Course Handbook

Ba (hons) Business Management and Chinese

2017-2018

Sunny Xin Liu
School of Languages and Global Studies

Please read this Handbook in conjunction with the University's Student Handbook.

All course materials, including lecture notes and other additional materials related to your course and provided to you, whether electronically or in hard copy, as part of your study, are the property of (or licensed to) UCLan and MUST not be distributed, sold, published, made available to others or copied other than for your personal study use unless you have gained written permission to do so from the Dean of School. This applies to the materials in their entirety and to any part of the materials.

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1. Welcome to the course

Welcome and congratulations on gaining your place at the University of Central Lancashire.

Your choice of taking up the degree of BA (hons) Business Management and Chinese will provide an opportunity for you to develop your academic, cultural, linguistic and economic relationships with the rising superpower.

China increasingly drives world business and politics. As the world's 2nd largest and fastest growing economy, the largest trading nation, China has become the new land of opportunities. The richness of its civilization continues to attract many students. Learning the language is certainly a way of understanding its culture. Besides, many of the Pacific Rim economies, for example, Singapore, Taiwan, Hong Kong and Malaysia, have large Chinese populations. If the economies of these areas continue to flourish, more and more Chinese specialists will be highly sought after in the job market. This course will enable you to achieve a high level of linguistic competence in Mandarin and the study of Chinese culture and society in depth, along with expertise in international business and strategic management, thus give you an edge in the competitive job market. I hope, therefore, that your time with us will be both personally fulfilling, adding a truly international aspect to your degree, and also useful in later life.

This Handbook introduces the staff you will meet and the range of university services and facilities available to assist you over the duration of your programme. It contains information specific to your course as well as important information which is common to all students in the School of Journalism, Language and Communication.

It is our hope that you will enjoy your degree study as well as participating in the many other activities which university life provides. With real commitment to the subject, adaptability in approach and an enthusiasm to participate, you will enjoy the full support and benefit the most from the knowledge and experience offered by UCLAN.

May I take this opportunity to wish you every success in your studies and a happy and successful time with us.

Sunny Xin LIU

Senior Lecturer

Course Leader

1.1 Rationale, aims and learning outcomes of the course

The overall aim of the programme is to develop knowledge, understanding, skills (including Chinese language skills), competences and personal qualities, which will allow the student to succeed in a global business environment, with particular reference to China.

In particular, it aims:

- to equip the student with a broad range of business, Chinese language and transferable skills.
- to equip the student with a knowledge and understanding of international business operating in or with China, including an awareness of the interaction of business and the economic, technological, social and institutional dimensions of the international environment in which it operates, as well as an awareness and sensitivity to cross cultural communication issues.
- to develop the intellectual capacity, analytical powers and skills of students.
- to give students a sense of independence and confidence as a learner

Learning outcomes:

A knowledge and understanding of:

A1. the international business environment

A2. the nature of international business activity in the global economy

A3. the significance of effective strategic management in the sustaining of competitive advantage.

A4. China's geographical location, its population distribution and growth, the social structures, ethnic diversity, the relation between the individual and the State, the family and the broader community;

A5. recent economic and political transition in China, its relations with the international community, and their implications for the business environment of domestic and foreign firms;

A6. various aspects of contemporary Chinese Society, especially those in multi-national companies operating in China

A7. the concept of face and *guanxi*, negotiation styles and other etiquettes in the Chinese world of business

1.2 Course Team

As mentioned previously, staff teaching on the programme are engaged in different disciplines from several departments. The programme team is as follows:

STAFF	***Email***	***Module & Other Responsibilities***
Laura-Jayne Dobbins	LDobbins1	AC1010
Baugh, Philip James	PJBaugh	BU1401, BU2441
Evans, Huw Gerallt	HGEvans	MK2003
Claire Ashworth	CAshworth2	HR1014
William Douglas Martin	wdmmartin	HR2050, HR3030
Stuart Horrocks	SHorrocks1	BU3442
Milward, Robert	RMilward	BC3012
Michael Brightman	MBBrightman	MD3115
Sunny Xin Liu	Xliu13	CL1203, CL2203, CL3202
Judith Broadbridge	OJBroadbridge	ML3205
Jiayi Wang	Jwang11	CL3004, ML3205
Guanyu Huang	ghuang	CL1202, CL2201, CL2202, CL3201

The above named represent the team of lecturers directly responsible for the teaching of your course. Any problems of an academic nature should be taken up with the lecturer concerned in the first instance.

1.3 Expertise of staff

Course Leader: Sunny Xin Liu (BL, BA, MBA, PhD) has been an Associate Professor in translation since 2007. She had nine translated books published and wrote a column for China Daily for two years, she was also a contracted translator/interpreter for a number of international organizations in Beijing, including the World Bank, UNICEF, EU-China Policy Dialogue, British Council, and so on. She holds a certificate in teaching Chinese as a foreign language since 1996, and was awarded fellowship of the Higher Education Academy in 2012. Sunny teaches all year groups from UG to PG in three major areas: Business Chinese Conversation, all year content based modules about China, and translation/interpreting. Her research area is China's cultural diplomacy.

Dr. Jiayi Wang, Lecturer in Chinese Language and Studies. Jiayi holds a PhD from the University of Warwick on professional intercultural interaction which combines elements of

pragmatics, sociolinguistics, cross-cultural psychology, communication studies and translation and interpreting studies. She teaches modules on translation theory and practice, and interpreting and intercultural communication. Jiayi received her MA degree in Applied Linguistics (Interpreting and Translation) from Beijing Foreign Studies University. She has been a professional interpreter and translator since 2006, working for a number of organizations including Deutsche Bank, Fortune Magazine and Warwick Manufacturing Group. Jiayi has published research articles on intercultural pragmatics and comparative law as well as professional translations, and was editing a ministerial journal on international exchange. Her main research interests are pragmatics, intercultural interaction, and the interface between intercultural communication and translation and interpreting studies.

Carol Guanyu HUANG (BA, MA), Associate Lecturer in Chinese Language. After graduating from Beijing Normal University with a bachelor degree in Chinese Language and Literature in 2008, Carol obtained two MA degrees in 2011 – in Linguistics and Applied Linguistics from Nanjing University, and also in Teaching Chinese as a Foreign Language (TCFL) at the University of Sheffield. Carol has taught in the University of Sheffield Chinese language for specialists and non-specialists. Currently in the University of Central Lancashire, she teachers all year groups from 1st year undergraduate students to final year undergraduate students in three major areas: Business Chinese Conversation, Chinese Literacy and Advanced Chinese. Her academic interests include second language acquisition and language variation in speech community.

1.4 Academic Advisor

You will be assigned an Academic Advisor who will provide additional academic support during the year. They will be the first point of call for many of the questions that you might have during the year. Your Academic Advisor will be able to help you with personal development, including developing skills in self-awareness, reflection and action planning. Your course leader, Sunny Liu, would be your academic advisor.

Contact details:

Office: AB130;

Tel: 01772-893121

Email: xliu13@uclan.ac.uk

1.5 Administration details

Campus Admin Services provides academic administration support for students and staff and are located in the following hubs which open from 8.45am until 5.15pm Monday to Thursday and until 4.00pm on Fridays. The hub can provide general assistance and advice regarding specific processes such as extenuating circumstances, extensions and appeals.

Computing and Technology Building
Art, Design and Fashion
Computing
Journalism, Media and Performance
Engineering
telephone: 01772 891994/891995
email: CandTHub@uclan.ac.uk

1.6 Communication

The University expects you to use your UCLan email address and check regularly for messages from staff. If you send us email messages from other addresses they risk being filtered out as potential spam and discarded unread.

Staff can be contacted by phone, e-mail or via the message trays on the ground floor of the Fylde Building. Please note that essays and assignments should not be left in the open message trays. In addition, each staff has dedicated office hours so students can come and discuss various issues. If you need to see a staff outside the office hour, it is advisable to make an appointment so save you a waste journey.

You will also be asked to leave your e-mail address and telephone number so that you can be contacted easily should it be necessary. It is important that you update your contact details with your tutors.

There is also a notice board on the first floor of Adelphi Building, outside the office of the Confucius Institute. Information regarding cultural events, HSK tests, timetable changes and exam arrangement will be posted on the notice boards. Please get into the habit of checking the notice boards on a regular basis.

1.7 External Examiner

The University has appointed an External Examiner to your course who helps to ensure that the standards of your course are comparable to those provided at other higher education institutions in the UK. The name of this person, their position and home institution can be found below. If you wish to make contact with your External Examiner, you should do this through your Course Leader and not directly

Dr. Minjie Xing

Senior Lecturer in Chinese

Manchester University

2. Structure of the course

2.1 Overall structure

All full time students are required to take six modules in a year. The structure of the programme is as follows:

Level 4 Core Modules

Module Code	Module Title	Size	Credit	Sem 1 or 2
CL1201	Basic Chinese: Literacy	1	20	year
CL1202	Basic Business Chinese Conversation	1	20	year
CL1203	Introduction to Contemporary China	1	20	year
BU1401	Introduction to International Business	1	20	year
BU1006	The Business Environment	1.5	30	year
HR1005	Introduction to Business Functions	1.5	30	year

You must complete all core modules on your programme satisfactorily in order to progress to Stage 2.

Level 5 Core Modules

Module Code	Module Title	Size	Credit	Sem 1 or 2
CL2201	Chinese Language 2B	1	20	year
CL2202	Intermediate Business Chinese Conversation	1	20	year
CL2203	Preparation for Working and Living in China	1	20	year
BU2441	Multi-national Enterprises and Cross-cultural Management	1	20	year
MK2003	Marketing Principles for Business	1	20	Sem1
HR2050	Managing Personnel and Human Resources	1	20	year

Due to the intensive nature of the programme, there are a lot to be covered in both disciplines, there is no optional modules at Level 4 and 5.

Level 5 also includes a yearlong placement in China, which consists of both study and work placement.

Module Code	**Module Title**	Size	**Credit**	**Sem 1 or 2**
CL2883	Study and Work Placements in China	6		year

You must complete all the compulsory modules satisfactorily at the end of Year 2 before progressing to level 6.

Level 6 Core Modules

Module Code	**Module Title**	Size	**Credit**	**Sem 1 or 2**
CL3201	Chinese Language 3	1	20	year
CL3202	Understanding Chinese Economy and Society	1	20	year
BU3442	International Strategic Management			
BC3012	Business Management in China Dissertation	1	20	year
ML3205	Techniques and Practice of Interpreting **(alternative compulsory with CL3004)**	1	20	year
CL3004	Theory and Practice of Translation **(alternative compulsory with ML3205)**	1	20	year

The option may be chosen from the following list:

Module Code	**Module Title**	Size	**Credit**	**Sem 1 or 2**
AI3000	Development and Change in the Asia Pacific Region	1	20	sem 1
AI3001	Asia Pacific International Relations	1	20	sem 2
HR3030	Human Resource Management IN Multi-National Organizations	1	20	year
MK3111	International Marketing	1	20	year
AC2407	Financial Analysis	0.5	10	Sem 1
AC3409	Finance for Management	0.5	10	Sem 2
EB3102	Culture and Business in ICC	1	20	Sem 2
MD3115	UK China Business Creation	1	20	year

Please note that all modules will be assessed. You are expected to attempt all required assessments for each module for which you are registered, and to do so at the times scheduled unless authorised extensions, special arrangements for disability, or extenuating circumstances allow you to defer your assessment.

2.2 Modules available

Each module is a self-contained block of learning with defined aims, learning outcomes and assessment. A standard module is worth 20 credits. It equates to the learning activity expected from one sixth of a full-time undergraduate year. Modules may be developed as half or double modules with credit allocated up to a maximum of 120 credits per module.

2.3 Course requirements

Students need to obtain a pass mark in all compulsory modules and the requisite number of option and elective modules (see course structure and module list above).

2.4 Progression Information

Discussions about your progression through the course normally take place in February each year. It is an opportunity for you to make plans for your study over the next academic year. The course team will tell you about the various modules / combinations available and you will both agree on the most appropriate (and legal) course of study for you.

2.5 Study Time

2.5.1 Weekly timetable

Please check online timetable for changes.
https://apps.uclan.ac.uk/MvcCompTimetable/CompTT/CompTTMatrix?entId=LCBMCL3009&entType=Programme&setId=201617&secParam=1

2.5.2 Expected hours of study

20 credits is a standard module size and equals 200 notional learning hours.
It is crucial that you are prepared before you attend each class so you can follow and join in all the activities. In this way you can get more out of each contact hour. In addition, you will be expected to carry out homework and self-study in the Worldwise Language Learning Centre or via the Blackboard. It is advisable for you to spend some time on Chinese language **everyday**, especially during long holidays.

There are many Chinese students on the campus. You can make friends with them and form study pairs. It is the best way to develop your fluency and your ability to cope with new and/or colloquial expressions.

As for your content-based modules, the class contact is two hours per week: one hour for lecture and one for seminar. Attend the lectures, prepare for the seminars, identify issues that most interest you and explore them. Make yourself a frequent visitor to the library. The golden

rule is the more you read, the more you are able to synthesize your reading critically, the easier your essays and dissertation will be.

2.5.3 Attendance Requirements

You are required to attend all timetabled learning activities for each module. Notification of illness or exceptional requests for leave of absence must be made to:

C and T Hub. Students should report non-attendance to the hub email – CandTHubAttendance@uclan.ac.uk or by telephoning the hub on 01772 891994 or 01772 891995.

If you have not gained the required authorisation for leave of absence, do not respond to communications from the University and if you are absent for four weeks or more, you may be deemed to have withdrawn from the course. If this is the case, then the date of withdrawal will be recorded as the last day of attendance.

Each time you are asked to enter your details on SAM you must remember that the University has a responsibility to keep information up to date and that **you must only enter your own details on the system**. To enter any other names would result in inaccurate records and be dishonest. Any student who is found to make false entries can be disciplined under the student guide to regulations.

3. Approaches to teaching and learning

3.1 Learning and teaching methods

In general we have a commitment to the intellectual development of students. It is the aim of this programme to impart a knowledge base, extend students' capacities for analysis, critical awareness and evaluation, and develop intellectual and personal skills through discussion, debate and argument of issues arising from the materials studied. In terms of language teaching, we adopt a communicative approach to language teaching, placing emphasis on the acquisition of a high-level of communicative competence in the foreign language. In addition, the programme seeks to develop important transferable skills — for instance problem-solving, presentation and team-working skills — which can be applied to a wide range of situations.

We believe that an understanding of culture and cultural contexts is important to an evaluation of customer needs and expectations in business, as well as to an evaluation of its impacts upon a culture.

We stress the value of the active engagement of its students in the learning process. The WorldWise Centre, based in the whole of the left-hand side of the second floor of Fylde Building, is viewed as an essential tool in our student-centred approach to language teaching.

Both our language and cultural modules draw on group and student-centered activities, discussions, role-plays and case studies to maximize the teaching and learning experience. In all cases, we emphasize an interactive approach to our courses, where student participation and personal/communicative skills building form integral parts of the learning process. At all

levels, there is considerable scope to develop communication skills via activities specially designed for pair and small group work.

As you progress through the course programme, the tasks increase in complexity and difficulty, incorporating problem-solving activities and case study analyses which call for higher-order skills in order to evaluate, analyze, synthesize and reach conclusions.

3.2 Study skills

You may meet with difficulties in your academic assignments over the course of your university life. Wiser provides 1 to 1 tutorials for specific advice or help on your academic skills and language. A WISER tutor can help you by identifying strategies to overcome difficulties through **1–to-1 sessions**. Wiser also run free study skills workshops and have resources available on blackboard, please see the website for details: http://www.uclan.ac.uk/students/study/wiser/index.php

In our experience, there are still many students who do not take full advantage of the services provided by WISER. For example, essays have been failed because of a lack of clear structure and inadequate referencing; inappropriate delivery during oral presentations; and serious errors resulting from inadequate dictionary use. These are just a few examples of how WISER can help you to improve and achieve better grades. We would therefore strongly recommend that you use every opportunity to use WISER as part of your study techniques.

If you need further information on any of the above, please contact:

WISER http://www.uclan.ac.uk/students/study/wiser/index.php

LIS https://portal.uclan.ac.uk/webapps/portal/frameset.jsp?tab_tab_group_id=_25_1

3.3 Learning resources

3.3.1 Learning Information Services (LIS)

Extensive resources are available to support your studies provided by LIS – library and IT staff. Take advantage of the free training sessions designed to enable you to gain all the skills you need for your research and study.

3.3.2 Electronic Resources

LIS provide access to a huge range of electronic resources – e-journals and databases, e-books, images and texts.

The Worldwise Learning Centre, based on the second floor of the Fylde Building, is an important part of the School's initiative aimed at promoting and popularising the understanding of world cultures and languages among UCLan students and staff and the wider community of the North West of England.

Open year-round the Centre offers advice and support to anybody interested in world languages and cultures, travelling, and working or studying abroad. It also provides a comfortable place to meet and make friends with speakers of different languages in a welcoming environment.

The Centre is the place to:

- Access extensive resources including self-study books, dictionaries and digital video and audio material in a variety of languages;
- Borrow items such as digital voice recorders, video cameras, projectors and audio headsets;
- Access PCs equipped with specialist language learning software (including Rosetta Stone), digital video and audio recording apps and international TV;
- Find out about opportunities to apply for a travel bursary for studying or working abroad;
- Apply for short-term internships and work experience placements;
- Attend culture and language celebration events, shows, exhibitions and guest talks;
- Use our state-of-the-art interpreting and video conferencing facilities for international meetings.

Our website (www.uclan.ac.uk/worldwise) currently offers information on a number of languages and their associated cultures. Both the Centre and the website play an important role in offering users information and advice relating to the learning and understanding of international cultures and languages including Arabic, Chinese, English, French, German, Greek, Italian, Japanese, Polish, Portuguese, Russian, Spanish, Turkish and Urdu.

If you want to find more about the Worldwise Learning Centre or its activities, please visit the Worldwise Learning Centre Helpdesk or contact **Sofia Anysiadou** (Worldwise Learning Centre Resources Coordinator*)* on 01772 893155 or by email to worldwise@uclan.ac.uk.

3.4 Personal development planning

Personal Development Planning is managed through the Personal Tutoring System in line with university-wide requirement. Students are assigned a Personal tutor at the beginning of the programme and informed their tutor's office hours for regular meetings.

In addition, PDP is very much embedded in the teaching and assessment of both disciplines in this programme, particularly in the case of language based modules, which develop, practice, monitor and assess a wide range of skills at all levels. These include written and verbal communication, individual presentation, group work, public speaking, interpreting, research, time-management, and negotiation and so on.

The programme employs a varied diet of assessment, including portfolio assessment and placement reports, which are powerful tools that help students to reflect upon their skills, identify areas of strength and weakness, plan for development and demonstrate evidence of actions.

There is a strong focus on developing the individual's employability and lifelong learning skills. This is especially reflected in the year-long placement involving studying and living in a different culture.

3.5 Preparing for your career

Your future is important to us, so to make sure that you achieve your full potential whilst at university and beyond, your course has been designed with employability learning integrated into it. This is not extra to your degree, but an important part of it which will help you to show future employers just how valuable your degree is. These “Employability Essentials” take you on a journey of development that will help you to write your own personal story of your time at university:

- To begin with, you will explore your identity, your likes and dislikes, the things that are important to you and what you want to get out of life.
- Later, you will investigate a range of options including jobs and work experience, postgraduate study and self- employment,
- You will then be ready to learn how to successfully tackle the recruitment process.

You will be able to record your journey using Pebblepad, the university’s e-portfolio system, which will leave you with a permanent record of all the fantastic things you have achieved during your time at UCLan.

It’s your future: take charge of it!

Careers offers a range of support for you including:-

- career and employability advice and guidance appointments
- support to find work placements, internships, voluntary opportunities, part-time employment and live projects
- workshops, seminars, modules, certificates and events to develop your skills

Daily drop in service available from 09:00-17:00 for CV checks and initial careers information. For more information come along and visit the team (in Foster building near the main entrance) or access our careers and employability resources via the Student Portal.

4. Student Support

The 'i' is a central Student Information Centre and your first point of contact. You can obtain information on a wide range of topics including Council Tax Exemption Certificates, Bank and Confirmation of Study Letters, Portable Financial Credits, (continuing students only, Printing and Printer Credit, UCLan Cards, the ‘i’ shop and UCLan Financial Support Bursary (first year students only).

4.1 Academic Advisors

Your course leader, Sunny Liu, would be your academic advisor.

Contact details: Office: AB130;Tel: 01772-893121

Email: xliu13@uclan.ac.uk

4.2 Students with disabilities

If you have a disability that may affect your studies, please either contact the Disability Advisory Service - disability@uclan.ac.uk - or let one of the course team know as soon as possible. With your agreement information will be passed on to the Disability Advisory Service. The University will make reasonable adjustments to accommodate your needs and to provide appropriate support for you to complete your study successfully. Where necessary, you will be asked for evidence to help identify appropriate adjustments.

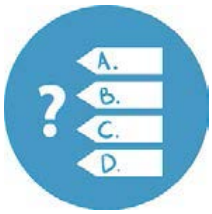
Assessment arrangements for students with a disability

Arrangements are made for students who have a disability/learning difficulty for which valid supporting evidence can be made available. Contact the Disability Adviser for advice and information, disability@uclan.ac.uk

4.3 Students' Union One Stop Shop

The Opportunities Centre is the Union's One Stop Shop to find employment or volunteering whilst you study. With thousands of jobs and voluntary positions advertised, agency work through the Bridge and information on over 2000 volunteer positions within the Union.

5. Assessment



5.1 Assessment Strategy

The following assessment methods are used to test student achievement of these outcomes: Group and individual presentations, portfolios, essays, reports, projects, summary and critical commentary, dossier, oral, aural and written tests and exams, dissertation

Employability skills are assessed in the learning log, which includes job-search, letters of application, CV and interview role play.

5.2 Notification of assignments and examination arrangements

You will be notified of the requirements for individual assessments and their respective deadlines for submission / examination arrangements within module information pack, which is also available through blackboard.

Normally the deadline for submission of assignments is 17.00 on the date set (or 16.00 it this falls on a Friday)

Most assignments have individual marking criteria which will be made available to you by the individual module tutors within module information packs and/or via blackboard.

5.3 Referencing

5.3.1 References

All quotations must be referenced, as must paraphrases of someone else's ideas ("As Smith argues...."). We recommend that you use the Harvard referencing system, which is set out briefly below:

In the Harvard system, at every point in the text where reference to a document is made, its author's surname, the year of publication and the page number should be given in parenthesis, like this: (Perkins, 1973, p63). Internet sources need to be presented as follows: (author/owner/date accessed).

5.3.2 Bibliography

The bibliography should contain all the texts, which you have used in the preparation of your dissertation, **even if you have not quoted from them**. Works should be listed **alphabetically** in each section under the **author's surname** with full reference following.

The required information for books and articles is:

- author's surname (s) & initials
- date of publication
- title of publication
- place of publication
- publisher

Below are some examples, but please refer to the Library and Learning Resources web pages for future information.

a) Bibliography referencing for single authors looks like this:

Cutting, J. (2002) *Pragmatics and Discourse: A Resource Book for Students,* London: Routledge

b) Bibliography referencing for two authors looks like this:

Kang-Kwong, L. and P. Theodossia-Soula (2002) *Telephone Calls: Unity and Diversity in Conversational Structure Across Language,* Netherlands: John Benjamins

c) Bibliography referencing for three or more authors looks like this:

Schriffin, D., D. Tannen, D. Hamilton. and H. Ehernberger (2003) *A Handbook on Discourse Analysis,* London: Blackwell

d) Bibliography referencing for edited works looks like this:

Teubert, W. (ed.) (2004). *Corpus Linguistics: Critical Concepts.* London: Routledge

e) Bibliography referencing for journal works looks like this:

Guest, M. (2002) 'A critical checkbook for culture teaching and learning,' *ELT Journal*, Vol. 6/2, pp 154-161

f) Internet sources looks like this:

Economist Intelligence Unit, 'German Economic Data', *The Economist,* 25 May 2004,

<<httpwww.economist.com/countries/Germany/profile.cfm?folder=Profile-Economic%20Data>>[accessed 25 March 2009]

5.4 Confidential material

The nature of the personal projects you devise e.g. for your dissertation may require access to confidential information. Please be aware of your ethical and legal responsibilities to respect confidentiality and maintain the anonymity of individuals and organisations within assignments.

5.5 Cheating, plagiarism, collusion or re-presentation

Please refer to the information included in section 6.6 of the University Student Handbook for full definitions. The University uses an online Assessment Tool called Turnitin. A pseudo-Turnitin assignment will be set up using the School space on Blackboard to allow students to check as many drafts as the system allows before their final submission to the 'official' Turnitin assignment. Students are required to self-submit their own assignment on Turnitin and will be given access to the Originality Reports arising from each submission. In operating Turnitin, Schools must take steps to ensure that the University's requirement for all summative assessment to be marked anonymously is not undermined and therefore Turnitin reports should either be anonymised or considered separately from marking. Turnitin may also be used to assist with plagiarism detection and collusion, where there is suspicion about individual piece(s) of work.

6. Classification of Awards

The University publishes the principles underpinning the way in which awards and results are decided in Academic Regulations. Decisions about the overall classification of awards are made by Assessment Boards through the application of the academic and relevant course regulations. In simple terms an undergraduate honours degree classification is based on the highest classification:

1. The Average Percentage Mark (APM) of your level 5 and 6 modules (generally taken in years 2 and 3 of a full time course) weighted 30:70, or
2. Your Average Percentage Mark in year 3 only (ie your level 6 modules)

If the APM is near a borderline, 'at the discretion of the Assessment Board, students may be classified according to the academic judgement of the Assessment Board taking into account their overall profile and performance with the minimum requirement that:

1. A minimum of 3 modules (60 credits) at level 6 are in the classification band **and**
2. The APM is no lower than 2 percentage points below that required for the higher classification.'

In operating discretion for profiling Course Assessment Boards will use academic judgement and may refer to performance in core modules; the placement component, the dissertation/project or other factors which have been published to students.

7. Student Feedback

You can play an important part in the process of improving the quality of this course through the feedback you give.

You can play an important part in the process of improving the quality of this course through the feedback you give. In addition to the ongoing discussion with the course team throughout the year, there are a range of mechanisms for you to feedback about your experience of teaching and learning, including SSLCs and Module Feedback Questionnaires (MEQs). We aim to respond to your feedback and let you know of our plans for improvement.

The Students Union can support you in voicing your opinion, provide on-going advice and support, and encourage your involvement in all feedback opportunities. They will be requesting that you complete the National Student Survey (during semester 2 for students in their final year of study) or the UCLan Student Survey (all other students).

The Students' Union and University work closely together to ensure that the student voice is heard in all matters of student-life. We encourage students to provide constructive feedback throughout their time at university, through course reps, surveys and any other appropriate means.

7.1 Student Staff Liaison Committee meetings (SSLCs)

Details of the Protocol for the operation of SSLCs is included in section 8.2 of the University Student Handbook.

The purpose of a SSLC meeting is to provide the opportunity for course representatives to feedback to staff about the course, the overall student experience and to inform developments which will improve future courses. These meetings are normally scheduled once per semester. Your Course Leader will facilitate the meetings using Guidelines and provide a record of the meeting with any decisions and / or responses made and / or actions taken as a result of the discussions held. The meetings include discussion of items forwarded by course representatives, normally related to the following agenda items (dependent on time of year). Your Student Liaison Officer will be invited to attend and support the resolution of any issues. The course team encourage student feedback in all areas and recognise that additional items for discussion may also be raised at the meeting

- Update on actions completed since the last meeting
- Feedback about the previous year – discussion of external examiner's report; outcomes of National /UCLan student surveys.
- Review of enrolment / induction experience;
- Course organisation and management (from each individual year group, and the course overall);
- Experience of modules - teaching, assessment, feedback;
- Experience of academic support which may include e.g. Personal Development Planning, personal tutoring arrangements and The Card;
- Other aspects of University life relevant to student experience e.g. resources, IT, library;
- Any other issues raised by students or staff.

8. Appendices

8.1 Programme Specification(s)

UNIVERSITY OF CENTRAL LANCASHIRE

Programme Specification

This Programme 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.
Sources of information on the programme can be found in Section 17

1. Awarding Institution / Body	**University of Central Lancashire**
2. Teaching Institution	**University of Central Lancashire**
3. University Department/Centre	**Language and Global Studies**
4. External Accreditation	**N/A**
5. Title of Final Award	**BA (Hons) Business Management and Chinese**
6. Modes of Attendance offered	**4 year full-time** **(the third year is a study and work placement in China)** **6-8 year part-time**
7. UCAS Code	**C30CLANCNT1CBA/IntBusC** LCBMCL300(UCLAN code)
8. Relevant Subject Benchmarking Group(s)	**Languages and Chinese Studies** **Business and Management**
9. Other external influences	
10. Date of production/revision of this form	**June 2017**

11. Aims of the Programme

The **overall aim** of the programme is to develop knowledge, understanding, skills (including Chinese language skills), competences and personal qualities, which will allow the student to succeed in a global business environment, with particular reference to China.

In particular, it aims:

- to equip the student with a broad range of business, Chinese language and transferable skills.
- to equip the student with a knowledge and understanding of international business operating in or with China, including an awareness of the interaction of business and the economic, technological, social and institutional dimensions of the international environment in which it operates, as well as an awareness and sensitivity to cross cultural communication issues.
- to develop the intellectual capacity, analytical powers and skills of students.
- to give students a sense of independence and confidence as a learner

12. Learning Outcomes, Teaching, Learning and Assessment Methods

A. Knowledge and Understanding

A knowledge and understanding of:
A1. the international business environment
A2. the nature of international business activity in the global economy
A3. the significance of effective strategic management in the sustaining of competitive advantage.
A4. China's geographical location, its population distribution and growth, the social structures, ethnic diversity, the relation between the individual and the State, the family and the broader community;
A5. recent economic and political transition in China, its relations with the international community, and their implications for the business environment of domestic and foreign firms;
A6. various aspects of contemporary Chinese Society, especially those in multi-national companies operating in China
A7. the concept of face and *guanxi*, negotiation styles and other etiquettes in the Chinese world of business

Teaching and Learning Methods

Acquisition of core knowledge and understanding is mainly through lectures and seminar work. A variety of resources are used. Group activities are used to encourage independent learning and interaction.

Assessment methods

By tests, essays, presentations and assignments.

B. Subject-specific skills

An ability to:
B1. analyse and evaluate the factors in the international business environment that have a significant impact upon the activities and operation of the international firm;
B2. assess challenges and opportunities for the international firm;
B3. evaluate strategic decisions and assess their significance for the performance and competitiveness of the international firm;
B4. apply the basic skills of numeracy and accounting in given situations;
B5. demonstrate a high level of competence in the spoken and written Chinese;
B6. mediate linguistics exchanges in bilingual and bi-cultural context;

Teaching and Learning Methods

The teaching of subject-specific theories, models and methodologies will be explained in lectures and practiced and applied during seminars.

In addition, students are required to undertake independent and guided self-access work at the Language Learning Centre to consolidate and develop their language skills.

Assessment methods

Unseen tests and examinations; practical exercises. Written reports and essays; Individual and group oral presentations.

In addition, Chinese language skills are assessed both continuously throughout the programme by portfolio and dossiers, and at the end of each module by written tests or exams.

C. Thinking Skills

An ability to:
C1. select and collate information from a range of sources;
C2. analyse problems logically;
C3. construct and criticise proposed solutions, and draw conclusions and recommend actions;
C4. work in groups;
C5. effectively present ideas orally and in writing.

Teaching and Learning Methods

Examples of critical perspectives and problems from case studies will be used in lectures. This will be supported by seminars in which students have the opportunity to apply principles and perspectives, and to analyse and solve problems through the use of case studies, simulations and role-plays.

Assessment methods

Individual and group oral presentations; written reports, portfolios and essays.

D. Other skills relevant to employability and personal development

An ability to:
D1. research a wide range of sources of information from professional and academic journals and the Internet;
D2. communicate ideas;
D3. demonstrate effective presentations skills, IT skills, networking skills and negotiation skills;
D4. work independently or within a team.
D5. operate independently and with confidence in the foreign culture;
D6. adapt to the different education and work system

Teaching and Learning Methods

Students will participate in a wide variety of learning activities and will engage in individual and group presentations on a regular basis.

There are also many practical problem solving tasks which students will attempt in the preparation for going to China.

Assessment methods

Research and referencing skills assessed in essays, dossier and dissertation;

IT, communication and team work skills are assessed in independent and group presentations, role plays and assignments with evidence required of use of a wide range of sources;

Employability skills are assessed in the learning log, which includes job-search, letters of application, CV and interview role play.

PDP skills are embedded in most modules and are also specifically assessed in the reflective learning log and the year abroad reports.

13. Programme Structures				**14. Awards and Credits**
Level	**Module Code**	**Module Title**	**Credit rating**	

Level 6	CL3201 CL3202 ML3205 or CL3004 BU3442 BC3012 AI3000 AI3001 HR3047 MK3111 EB3102 MD3115	Chinese Language III Understanding Chinese Economy and Society Techniques and Practice of Interpreting or Theory and Practice of Translation* International Strategic Management Dissertation *** ML3205 and CL3004 are alternative compulsory modules that student can choose one** *plus 20 credits from following options:* Development and Change in the Asia Pacific Region Asia Pacific International Relations Human Resource Management in Global Context International Marketing Culture and Business in ICC UK – China Business Creation	20 20 20 20 20 20 20 20 20 20 20 20 20	**Bachelor Honours Degree Business Management and Chinese** requires 360 credits including a minimum of 220 at Level 5 and 100 at Level 6 **Bachelor Degree Business Management and Chinese** requires 320 credits, including a minimum of 180 at Level 5 and 60 at Level 6
Level 5	CL2883 CL2201 CL2202 CL2203 BU2441 MK2003 HR2050	Study and Work Placements in China Intermediate Chinese: Literacy Intermediate Business Chinese Conversation Preparation for Working and Living in China The Mutli-national Enterprises and Cross-cultural Management Marketing Principles for Business Managing Personnel & Human Resources	120 20 20 20 20 20 20 20	**HE Diploma Business Management and Chinese** Requires 240 credits, including a minimum of 100 credits at Level 5
Level 4	CL1201 CL1202 CL1203 BU1006 HR1005	Basic Chinese: Literacy Basic Business Chinese Conversation Introduction to Contemporary China The Business Environment Introduction to Business Functions	20 20 20 30 30	**HE Certificate** requires 120 credits, with 6 modules successfully completed including all the compulsory modules

15. Personal Development Planning

Personal Development Planning is managed through the Personal Tutoring System in line with university-wide requirement. Students are assigned a Personal tutor at the beginning of the programme and informed their tutor's office hours for regular meetings.

In addition, PDP is very much embedded in the teaching and assessment of both disciplines in this programme, particularly in the case of language based modules, which develop, practice, monitor and assess a wide range of skills at all levels. These include written and verbal communication, individual presentation, group work, public speaking, interpreting, research, time-management, and negotiation and so on.

The programme employs a varied diet of assessment, including portfolio assessment and placement reports, which are powerful tools that help students reflect upon their skills, identify areas of strength and weakness, plan for development and demonstrate evidence of actions.

There is a strong focus on developing the individual's employability and lifelong learning skills. This is especially reflected in the year-long placement involving studying, working and living in a different culture.

16. Admissions criteria

Programme Specifications include minimum entry requirements, including academic qualifications, together with appropriate experience and skills required for entry to study. These criteria may be expressed as a range rather than a specific grade. Amendments to entry requirements may have been made after these documents were published and you should consult the University's website for the most up to date information.
Students will be informed of their personal minimum entry criteria in their offer letter.

The University's minimum standard entry requirements for degree level study is a 12 unit profile, made up from one of the following:

At least two A2 level subjects including
One A2 level subject plus one single award Advanced VCE
One double or two single award(s) Advanced VCE

Specific entry requirements or this course are:
280-320 points are A-Level
No previous Chinese study or qualifications are required although evidence of language skills is needed.

Other acceptable qualifications include:

Scottish Certificate of Education Higher Grade
Irish Leaving Certificate Higher Grade
International Baccalaureate
BTEC National Certificate/Diploma
Kite marked Access Course

Applications from individuals with non-standard qualifications, relevant work or life experience and who can demonstrate the ability to cope with and benefit from degree-level studies are welcome and will these applicants will be interviewed. If applicants have not studied recently they may need to undertake an Access programme first.

17. Key sources of information about the programme

- Fact sheet
- http://www.uclan.ac.uk/information/courses/ba_honours_business_management_in_china.php
- Prospectus http://www.uclan.ac.uk/courses/index.htm
- University Admissions Department: email aadmissions@uclan.ac.uk
- Advise about applications http://www.uclan.ac.uk/courses/ug/applying.htm
- Open Days and Campus Tours http://www.uclan.ac.uk/study/open_days/index.php
- Department Website http://uclanlanguages.org/
- Direct from Programme Leader xliu13@uclan.ac.uk
- Information about the UCLan http://www.uclan.ac.uk
- Information about the City of Preston http://www.uclan.ac.uk/guide2/preston/index.htm
- Information about Student Life at UCLan http://www.yourunion.co.uk and www.prestonscene.com

18. Curriculum Skills Map with proposed minor changes

Please tick in the relevant boxes where individual Programme Learning Outcomes are being assessed

				Programme Learning Outcomes																					
				Knowledge and understanding							Subject-specific Skills						Thinking Skills					Other skills relevant to employability and personal development					
Level	Module Code	Module Title	Core (C), Compulsory (COMP) or Option (O)	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
LEVEL 6	CL3201	Chinese Language III	COMP					√							√	√	√	√	√	√	√	√	√	√	√	√	
	CL3202	Understanding Chinese Economy and Society	COMP	√	√					√					√	√	√	√	√	√	√	√	√	√	√	√	
	ML3205	Techniques and Practice of Interpreting	Alternative COMP	√	√					√					√	√	√	√	√	√	√	√	√	√	√	√	√
	CL3004	Theory and Practice of Translation	Alternative COMP					√	√	√					√	√	√	√	√	√	√	√	√	√	√	√	√
	BU3442	International Strategic Management	COMP	√	√	√					√	√	√				√	√	√	√	√	√	√	√	√		
	BC3012	International Business Dissertation	COMP	√	√	√	√				√	√	√	√			√	√	√		√	√	√	√	√		
LEVEL 5	CL2883	Study and Work Placements in China	COMP	√			√		√					√	√	√	√	√	√	√	√	√	√	√	√	√	√
	CL2201	Intermediate Chinese: Literacy	COMP												√	√	√	√		√	√		√	√	√		
	CL2202	Intermediate Business Chinese Conversation	COMP							√					√	√				√	√		√		√		
	CL2203	Preparation for Working and Living in China	COMP	√	√		√		√	√							√	√	√	√	√	√	√	√	√	√	√
	BU2441	The Mutli-national Enterprises and Cross-cultural Management	COMP	√	√	√	√	√	√	√	√	√					√	√	√	√	√	√	√	√	√		
	MK2003	Marketing Principles for Business	COMP	√	√						√						√	√	√		√	√	√	√	√		

	HR2050	Managing Personnel & Human Resources	COMP	√	√					√							√	√	√	√	√	√	√	√	√	√	
LEVEL 4	CL1201	Basic Chinese: Literacy	COMP												√			√					√	√	√		
	CL1202	Basic Business Chinese Conversation	COMP												√										√		
	CL1203	Introduction to Contemporary China	COMP	√	√		√	√	√								√	√				√	√	√	√		
	BU1006	The Business Environment	COMP		√												√	√					√	√	√		
	HR1005	Introduction to Business Functions	COMP	√	√		√	√			√	√					√	√	√	√	√	√	√	√	√		

Note: *Mapping to other external frameworks, e.g. professional/statutory bodies, will be included within Student Course Handbooks*

				Programme Learning Outcomes																							
	Module Code	**Module Title**	**Core (C), Compulsory (COMP) or Option (O)**	**Knowledge and understanding**							**Subject-specific Skills**						**Thinking Skills**					**Other skills relevant to employability and personal development**					
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
LEVEL 6	AI3000	Development and Change in the Asia Pacific Region	O	√			√	√	√		√	√					√	√	√	√	√	√	√	√	√		
	AI3001	Asia Pacific International Relations	O				√	√	√		√	√					√	√	√	√	√	√	√	√	√		
	HR3047	Human Resource Management in Global Context	O	√	√					√							√	√	√	√	√	√	√	√	√	√	
	MK3111	International Marketing	O	√	√												√	√	√		√	√	√	√	√		
	EB3102	Cultural and Business in ICC	O	√	√						√	√					√	√	√	√	√	√	√	√	√	√	
	MD3115	UK – China Business Creation	O	√	√	√		√			√	√					√	√	√	√	√	√	√	√	√	√	

Addendum to the Course Handbook for

BA (Hons) Business Management and Chinese

Entry Year of Study 2017-18

Page	Section	Summary of change & previous text removed (state whether addition / deletion / amendment / etc)	Date of Approval
9		Addition of CL3004 Theory and Practice of Translation	
22		Addition of CL3004 Theory and Practice of Translation	
24		Addition of CL3004 Theory and Practice of Translation	