

Programme Title: Business Management with Chinese and Year Abroad



## Programme Specification (UG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and programme title:	BSc Business Management with Chinese and Year Abroad BSc Business Management with Chinese
Name of interim award(s):	Certificate in Higher Education (CertHe), Diploma in Higher Education (DipHE)
Duration of study / period of registration:	4 academic years / 3 academic years
QMUL programme code / UCAS code(s):	
QAA Benchmark Group:	N100 Business
FHEQ Level of Award :	Level 6
Programme accredited by:	
Date Programme Specification approved:	
Responsible School / Institute:	School of Business & Management

Schools / Institutes which will also be involved in teaching part of the programme:

School of Languages, Linguistics & Film

Collaborative institution(s) / organisation(s) involved in delivering the programme:

### Programme outline

BSc Business Management with Chinese and Year Abroad (4 years) is a joint honours programme providing students with the opportunity to study two complementary disciplines, which will prepare them to become global citizens. It combines 75% of Business and Management modules with 25% of Mandarin Chinese Language and Culture modules. Students will gain a broad understanding of business and management theories and practices in the subject areas of general management, human resources management and leadership, marketing, accounting and finance and entrepreneurship and innovation. At the same time, they will develop familiarity with Chinese culture and languages. In the third year of the degree they will spend a mandatory study year abroad at one of our partner Universities in China. Students will receive direct exposure to the business culture of China as well as deepen their knowledge of the language, historical, cultural, and political environment of China.

The programme is ideal if you wish to undertake a specialist degree in business management and also wish to prepare for working in an international environment by studying Mandarin Chinese. The subject content and teaching methodology employed in business and management modules enables you to build a skills set that prepares you to take up the challenge of addressing complex business and management issues in your future work.

## Aims of the programme

To:

- Provide students with a coherent, wide-ranging and intellectually stimulating programme including themes and issues in general management, human resources management and leadership, marketing, accounting and finance and entrepreneurship and innovation.
- Develop familiarity with Chinese culture and languages
- Introduce students to, and encourage them to employ, a range of methodological approaches.
- Enable students to develop independent critical thinking and judgment and to undertake independent research tasks.
- Develop a range of skills necessary to the effective communication of ideas and arguments.
- Provide a basis for further study in Business Management or related disciplines.

## What will you be expected to achieve?

Students will have the opportunity to develop:

- Detailed understanding of key principles, concepts, theories and research methods in Business Management; and
- Familiarity with Chinese culture and languages
- The ability to apply these frameworks to understand contemporary business phenomena; and
- The ability to think critically and independently, to reason, to evaluate and deploy evidence, to draw appropriate conclusions, and to make persuasive arguments, in writing and orally.

## Please note that the following information is only applicable to students who commenced their Level 4 studies in 2017/18, or 2018/19

In each year of undergraduate study, students are required to study modules to the value of at least 10 credits, which align to one or more of the following themes:

- networking
- multi- and inter-disciplinarity
- international perspectives
- enterprising perspectives.

These modules will be identified through the Module Directory, and / or by your School or Institute as your studies progress.

Academic Content:	
A1	The nature of business and management, including a range of principles, concepts and terminologies associated with the study of business management and related areas
A2	Knowledge and application of appropriate theoretical and methodological approaches for understanding business and management
A3	Understanding of Chinese language and culture.

Disciplinary Skills - able to:	
B 1	Demonstrate knowledge and understanding of a range of principles, concepts and terminologies associated with the study of business and management
B 2	Apply knowledge and understanding, selecting and using established techniques and a range of sources to critically evaluate texts, issues and problems in the fields of business and management
B 3	Select appropriate theoretical and methodological approaches to a range of issues within the fields of study
B 4	Demonstrate knowledge and understanding of Chinese language and culture

Attributes:	
C 1	Identify and critically evaluate appropriate information in specific contexts in a self-directed way, and reflect on how this might be used and adapted to different contexts
C 2	Work independently, demonstrating clarity, initiative, self-organisation and time management
C 3	Establish a skills and learning agenda through negotiation, participation and communication in group discussions
C 4	Develop a global perspective and reflect on how this might be adapted to local contexts
C 5	Develop a reasoned argument and synthesise information, and communicate this clearly and effectively
C 6	Select and use information, including from electronic sources
C 7	Exercise critical judgement and self-reflection on their own learning, and to use this to adapt to new situations in professional settings

### How will you learn?

The programme is taught in accordance with the Teaching and Learning Strategies in the School of Business Management and the School of Language, Linguistics and Film. The Schools are committed to developing, maintaining and supporting good and innovative teaching practice, and to fostering independent learning and critical thinking in our students. Our strategies are informed by the overall framework set out in the QMUL Student Experience, Teaching, Learning and Assessment Strategy (SETLA) (2015-19).

Teaching takes a number of forms:

- lectures
- seminars
- workshops
- individual supervision of projects
- individual feedback on written work

Learning is supported by:

- Coherently designed and effectively delivered modules
- Detailed module handbooks providing learning outcomes and guided readings for each module
- The provision of key materials in libraries or through electronic resources
- Appropriate assessment exercises within each module
- Use of electronic teaching materials including Power Point, QMPlus and online reading lists
- Encouraging active participation by students in seminar discussions
- Research methods training

## How will you be assessed?

Assessment is varied and takes a number of forms within the programme. The nature of the assessment is closely connected to the desired learning outcomes and the mode of teaching within each module. Forms of assessment include:

- written coursework
- examinations
- presentations
- projects

## How is the programme structured?

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

Year 1 (6 SBM compulsory 15 credit modules and 1 SLLF compulsory 30 credit module)

BUS101 Introduction to Marketing and Communications - Existing - Semester A compulsory  
BUS106 Accounting for Business - Existing - Semester A compulsory  
BUS001 Fundamentals of Management- Existing - Semester A compulsory

BUS133 Organisation Studies - Existing - Semester B compulsory  
BUS135 Quantitative Analysis for Business- Existing - Semester B compulsory  
BUS108 Economics for Business and Society - Existing - Semester B compulsory

LAN4080 Mandarin Chinese Language and Culture I (existing - compulsory according to level of language)  
LAN5080 Mandarin Chinese Language and Culture II (existing - compulsory according to level of language)  
LAN6080 Mandarin Chinese Language and Culture III (existing - compulsory according to level of language)

Year 2 (4 compulsory 15 credit modules and choose 2 elective SBM 15 credit modules and 1 SLLF compulsory 30 credit module)

BUS220 Persuasive Strategies in Marketing - Semester A compulsory  
BUS245 Introduction to Finance - Existing - Semester A compulsory  
BUS226 Strategic marketing - Existing - Semester A Elective  
BUS208 Microeconomics for managers - Existing - Semester A Elective  
BUS002 Operation management - Existing - Semester A Elective

BUS007 Research Methodology - Existing - Semester B compulsory  
BUS014 Human Resource Management - Existing - Semester B compulsory  
BUS 237 Corporations and social responsibility - Existing - Semester B Elective  
BUS227 International marketing - Existing - Semester B Elective  
BUS244 European Business Context - Existing - Semester B Elective  
BUS243 Responsible leadership - Existing - Semester B Elective

LAN5080 Mandarin Chinese Language and Culture II (existing - compulsory according to level of language)  
LAN6080 Mandarin Chinese Language and Culture III (existing - compulsory according to level of language)  
LAN6090 Mandarin Chinese Language and Culture IV (existing - compulsory according to level of language)

Year 3 One year abroad study

Year 4 (4 compulsory 15 credit modules and choose 2 elective SBM 15 credit modules and 1 SLLF compulsory 30 credit module)

BUS305 Managing Diversity - Existing - Semester A compulsory  
BUS326 Global supply chains - Existing - Semester A compulsory  
BUS330 Macroeconomic Modelling and Policy - Existing - Semester A Elective  
BUS338 Firm Governance and Strategy in the Institution Context - Existing - Semester A Elective  
BUS341 Corporate Financial Management - Existing - Semester A Elective

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BUS342 Start-ups and incubators - Existing - Semester B compulsory  
 BUS304 International Business - Existing - Semester B compulsory  
 BUS337 Business computing - Existing - Semester B Elective  
 BUS350 New product development - Existing - Semester B Elective  
 BUS317 Organisational Change and Development - Existing - Semester B Elective  
 BUS329 Corporate law and governance - Existing - Semester B Elective  
 BUS362 Principles of Evidence-Based Management - Semester B Elective

LAN6080 Mandarin Chinese Language and Culture III (existing - compulsory according to level of language)  
 LAN6090 Mandarin Chinese Language and Culture IV (existing - compulsory according to level of language)  
 LAN6100 Mandarin Chinese Language and Culture V (existing - compulsory according to level of language)

**Academic Year of Study** FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Introduction to Marketing and Communications	BUS101	15	4	Compulsory	1	Semester 1
Accounting for Business	BUS106	15	4	Compulsory	1	Semester 1
Fundamentals of Management	BUS001	15	4	Compulsory	1	Semester 1
Economics for Business and Society	BUS108	15	4	Compulsory	1	Semester 2
Organisation Studies	BUS133	15	4	Compulsory	1	Semester 2
Quantitative Analysis for Business	BUS135	15	4	Compulsory	1	Semester 2
Mandarin Chinese Language and Culture I	LAN4080	30	4	Compulsory	1	Semesters 1 & 2
Mandarin Chinese Language and Culture II	LAN5080	30	4	Compulsory	1	Semesters 1 & 2
Mandarin Chinese Language and Culture III	LAN6080	30	4	Compulsory	1	Semesters 1 & 2

**Academic Year of Study** FT - Year 2

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Persuasive Strategies in Marketing	BUS220	15	5	Compulsory	2	Semester 1
Introduction to Finance	BUS245	15	5	Compulsory	2	Semester 1
Strategic marketing	BUS226	15	5	Elective	2	Semester 1
Microeconomics for managers	BUS208	15	5	Elective	2	Semester 1
Operation management	BUS002	15	5	Elective	2	Semester 1
Research Methodology	BUS007	15	5	Compulsory	2	Semester 2
Human Resource management	BUS014	15	5	Compulsory	2	Semester 2
Corporations and social responsibility	BUS237	15	5	Elective	2	Semester 2
International marketing	BUS227	15	5	Elective	2	Semester 2
European Business Context	BUS244	15	5	Elective	2	Semester 2
Responsible leadership	BUS243	15	5	Elective	2	Semester 2
Mandarin Chinese Language and Culture II	LAN5080	30	5	Compulsory	2	Semesters 1 & 2
Mandarin Chinese Language and Culture III	LAN6080	30	5	Compulsory	2	Semesters 1 & 2
Mandarin Chinese Language and Culture IV	LAN6090	30	5	Compulsory	2	Semesters 1 & 2

**Academic Year of Study** FT - Year 3

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Year Aboard	BUS3XX	120	5	Compulsory	3	Semesters 1 & 2

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Academic Year of Study FT - Year 4

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Managing Diversity	BUS305	15	6	Compulsory	4	Semester 1
Global supply chains	BUS326	15	6	Compulsory	4	Semester 1
Macroeconomic Modelling and Policy	BUS330	15	6	Elective	4	Semester 1
Firm Governance and Strategy in the Institution Context	BUS338	15	6	Elective	4	Semester 1
Corporate Financial Management	BUS341	15	6	Elective	4	Semester 1
Start-ups and incubators	BUS342	15	6	Compulsory	4	Semester 2
International Business	BUS304	15	6	Compulsory	4	Semester 2
Business computing	BUS337	15	6	Elective	4	Semester 2
New Product Development	BUS350	15	6	Elective	4	Semester 2
Corporate law and governance	BUS329	15	6	Elective	4	Semester 2
Principles of Evidence-Based Management	BUS362	15	6	Elective	4	Semester 2
Organisational Change and Development	BUS317	15	6	Elective	4	Semester 2
Mandarin Chinese Language and Culture III	LAN6080	30	6	Compulsory	4	Semesters 1 & 2
Mandarin Chinese Language and Culture IV	LAN6090	30	6	Compulsory	4	Semesters 1 & 2
Mandarin Chinese Language and Culture V	LAN6100	30	6	Compulsory	4	Semesters 1 & 2

### What are the entry requirements?

The same entry requirement as BSc Business Management at SBM

A/AS-level:

Typical tariff or grades required: AAA at A-level. Excludes General Studies, Critical Thinking and Use of Mathematics.

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International Baccalaureate Diploma with a minimum of 36 points overall, including 6,6,6 from three Higher Level subjects. This must include a minimum of 4 in Standard Level Mathematics.

Vocational and other qualifications: The College accepts a wide range of qualifications such as, BTEC, Access HE, GCSE and EPQ. Further information on our entry requirements.

English language entry requirements: IELTS 7.0 (5.5 in Writing) or equivalent

Chinese ab initio or higher, not open to Mandarin native speakers. SLLF will conduct a diagnostic test regarding their language level during the introduction week so we can place them into the appropriate language modules as stated in the diet. If applicants are native Mandarin speakers or level of Mandarin Chinese is level 2B or above, they are advised to apply for BSc Business Management or BSc international business with Year aboard instead.

## How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

The programme is monitored through the Student-Staff Liaison Committee (SSLC), with student representatives, chaired by the Senior Tutor and by the Teaching and Learning Committee (TLC) chaired by the Director of Education (DoE). Issues arising from student evaluations (both mid-year and end of module) are fed into the TLC through the DoE. External examiners oversee assessment and marking procedures; this is handled by the Chair of Exams. The programme is evaluated in the Annual Programme Review.

The Staff-Student Liaison Committee provides a formal means of communication and discussion between the Schools and their students. The committee consists of student representatives from each year in the Schools together with appropriate representation from staff in the School. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments. Staff-Student Liaison Committees meet regularly throughout the year. Each school operates a Teaching and Learning Committee, or equivalent, which advises the School/Director of Education on all matters relating to the delivery of taught programmes at school level including monitoring the application of relevant QM policies and reviewing all proposals for module and programme approval and amendment before submission to Taught Programmes Board. Student views are incorporated in the committee's work in a number of ways, such as through student membership or consideration of student surveys.

All Schools operate an Annual Programme Review (APR) of their taught undergraduate and postgraduate provision. APR is a continuous process of reflection and action planning which is owned by those responsible for programme delivery; the main document of reference for this process is the Taught Programmes Action Plan (TPAP) which is the summary of the school work throughout the year to monitor academic standards and to improve the student experience. Students' views are considered in this process through analysis of the NSS and module evaluations.

## What academic support is available?

The School runs induction and welcome back meetings at the start of each year to update students on School/QM policies and advise them on studies.

Each student is assigned a dedicated Adviser throughout their years of study to assist them in choosing their modules and advising them on their studies. The School has a dedicated Senior Tutor to deal with Extenuating Circumstances, and the Senior Tutor is assisted by the Undergraduate Student Support and Timetabling Manager and the Student Support Officer.

To assist with their final year project students are assigned a supervisor whose research matches the topic/subject they wish to focus on.

## How inclusive is the programme for all students, including those with disabilities?

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK and international at all campuses and all sites.



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Students can access advice, guidance and support in the following areas:

- Finding out if you have a specific learning difficulty like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Examination access arrangements
- Accessing loaned equipment (e.g., digital recorders)
- Specialist one-to-one 'study skills' tuition
- Ensuring access to course materials in alternative formats (e.g., Braille)
- Providing educational support workers (e.g., note-takers, readers, library assistants)
- Mentoring support for students with mental health issues and conditions on the autistic spectrum

**Programme-specific rules and facts**

Any second year student wishing to study the BUS314 Dissertation module in their 4th year must also study BUS007 Research Methodology in the second year, achieve above 65% on the module and above 60% across all second year module assessments (where module assessments have been completed and marks are available at the time of enrollment).

Exceptionally the School can exempt students from the Year Abroad. These students will be transferred to the 3-year degree programme. The programme requirements for the 3 year variant are exactly the same as for the 4 year programme but without the Year Abroad requirements.

**Links with employers, placement opportunities and transferable skills**

The programme will also increase graduates' chances of employment. We live in an increasingly global rather than an EU-centred world, and as companies expand overseas and deal with clients from across the world, those graduates who have developed an international perspective on business, and speak Mandarin Chinese, will offer an advantage to employers over those who do not. Mark Herbert (Press Release September 2016, Gov.UK), Head of Schools Programmes at the British Council, who said "Language skills are crucial for work and life in the global race and Mandarin Chinese is one of the front-runners when it comes to languages that matter most to the UK's future prosperity".

The challenge of learning a language develops students' cultural and political awareness, which is a crucial aspect of being an educated 'global citizen'. This programme emphasises the growing importance of China globally through the study of the language. In addition, QM's Graduate Attributes statement includes an aspiration that QM graduates should 'be able to operate in more than one language' and the complementary aspiration to optimize the employability of our graduates.

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**Programme Specification Approval**

**Person completing Programme Specification:**

Aktar Hussain

**Person responsible for management of programme:**

Dr Ravshonbek Otojanov

**Date Programme Specification produced / amended by School / Institute Learning and Teaching Committee:**

12 Dec 2022

**Date Programme Specification approved by Taught Programmes Board:**