

PROGRAMME SPECIFICATION

FOR TAUGHT PROGRAMMES AT ALL LEVELS

Name of Programme:		Modern Languages with Business and Management	
Final award (BSc, MA etc):		BA	
Awarding institution/body:	University of Buckingham	Teaching institution:	University of Buckingham
School of Study:	Humanities	Parent Department: (the department responsible for the administration of the programme)	Department of Modern Foreign Languages
Length of the programme: (please note any periods spent away from Buckingham, e.g. placements)	Two years and three months (9 terms)	Method of study: Full-time/Part-time/Other	Full-time
Framework for Higher Education Qualifications (FHEQ) Level (see Guidance notes, section D – External Reference Points)	FHEQ Level 6	Relevant subject benchmark statement (SBS) (see Guidance notes, section D – External Reference Points)	<ul style="list-style-type: none"> Languages, cultures and societies (rev. ed. 2015) / Business and management (rev. ed. 2015)
Professional body accreditation (if applicable):	None (not applicable)		
Criteria for admission to the programme:	Only non-native speakers of French and Spanish will be accepted onto this programme. Students must meet the university entry requirements for the degree programme and be in possession of a good A Level, or equivalent (CEFR B1/B2) in one of the two languages. Entry requirements: A Level: BBC-BBB IB 31-32 Non-native speakers of English: IELTS overall band score of 6.5 with at least 6.0 in both reading and writing.	Cohort(s) to which this programme specification is applicable: (e.g. from 2012 intake onwards)	September 2018 intake onwards
UCAS Code	R9N1		

Summary of Programme

This programme aims to develop linguistic competence in both French and Spanish as well as intercultural awareness, together with in-depth knowledge and understanding of aspects of the cultures, communities and societies where these languages are used and which cover a large part of the world population in Europe, Africa, Latin America and North America. The study of French and Spanish speaking countries and societies is combined with Business and Management studies to allow students to evaluate Business and Management concepts in intercultural settings related to the countries where the languages studied are spoken.

Successful completion of the programme equips students with a range of transferable and communication skills and encourage competencies directly relating to employability, as well as developing their critical and analytical academic skills. The Major/Minor combination is well integrated and designed for students who wish to work in a range of careers or pursue further studies within an international business and management context or related to international institutions.

It is designed to develop key competences in speaking, listening, writing and reading the language studied, and to enhance communication skills in a variety of situations through interactively using the language in classes, language laboratory and in other forms including IT, internet and media. Languages are taught at Intermediate Level (stages 3-6) and Advanced Level (stages 5-8).

Students can enter the programme with knowledge of just one of the two languages (French or Spanish) as long as they are in possession of a good A level or equivalent in the language. These students will follow a fast-track foundation module in the language for which they have no previous knowledge during their first term of study.

Educational Aims of the Programme

- Develop skills for communicating fluently, confidently and effortlessly in both French and Spanish in a variety of social and professional environments and with a full range of intermediate/advanced grammatical structures of French and Spanish
- Equip students with a wide range of generalist and specialist French and Spanish vocabulary, including reference to different styles and registers of the language
- Develop knowledge of sociocultural, political and economic issues of the countries where French and Spanish are spoken, leading to increased cultural awareness
- Apply analytical skills to the study of political institutions and sociocultural norms in the countries where the languages are spoken through the use of up to date media and academic resources from the French and Spanish speaking countries
- On completion of the programme, students will have achieved a CEFR C2 level in the language for which they had previously gained an A level and a CEFR C1 level in the other language (beginners or students with a GCSE on entry)
- Provide a basis for further development of linguistic skills at advanced/postgraduate level
- Provide skills enabling students to operate professionally in French and Spanish to their full potential
- Study the structure of business organisations and management structures.
- Develop an understanding of business theory specifically related to management and human resource management.
- Enable students to understand and analyse with the appropriate academic framework the socio-political, economic and cultural structures from different countries and to use the language in context
- Provide contexts for the development of intercultural awareness
- Provide opportunities for rigorous discussion and debate, encouraged in a tutorial environment
- Competencies directly relating to employability:
 - high-order conceptual, literacy, and communication skills
 - intellectual skills of analysis, synthesis, and evaluation of the international scene
 - high-level, fluent, and accurate writing skills
- Excellent IT skills both in research and presentation of written and spoken content

Programme Outcomes

<p><u>Knowledge and understanding of:</u></p> <ol style="list-style-type: none"> 1. Demonstrate explicit knowledge of the French and the Spanish languages 2. Display significant cultural and intercultural awareness and understanding 3. Understand the sociocultural, political and economic issues and institutions of the countries where French and Spanish are spoken 4. Demonstrate the ability to interact in different general and professional situations whilst using French and Spanish to a high/very high standard 5. Show understanding of business operations 6. Show understanding of various domains of management. 	<p>→</p>	<p><u>Teaching/Learning Strategy</u> <i>Explain the teaching and learning methods and strategies used to help students achieve each part of the knowledge and understanding</i></p> <ol style="list-style-type: none"> 1. Oral seminar presentations – to practise communication skills and demonstrate understanding 2. Teaching and practising French and Spanish grammar, syntax, vocabulary, as well as writing and reading skills 3. Authentic materials provide opportunities for use of target language to discuss aspects of French and Spanish culture and social practices and compare them with those in UK and students' own nations 4. Progressive introduction of topical issues, political, legal and education systems, administrative and economic structures and institutions 5. Study of aspects of the culture and society of French and Spanish speaking countries provides opportunities for use of target language to compare these with their counterparts in the UK, students' own nations and other specific states or nations discussed in the Business and Management modules 6. Simulations of situations typical from the professional and business world (report writing, professional presentations, meetings, job interviews) to develop the skills to interact in these situations in the real world 7. Theory and practice of domains of business operations 8. Reading and exploration of a variety of different texts and methods in tutorial and seminar session
	<p>→</p>	<p><u>Assessment Strategy:</u> <i>Explain the strategies used to assess the achievement of each part of the knowledge and understanding</i></p> <ol style="list-style-type: none"> 1. Module essays 2. Unseen examinations 3. Practical Assessments 3. In-class tests 4. Presentations 5. Formative assessment – presentations, class discussion, coursework

<p><u>Cognitive (thinking) skills:</u></p> <ol style="list-style-type: none"> 1. Use French and Spanish creatively and precisely for a variety of purposes 2. Extract key information from written and spoken sources in French and Spanish 3. Organise and present ideas in French and Spanish within a structured and reasoned argument, engaging in analytical and evaluative thinking 4. Evaluation of business problems and the development of solutions 5. Development of management skills 	<p>→</p>	<p><u>Teaching/Learning Strategy:</u> <i>Explain the teaching and learning methods and strategies used to help students achieve each part of the cognitive skills</i></p> <ol style="list-style-type: none"> 1. Small group tutorials 2. Oral skills in French and Spanish practised extensively in class and tested / examined regularly; written skills nurtured by grammar teaching and improved as result of detailed feedback for regular assignments 3. Résumé/report/essay/creative writing, listening exercises 4. In-class discussion of French and Spanish newspaper articles, radio and television broadcasts 5. Requirement to gather, analyse and evaluate data from a variety of sources in French and in Spanish for the purpose of essay writing 6. Use of specific professional language through in-class simulated professional and business situations 7. The use of internet resources, such as moodle 8. Business Studies lectures 9. Business Studies tutorials and seminars
	<p>→</p>	<p><u>Assessment Strategy:</u> <i>Explain the strategies used to assess the achievement of each part of the cognitive skills</i></p> <ol style="list-style-type: none"> 1. Essays 2. Unseen examinations 3. In-class tests: Oral presentations and discussions, module essays, résumés and other creative writing work 4. Presentations 5. Formative assessment: regular writing and reading in French and in Spanish, presentations, class discussion 6. Business Studies examination (typically 60%+ of course total) 7. Business Studies coursework component (maximum of 40% course)
<p><u>Practical/Transferable skills (able to):</u></p> <ol style="list-style-type: none"> 1. Research skills, use of reference tools, note-taking and organisational abilities in English, French and Spanish 2. Engage with intercultural and transnational issues pertaining to the French and Spanish speaking world 3. Develop skills of intellectual analysis, discrimination, and evaluation 4. Ability to engage with independent thought and judgement, including appreciation of alternative perspectives 5. Show receptivity and detailed attention to others' points of view and emotional intelligence of response 6. Ability to engage constructively and creatively in seminars and contribute ideas and observations to class discussions 7. Ability to plan and manage time effectively to undertake research and complete assignments, individually and as part of a 	<p>→</p>	<p><u>Teaching/Learning Strategy:</u> <i>Explain the teaching and learning methods and strategies used to help students achieve each part of the cognitive skills</i></p> <ol style="list-style-type: none"> 1. Requirement to submit certain assignments in word-processed form, to practise data gathering from the internet; encouragement to use internet resources and moodle for language learning 2. Grammar emphasized in teaching; setting of assignments requiring use of reference tools 3. Nurturing of co-operation among students to enable communicative approach to thrive; practice of interviewing, negotiating skills 4. Weekly independent-study tasks; coursework submission by specific deadlines; exams 5. Time-constrained oral presentations to other students and in oral tests/exams 6. In-class debating and group discussions 7. Note taking from audio/video materials and report writing from notes; résumé writing; regular independent -study assignments, exams 8. Essay writing and wide secondary reading 9. Business Studies coursework

team 8. Using IT skills to exploit and evaluate sources of information available electronically, research and use databases, use information in different forms or media as appropriate for subject studied 9. Effective communication of messages within business and in the form of marketing 10. Effective use of information technology for business applications	→	<u>Assessment Strategy:</u> <i>Explain the strategies used to assess the achievement of each part of the cognitive skills</i> 1. Module essays 2. Unseen examinations 3. Practical Assessments 4. In-class tests 5. Presentations 6. Formative assessment – presentations, class discussion, regular independent work 7. Business Studies coursework
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External Reference Points

The following reference points were used in designing the programme

- Framework for Higher Education Qualifications (<http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/quality-code-A1.aspx>);
- Relevant Subject Benchmark Statement(s)
<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Languages-Cultures-and-Societies-15.pdf>
<http://www.qaa.ac.uk/en/Publications/Documents/SBS-business-management-15.pdf>
- Other: Common European Framework of Reference for Languages
http://www.coe.int/t/dg4/linguistic/Source/Framework_EN.pdf

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 course unit/module can be found in the departmental or programme handbook. The accuracy of the information contained in this document is reviewed annually by the University of Buckingham and may be checked by the Quality Assurance Agency.

Programme Director(s) Name(s):	Dr Karine Deslandes, Head of the Department of Modern Foreign Languages and Deba Bardhan Correia, Programme Director for Business and Management
Date of Production:	July 2017
Date approved by School Learning and Teaching Committee	31/01/2018
Date approved by School Board of Study	14/02/2018
Date approved by University Learning and Teaching Committee	28/02/2018

PROGRAMME STRUCTURE

MODERN LANGUAGES WITH BUSINESS MANAGEMENT [BA]

September Entry - 9 Terms

All courses are 15 units, except where specified as 30 units.

Students following the degree programme in Modern Languages with Business Management must take only one module in each language (French and Spanish) each semester throughout the whole programme.

	COMBINED HONOURS		
	MAJOR		MINOR
Term	YEAR ONE		
1 Autumn	ONE OF: French Fast-track * Spanish Fast-track* French for Academic Purposes [4] Spanish for Academic Purposes [4]	ONE OF: French for Academic Purposes [4] Spanish for Academic Purposes [4]	
	THE PRELIMINARY EXAMINATION 1		
2 Winter	ONE OF: French Stage 3 (30 units) [4] Spanish Stage 3 (30 units) [4] French Stage 5 (30 units) [5] Spanish Stage 5 (30 units) [5]	ONE OF: French Stage 5 (30 units) [5] Spanish Stage 5 (30 units) [5]	Understanding Business & Management with embedded academic skills (30 units) [4]
3 Spring			Marketing Fundamentals [4]
	THE PRELIMINARY EXAMINATION 2		
4 Summer	ONE OF: French Stage 4 (30 units) [5] Spanish Stage 4 (30 units) [5] French Stage 6 (30 units) [6] Spanish Stage 6 (30 units) [6]	ONE OF: French Stage 6 (30 units) [6] Spanish Stage 6 (30 units) [6]	Behaviour in Organisations [5]
5 Autumn			Cross-cultural management [5]
	THE PART 1 EXAMINATION		
	YEAR TWO		
6 Winter	ONE OF: French Stage 5 (30 units) [5] Spanish Stage 5 (30 units) [5] French Stage 7 (30 units) [6] Spanish Stage 7 (30 units) [6]	ONE OF: French Stage 7 (30 units) [6] Spanish Stage 7 (30 units) [6]	Creativity, Innovation & Entrepreneurship [6]
7 Spring			Business success through service excellence [6]
	THE PART 2 STAGE 1 EXAMINATION		
8 Summer	ONE OF: French Stage 6 (30 units) [6] Spanish Stage 6 (30 units) [6] French Stage 8 (30 units) [6] Spanish Stage 8 (30 units) [6]	ONE OF: French Stage 8 (30 units) [6] Spanish Stage 8 (30 units) [6]	Business simulation [6]
9 Autumn			
	THE PART 2 STAGE 2 EXAMINATION		

* Not for credit