Mandarin for the purpose of comprehension, and oral, spoken and written expression.
A8	key aspects of the culture and business environment and practices in China.
Skills	
B1	critically evaluate theories, issues, models, arguments and evidence in the field of business and management
B2	use technology to acquire, analyse and communicate information
B3	critically analyse facts and circumstances to determine the cause of a problem and identify, develop and select appropriate solutions
B4	communicate effectively through a variety of medium in a form appropriate to the intended audience
B5	locate, extract, analyse and synthesise information from multiple sources, and generate and develop ideas
B6	apply management concepts, models, theories and techniques in a business context
B7	work effectively both independently and within a team
B8	interpret, summarise, translate and/or analyse business texts including texts in Mandarin



Programme outcomes															
A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8
Highest level achieved by all graduates															
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	Programme outcomes															
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8
<b>Level 4</b>																	
Financial Concepts of Business	FIN1212		✓		✓	✓					✓		✓	✓	✓		
Marketing Theory and Practice	MKT1122		✓		✓			✓	✓			✓		✓	✓	✓	
Business Mandarin Written	MCH1001							✓	✓							✓	✓
Business Mandarin Spoken	MCH1002							✓	✓							✓	✓
Business Communication in Mandarin1	MCH1011		✓		✓			✓	✓			✓	✓	✓		✓	✓
Business Communication in Mandarin2	MCH1022		✓		✓			✓	✓			✓	✓	✓		✓	✓
Management Concepts	MGT1305	✓	✓		✓		✓						✓		✓		
People Management	HRM1305	✓	✓		✓								✓		✓	✓	
<b>Level 5</b>																	
Operations Management	MGT2222		✓		✓	✓					✓	✓			✓	✓	
Business Environment	MGT2315	✓		✓	✓		✓					✓	✓	✓	✓		
Principles of Innovation and Entrepreneurship	MGT2325	✓					✓			✓				✓	✓		
Human Resource Management in Practice	HRM2118	✓	✓	✓						✓					✓		
Business Communication in Mandarin1	MCH2011		✓		✓			✓	✓				✓	✓		✓	✓
Business Communication in Mandarin2	MCH2012		✓		✓			✓	✓				✓	✓		✓	✓
Mandarin: Culture & Society 1	MCH2003		✓		✓	✓							✓	✓		✓	✓
Mandarin: Culture & Society 2	MCH2004		✓		✓	✓							✓	✓		✓	✓

BA (Hons) Business Management (Mandarin)

Study Abroad	MCH2000						✓	✓	✓		✓		✓	✓		✓	✓
<b>Level 6</b>																	
Strategic Management	MGT3324	✓		✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓
Workforce Management	HRM3018		✓	✓	✓					✓				✓	✓		
Professional Communication	MGT3018					✓				✓	✓	✓	✓				
Mandarin; Culture & Society 1	MCH3005		✓		✓	✓		✓	✓				✓	✓		✓	✓
Mandarin; Culture & Society 2	MCH3006		✓		✓	✓		✓	✓				✓	✓		✓	✓
Study Abroad I	MCH3000						✓	✓	✓		✓		✓	✓		✓	✓
Study Abroad II	MCH3100						✓	✓	✓		✓		✓	✓		✓	✓
Research Consultancy Project	MCH3099	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

**Summative Assessment Schedule (core modules only)**

BA (Hons) Business Management (Mandarin)

Core Module	Week																								C/work Deadline	Exam period						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24								
<b>Level 4</b>																																
FIN1212						O 20						O 20					O 20						O 20	GC 20								
MKT1122							C 30																GC 30			O 40						
MGT1301								C 60				T 40																				
HRM1301																				GP 25	C 15				T 60							
MCH1001											T (50)														T (50)							
MCH1002											T (50)														T (50)							
MCH1011											T (100)																					
MCH1012																									T (100)							
<b>Level 5</b>																																
MGT2221							C 10						T 30	C 10						C 10					T 30	C 10						
MGT2311								GC 40				T 60																				
MGT2321																			C 30						C 70							
HRM2118																										C 100						
MCH2011											T (100)																					
MCH2012																									T (100)							
MCH2003						P (30)					T (70)																					
MCH2004																			P (30)						T (70)							
MCH2000											C (PAS S)																					
<b>Level 6</b>																																
MGT3324*																										GC 30						E 40

