

Programme Title: BA in French Studies with Business



Programme Specification (UG)

Awarding body / institution:	University of London
Teaching institution:	University of London Institute in Paris
Name of award and field of study:	BA in French Studies with Business
Name of interim award(s):	
Duration of study / period of registration:	3 Years
QMUL programme code / UCAS code(s):	R11N
QAA Benchmark Group:	Languages, Cultures and Societies
FHEQ Level of Award :	Level 6
Programme accredited by:	
Date Programme Specification approved:	
Responsible School / Institute:	University of London Institute in Paris

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

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

Programme outline

This is a unique programme of study delivered over three years of full residency in Paris, offering students a high level of exposure to French language and culture (understood in its broadest form to include literature, history, visual culture, cinema, linguistics and contemporary civilisation), as well as providing them with a grounding in key strategic aspects of Business, including marketing, economics for business, financial accounting and European business contexts.

The programme is designed to students with a grounding in all of these central issues (especially at levels 4 and 5), but at the same time provide sufficient flexibility to specialise in particular themes, topics and areas if they so wish (especially at level 6, but also to some degree at level 5). A choice between a research dissertation and a research portfolio is offered at level 6.

The programme is designed to help students develop a strong sense of intellectual integrity, acquire substantial knowledge in the broad fields of French Studies and Business, and to apply these skills to wider situations.

Aims of the programme

This programme aims to draw on well established modules in French Studies and Business in order to offer a comprehensive undergraduate degree preparing its graduates for careers in business, commerce and public organisations. Overall, the degree emphasises communication, analysis and breadth of knowledge, aiming to:

- Develop students' advanced skills in understanding, speaking and writing authentic French in a variety of registers including that of the business world;
- Broaden and deepen students' knowledge of key aspects of France and of the francophone world during the post-revolutionary period;
- Provide students with a coherent and intellectually stimulating programme which will compulsorily include theories of and issues in business, management, finance and HR, with a specifically European outlook.
- Introduce students to, and encourage them to employ, a range of methodological approaches and transferable skills including the ability to articulate ideas, devise and sustain arguments, assimilate and evaluate complex material, present (orally and in writing, in French and in English) the results of rational and critical thinking, and the ability to collaborate in group projects;
- Introduce students to independent research, in relation to both the study of modern languages and international relations;
- Prepare students for professional life by offering them a balanced understanding of and an ability to compare French and British cultures in both the general and business frameworks;
- Provide a basis for further study in a range of disciplines cognate to those studied in the degree.

What will you be expected to achieve?

On completing the degree programme students will be expected to:

- Write high quality essays in French and in English that draw on a range of research and develop a clearly articulated argument
- Deliver oral presentations in French and in English that engage audiences with an argument and stimulate debate and discussions
- Demonstrate an ability to critically engage with academic texts on a variety of topics, and retain and deploy information in an informative manner
- Be equipped with the skills needed to operate flexibly and effectively in business organisations, including the public sector, with an understanding of the complexity of business as a form of social practice.
- Develop a sophisticated understanding of the study, theory and practice of topics relating to both the domains of French Studies and Business, and how the two disciplines inter-relate
- Graduate attributes based on independent motivation and delivery of work; tolerance and understanding for alternative ideas; problem-solving; excellent bilingual oral and written skills; and the ability to work collectively with different people

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:	
A 1	Grammar, structure and vocabulary of the principal varieties of French;
A 2	France and French culture, in particular crucial aspects of the recent history of France and its social, cultural and political structures;
A 3	Francophone cultures outside of Hexagonal France, particularly in the context of postcolonial thought and expression;
A 4	Key aspects of the arts in a French or francophone context, especially, literature, theatre, cinema and visual culture in their comparative, contemporary or historical perspectives; the interaction between all three of the aforementioned;
A 5	Theoretical and methodological approaches appropriate to students and researchers in the field of French and Business studies and to the management of people and organisations in a business context;
A 6	Knowledge and awareness of a range of subjects, fields, theories and approaches applicable to business contexts

Disciplinary Skills - able to:	
B 1	Understand spoken and written French of a variety of registers, used in a variety of circumstances and for a variety of purposes;
B 2	Express ideas, requests, inquiries and responses in spoken and written French appropriate in register, authentic and accurate, in a variety of circumstances and for a variety of purposes;
B 3	Analyse and evaluate a wide variety of French and francophone textual and visual works;
B 4	Demonstrate understanding of critical writing in a specific field and able to apply coherent critical approaches in linguistic, philosophical, socio-historical, literary and aesthetic discourse
B 5	Develop critical ideas in written and oral format and organise analyses into a sustained, logical argument;
B 6	Prepare and deliver effective oral presentations, in French as well as in English, using, where appropriate, visual or other aids and written material for distribution;
B 7	Apply methods of independent research, in particular bibliographical and library skills and the application of online resources;
B 8	Develop collaborative and communicative skills relevant to modern professional settings.
B 9	Demonstrate systematic and critical knowledge and understanding of a range of principles, concepts and terminologies associated with the study of international relations;
B 10	Read and understand data from analytical tools used to interpret management problems, challenges and risks

Attributes:	
C 1	Intellectual curiosity and critical engagement: students will critically engage with diverse perspectives, challenging assumptions and exploring new ideas.
C 2	Linguistic confidence: students will develop strong linguistic skills, enabling them to engage fluently with both French and francophone texts, conversations, and cultural materials.
C 3	Intercultural awareness and sensitivity: students will develop a deep understanding of cultural diversity, particularly within French and francophone contexts.

C4	Global citizenship: students will learn to think beyond the borders of Hexagonal France, linking issues of culture, identity, and power with wider global dynamics.
C5	Reflective self-direction: students will learn to reflect critically on their own studies and experiences, applying this learning to future challenges and pursuing ongoing academic and professional growth.
C6	Collaborative and social engagement: students will learn to become effective communicators and team members, able to work both independently and collaboratively.

How will you learn?

At ULIP, learning is supported by a variety of teaching methods and resources designed to foster both independent and collaborative learning, critical thinking, and linguistic competence. Methods include lectures, seminars, tutorials, guided class presentations, guided independent reading, the writing and discussion of coursework translations and commentaries, guided oral practice, visits to plays and exhibitions, film showings and debates.

Students benefit from individual feedback on coursework throughout the programme, thus allowing them to reflect on their progress, identify areas for improvement, and develop their academic skills more effectively.

The Virtual Learning Environment (VLE) plays a key role, offering learning aims, guided reading, and access to a variety of digital resources. Each module is coherently designed, supported by printed and online materials, and offers appropriate assessment exercises to reinforce learning outcomes. Active participation is encouraged in seminar discussions, fostering an interactive and engaging learning experience.

How will you be assessed?

Assessment across the programme is diverse and closely aligned with the learning outcomes and teaching methods of each module.

Students are evaluated through a combination of coursework and examinations. Forms of assessment include essays, translations, commentaries, individual and group presentations, podcasts, portfolio projects and research dissertations. This varied approach ensures that students are able to demonstrate their understanding and skills in multiple formats.

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 (Level 4)

The BA French Studies and International Relations is taught within the academic credit framework system. In the first year, students take 90 credits of core and compulsory modules, providing a grounding in key aspects of French language, contemporary French society, and an introduction to international relations:

ULL100- Written and Oral Expression (30 credits) - taught in French
ULC170 - Reading Paris: French Culture in Context (30 credits) - taught in French
BUS001 - Fundamentals of Management (15 credits)- taught in English
BUS011 - Marketing (15 credits) - taught in English

Students would also choose one of the following 30-credit modules:

ULC110 - Modern French History: from 1789 to the Fifth Republic (30 credits) - taught in French
ULC160 – Issues in Contemporary French Politics (30 credits) - taught in English

In order to progress from year one to year two, students must take modules to value of 120 credit points and pass modules to the value of 90 credit points at academic level 4 or above.

Year 2 (Level 5)

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In the second year all students must take the following modules:

ULL200 - Advanced French Grammar (15 credits) - taught in French
 ULL210 - Introduction to Translation to and from French (15 credits) - taught in French
 ULCTBC - Reframing Paris: Urban and Global Francophone Identities (30 credits) - taught in French
 ULB017 - Economics for Business (15 credits) - taught in English
 ULB244- European Business Context (15 credits) - taught in English

and choose electives equal to the value of 30 credits from a list of Year 2 courses offered by ULIP.

Year 3 (Level 6)

In the final year students take the following modules:

Year 3
 ULL300 - Advanced Techniques in Written and Oral Discourse (15 credits) - taught in French
 ULL313 – Advanced translation (F-E + E-F) (15 credits) - taught in French and English
 ULC(TBC) - Paris Project - Portfolio/Research dissertation (15 credits)
 ULB138 - Financial Accounting (15 credits) - taught in English
 ULB300 - Introduction to Entrepreneurship (15 credits) - taught in English

and choose electives equal to the value of 45 credits from a list of Year 3 courses offered by ULIP.

Academic Year of Study FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Written and Oral Communication	ULL100	30	4	Core	1	Semesters 1 & 2
Reading Paris: French Culture in Context	ULC170	30	4	Compulsory	1	Semesters 1 & 2
Histoire et Histoires: Social, Political and Cultural Issues from the Revolution to the Present Day	ULC110	30	4	Elective	1	Semesters 1 & 2
Issues in Contemporary French Politics	ULC160	30	4	Elective	1	Semesters 1 & 2
Fundamentals of Management	ULB001	15	4	Core	1	Semester 1
Marketing	ULB011	15	4	Core	1	Semester 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
Advanced Grammar of Written and Spoken French	ULL200	15	5	Compulsory	2	Semesters 1 & 2
Introduction to Translation (English to French and French to English)	ULL210	15	5	Compulsory	2	Semesters 1 & 2
Genre et sexualité	ULC212	15	5	Elective	2	Semester 1
Art au XXIème siècle	ULC213	15	5	Elective	2	Semester 1
L'Image et la culture de masse	ULC223	15	5	Elective	2	Semester 2
Introduction à la linguistique française	ULC201	15	5	Elective	2	Semester 2
France, Britain and Empire: Comparative and Connected Histories	ULC234	15	5	Elective	2	Semester 1 or 2
Climate Politics	ULC230	15	5	Elective	2	Semester 1 or 2
Politics and Fiction	ULC231	15	5	Elective	2	Semester 1 or 2
Queer politics in contemporary France	ULC232	15	5	Elective	2	Semester 1 or 2
An Introduction to Global Cinema	ULC235	15	5	Elective	2	Semester 1 or 2
Social movements and the politics of protests	ULC236	15	5	Elective	2	Semester 1 or 2
Searching for Modernity: Political Thought from the Ancien Régime to the 19th Century	ULC237	15	5	Elective	2	Semester 1 or 2
History of Sensibilities and Emotions	ULC204	15	5	Elective	2	Semester 1 or 2
Economics for Business	ULB017	15	5	Core	2	Semester 2
European Business Context	ULB244	15	5	Core	2	Semester 1

Academic Year of Study FT - Year 3

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Advanced Techniques in Written and Oral French Discourse	ULL300	15	6	Compulsory	3	Semesters 1 & 2
Advanced Translation from English to French	ULL311	15	6	Compulsory	3	Semesters 1 & 2
Advanced Translation from French to English	ULL312	15	6	Compulsory	3	Semesters 1 & 2
Fin de siècle I - Politics and Ideology	ULC304	15	6	Elective	3	Semester 2
French Republicanism 1: 1789-1914	ULC310	15	6	Elective	3	Semester 1
French Colonialism in North Africa	ULC313	15	6	Elective	3	Semester 1
Y2K BD: The fin-de-millénaire bande dessinée	ULC315	15	6	Elective	3	Semester 2
Trauma and Transmission: Holocaust Afterlives	ULC326	15	6	Elective	3	Semester 2
Variation, Contacts and Ideologies in Contemporary French	ULC317	15	6	Elective	3	Semester 1
Final-Year Research Dissertation	ULC329	15	6	Elective	3	Semesters 1 & 2
Postcolonial Fictions in the City of Paris	ULC333	15	6	Elective	3	Semester 1 or 2
Contemporary Theory 1: Critique	ULC334	15	6	Elective	3	Semester 1
Contemporary Theory 2: Crisis	ULC335	15	6	Elective	3	Semester 2
Contemporary Theory 3: Thinking the Anthropocene	ULC336	15	6	Elective	3	Semester 2
French Society Through Musical Films	ULC318	15	6	Elective	3	Semester 1 or 2
Performing Environmental Politics	ULC337	15	6	Elective	3	Semester 1 or 2
Financial Accounting	ULB138	15	6	Core	3	Semester 1
Introduction to Entrepreneurship	ULB300	15	6	Core	3	Semester 2

What are the entry requirements?

For access to the BA French Studies with Business degree, you will usually meet the following criteria:

A levels:

Typical offer: ABB

Subjects: French required - with at least a B

IB Diploma:

Typical offer: 32 points

Subjects: at least 6 points in French at Higher Level

Other UK qualifications

Scottish qualifications: 5 Highers (AABBB) or 3 Advanced Highers (ABB) with a B in French

Welsh Baccalaureate: grade A or B, with A or B in two A-Levels, including French

Vocational and access qualifications can be accepted in combination with a French at A level or equivalent.

Non-UK qualifications:

Irish Leaving Certificate: H1, H2, H2, H3, H3 at Higher level with at least H2 in French

For qualifications from other countries, students are invited to contact ULIP directly for advice.

English Language Proficiency :

All applicants must show they meet a minimum academic English language standard for admission and to be successful on the course, to the indicated levels for the area of study. English requirements if education non conducted in English: IELTS 7 overall, including 6.5 in Writing and other subscores no lower than 5.5, or equivalent qualification.

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

The quality of the programme is managed and enhanced through multiple feedback mechanisms and continuous reflection. The primary forum for students to share their experiences is through the Staff-Student Liaison Committee (SSLC) and via personal consultations with your Personal Tutor. All students are also asked to complete evaluation questionnaires at the end of each module. This feedback is reviewed by the module convenor and the chair of the Learning and Teaching Committee (LTC), with issues discussed at both the LTC and SSLC meetings as needed.

The SSLC serves as a formal platform for communication between students and staff at ULIP. It includes student representatives from each year, along with staff members, and meets regularly to address student needs and discuss potential programme or module developments.

ULIP's Learning and Teaching Committee advises the Academic and Programme Directors on the delivery of taught programmes, including ensuring compliance with QM policies. It reviews all proposals for new modules and programme amendments, incorporating student feedback from module evaluations and other channels.

Additionally, ULIP conducts an Annual Programme Review (APR) for all undergraduate and postgraduate courses. This ongoing process of reflection and planning helps ensure that academic standards are met and that the student experience continues to improve. Student input, including module evaluations and NSS results, is key to informing these reviews and shaping future developments.

What academic support is available?

Academic support is provided on several levels, both in-person and online.

Teaching staff for all modules are available during specified office hours for one-on-one academic support, allowing students to discuss coursework, receive guidance, and clarify any concerns. Coursework feedback is delivered in multiple formats throughout each module, including verbal group feedback and written individual feedback.

In addition to the Personal Tutor system—which offers both academic guidance and support with student welfare by facilitating access to services like counselling—the Academic Director, Programme Director, Head of Student Services, and Library Manager are actively involved in student engagement and retention strategies. These strategies are regularly adapted to meet evolving student needs.

Year 1 students receive additional academic support through QMUL academic skills sessions, which are offered both on-site and online to help new students transition into university-level study.

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

The programme prioritises inclusivity for all students, including those with learning differences and/or disabilities. Learning aims, marking criteria, and expectations are clearly communicated in various accessible formats. Course materials are available in both hard copy (course readers) and digital formats (PDFs and electronic articles) on the virtual learning environment (VLE), ensuring a range of resources are accessible to all students.

At the academic management level, a designated Equality, Diversity, and Inclusion (EDI) officer works to incorporate EDI considerations into all aspects of the department's work, including pedagogy, module content, and reading lists, while also organising events for both students and staff.

Additionally, Queen Mary's central Disability and Dyslexia Service (DDS), to which all ULIP students have access, provides comprehensive support for students with disabilities, specific learning difficulties, and mental health issues.

The DDS offers guidance in various areas, including:

- Identifying specific learning difficulties, such as dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Making special arrangements for examinations
- Accessing loaned equipment (e.g., digital recorders)
- Providing specialist one-to-one study skills tuition
- Ensuring course materials are available in alternative formats (e.g., Braille)
- Offering mentoring support for students with mental health issues and conditions on the autistic spectrum.

For further information, students are encouraged to visit the DDS website at <http://www.dds.qmul.ac.uk/>.

Programme-specific rules and facts

N/A

Links with employers, placement opportunities and transferable skills

A degree in French Studies with Business from ULIP offers students a wide range of career opportunities and pathways for postgraduate studies, reflecting the programme's interdisciplinary and international focus. With advanced French language skills and a deep understanding of French society, alongside a comprehensive grounding in business practices, particularly within the Francophone world, students are well-prepared for business-related careers such as marketing, management, consulting, finance, entrepreneurship, and roles in multinational corporations.

More broadly, the programme's emphasis on written and oral communication in both French and English, paired with its focus on critical thinking and analytical approaches to business challenges, equips students for diverse career paths, including corporate strategy, international trade, public relations, and human resource management. The strong academic foundation provided by the degree also enables graduates to pursue further studies, including MA/MSc programmes, MBAs, and professional qualifications in business administration, accounting, law, and finance.

Studying in Paris, a global business hub and centre for European commerce, encourages students to expand their career horizons beyond their home countries, opening doors to opportunities across Europe and the broader global landscape. Students are encouraged to undertake internships during their time at ULIP, with the university offering guidance and support for those seeking professional experience in Paris or beyond.

Throughout the academic year, students benefit from careers talks by alumni and industry professionals, as well as support from Careers Group consultants. This comprehensive support system, combined with the vibrant cultural and professional environment of Paris, prepares graduates to succeed in a wide range of fields, including corporate leadership, entrepreneurship, international business, and more.

Programme Specification Approval

Person completing Programme Specification:

Catriona MacLeod

Person responsible for management of programme:

Catriona MacLeod

Date Programme Specification produced / amended by School / Institute Education Committee:

30 Oct 2024

Date Programme Specification approved by Taught Programmes Board: