



Programme Specification

| GENERAL INFORMATION | |
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| Programme title | BSc (Hons) International Management and Modern Languages |
| Awarding Institution//Body | University of Bath |
| Teaching Institution | University of Bath |
| Programme accredited by (including date of accreditation) | |
| Subject Benchmark Statement*Subject Benchmark Statement: | General Business and Management Languages and Related Studies |
| Date of Specification preparation/revision | |
| Applicable to cohorts | |
| Programme Approved by | |

| Synopsis and academic coherence of programme |
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| <p>The IMML (International Management and Modern Languages) programme is intended to develop students' capacity</p> <p>i) to understand and apply management ideas in an international environment in general.</p> <p>ii) to work effectively in countries in which the language of study is the native tongue.</p> <p>To this end, the IMML Programme draws on four types of unit:</p> <p>i) a range of units which introduce students to a broad range of organisational issues and activities and, in later years, allows them to study selected subjects at an advanced level. Most of these units are shared with the specialised undergraduate BSc (Hons) in Business Administration (BBA), ensuring that the study of management is at an appropriate depth at all levels. Between them, these units cover all areas of the discipline itemised as necessary subject matter in paragraph 3.7 of the QAA benchmark statement for General Business and Management.</p> <p>ii) a range of units which develop students' capacity to communicate in a foreign language (French, German or Spanish) and understand the wider social and political dimensions of the societies in which those languages are spoken. The units in spoken and written language are specific to IMML, which enables students to develop their understanding of business and organisational usage. The units in social and political aspects are shared with the BA (Hons) in Modern Languages and European Studies (MLES), ensuring that students take those subjects to the same depth as specialist linguists. Between them, these units cover the areas for language study itemised in section 4.1 of the relevant benchmark statement: "use of the target language for purposes of understanding, expression and communication; intercultural awareness, understanding and competence; explicit knowledge of the language; knowledge of aspects of the cultures, communities and societies where the language is used." (QAA benchmark statement <i>Languages and Related Studies</i>)</p> <p>iii) a range of units which require students to study the comparative and international aspects of organisational, economic and social forces across national boundaries (the "interface" units). These units are specific to IMML, and give the programme its unique quality by linking the studies of management and languages. A comparative and international element is introduced to studies of business issues and appropriate employment and organisational awareness is imparted to students' studies of foreign language and society.</p> <p>iv) the year abroad (the students' 3rd year) comprises one 60-credit unit. This can be a work placement, an academic exchange or a combination of the two (typically one semester in a foreign business school with 24 weeks of work placement beginning in January or February).</p> <p>All students at the University of Bath are entitled to take extra units to the value of 6 credits in any year, which do not count towards their degree classification. These include units in a number of foreign languages, making it possible to keep up a second language or start a new one.</p> |
| Educational aims of the programme |
| <p>The Degree in International Management and Modern Languages is designed to prepare high achieving students for successful international careers. This is achieved over four years by:</p> <ul style="list-style-type: none"> • developing knowledge, understanding and critical appreciation of the core aspects of management theory and practice and the national and international contexts which influence management action; • ensuring fluency in French, German or Spanish with a special facility in business language; • establishing a learning environment where students have a high degree of choice of advanced courses, set in the context of multi-disciplinary and intercultural study in both English and the chosen language of study and where intellectual rigour and analytical skills are rewarded; |

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| <ul style="list-style-type: none"> • providing work and/or study experience in a French, German or Spanish-speaking country which allows for an appreciation and application of the theory and practice of management in its cultural contexts; • building personal confidence in each year of the degree through the experiential learning of skills good managers require - communication, presentational skills, time management, team working and team leadership; • encouraging individual self-development and assessment as a necessary life-long habit for an uncertain world of work and employment. | |
| <ul style="list-style-type: none"> • Knowledge & Understanding: | <p>Teaching, Learning and Assessment used to enable outcomes to be achieved and demonstrated:</p> <p>Learning takes place through lectures, tutor- and student-led seminars, out-of class study on individual and group assignments, project work and work placements. Written and spoken language is taught through tutorials in which the language is practised. Language competence is also achieved through study of the language and interface units that are taught in the foreign language.</p> <p>Most level 1 units are taught through a combination of lectures, allowing large numbers of students access to the key concepts of the units, and tutorials, emphasising practice and reinforced understanding of those concepts. At level 2 and level 3 there is a greater emphasis on lectures rather than tutorials, but, in optional subjects in particular, lecture groups tend to be smaller than at level 1.</p> <p>A balanced diet of assessments includes: examinations, in-class tests, individual and group assignments and projects. Language competence is assessed by regular written and oral examination in those units. Where a unit is taught in a foreign language, assessment will be conducted in that language, with both the use of the language and the quality of reasoning being relevant assessment criteria.</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> • demonstrate a sound understanding of a representative range of management functions and be able to appraise models and evidence critically at a more specialised level in selected options. • display a detailed grasp of the structures and registers of one European foreign language. • demonstrate a detailed understanding of the cultures (in the broadest sense) of the principal societies in which this language is spoken, and of European society as a whole. • display a sound understanding of the external environment (economic, legal, social, political) in which organizations operate in Britain and in countries whose native language the student studies, and the relationships between organizations and their stakeholders in those countries. • compare economic and business practices in the country whose language they study with equivalent practices in other countries. • critically discuss significant business issues at European and international levels, and understand the role of global, regional and national institutions in setting the context for business practice. |
| <ul style="list-style-type: none"> • Intellectual Skills: | <ul style="list-style-type: none"> • engage in comparative analysis of business, social and economic institutions across national boundaries. • evaluate and interpret new information, and engage in problem solving, thereby demonstrating a capacity to think clearly and logically about a range of contemporary business issues. • think conceptually, grasping abstract concepts, synthesizing them where appropriate, and applying them to the resolution of problems. • use language with precision and in a creative way. • exercise independent judgement and construct a reasoned argument accompanied by evidence in support of conclusions. |
| <ul style="list-style-type: none"> • Professional Practical Skills: | <ul style="list-style-type: none"> • apply the knowledge used in specific areas of business etc. • fluently use a second language in an organisational and business setting. • understand the structure of employing organizations in different countries. • enable effective communication to take place in an employment setting between English speakers and speakers of the target language. • conduct analysis and research using quantitative and qualitative data. |
| <ul style="list-style-type: none"> • Transferable/Key Skills: | <ul style="list-style-type: none"> • demonstrate consistent and effective written and oral communications skills, both individually and in a group environment. • plan, organise and prioritise their time. • work effectively in teams and groups. • appreciate their own strengths and weaknesses as learners and plan their future educational development. • use information technology effectively for processing and analysing a range of qualitative and quantitative information. • undertake statistical analysis. |
| <p>Summary of assessment and progression regulations</p> | |
| <p>NFA - fully compliant</p> | |
| <p>Progression Regulations and Awards</p> | |
| <p>International Management and Modern Languages (French)</p> | |
| <p>International Management and Modern Languages (German)</p> | |
| <p>International Management and Modern Languages (Spanish)</p> | |

The programme is fully compliant with the University's New Framework for Assessment: Assessment Regulations (NFAAR). The NFAAR describes the rules for progression from one stage of the programme to the next (including supplementary assessment, and the extent of failure that can be condoned) as well as for the award of degrees. Students taking the programme will be assessed according to these rules; further information about the NFAAR is available at <http://www.bath.ac.uk/registry/nfa/index.htm>

N.B. There are two Designated Essential Units per year of the programme: 'Written and Spoken Language 1A' and 'Written and Spoken language 1B' worth 6 credits each.

Information about Designated Essential Units (DEUs) and Designated Alternative Programmes (DAPs), and the definitions for parts and stages of programmes, are also available in the NFAAR (see Appendix 2: Definitions).

Details of Work Placements Requirements / Work Based Learning / Industrial Training Requirements

Students are required to spend a year working or studying in an environment which will require them to work in their language of study. Three possibilities are open to students:

- i) an approved work placement. Assessment is by a dissertation, written in the relevant foreign language, which draws on the placement experience.
- ii) a semester in a foreign business school (covering a minimum of 24 ECTS credits, or equivalent, and a maximum of 2 modules studied in English) together with an approved work placement. This shorter placement is assessed through a piece of industry and firm analysis, written in English, which contributes half of the assessment for the year.
- iii) an academic year in a foreign business school (covering a minimum of 48 ECTS credits).

A minimum of 36 weeks must be spent in the foreign country, whichever option is taken.

Assessment from a foreign business school is based on an average of grades or marks gained across all modules studied, weighted by credit rating. This average is then converted to a percentage figure which is the equivalent mark that a student with a similar profile at Bath would have attained. Conversion tables have been developed for most of the institutions with which academic exchange links exist.

Details of Study Abroad Requirements

Details of Professional Accreditation

Admissions Criteria including APL/APEL arrangements

Entry requirement for Spanish variant is AAA, for German AAB and French AAB, with an A in the relevant language in each case.

However, in order to allow a greater degree of flexibility, we do not operate a standard offer.

Applicants with International, European, and French Baccalaureate or other equivalent qualifications from abroad, are welcomed, provided that there is evidence of proficiency in both English and the foreign language to be studied.

Further information is given on the prospectus web page at

<http://www.bath.ac.uk/study/ug/prospectus/subject/international-management-modern-languages/entry-requirements>

Details of Support Available to Students

University of Bath students attending programmes of study at the Claverton Campus are usually encouraged to stay in University halls of residence during their first year and will be supported in their transition into University life and study by Resident Tutors. These are postgraduate students or staff who live in the halls of residence and are responsible for the general welfare, health and safety and discipline of student residents.

All taught students will be allocated a Personal Tutor, who will be responsible for monitoring and supporting the academic progress and general welfare of their students.

Staff in these roles will be able to respond to many of the questions and concerns raised by their students. However, there is also a range of specialist student support services that will offer both information and advice to support these staff working with their students, as well as take referrals to work more directly with the students. Students can also self-refer to these services.

These services can provide information, advice and support in relation to accommodation, emotional difficulties, assessment of needs and provision of support relating to disability, student funding, general welfare, academic problems, student discipline and complaints, careers, international students, spiritual matters, part time work, security and personal safety. The Students' Union can also provide advocacy for students. More information about these services can be accessed via: <http://www.bath.ac.uk/students/support/>.

There are also Medical and Dental Centres, and a Chaplaincy on campus that are very experienced in meeting the needs of a student population, as well as a University nursery and vacation play scheme to provide childcare for older children during the school holidays.

Department and Programme Specific Support Information

Guidance for those interested in IMML is provided in a course brochure and via the websites of the School of Management and Guidance for those interested in IMML is provided in a course brochure and via the prospectus website at <http://www.bath.ac.uk/study/ug/prospectus/subject/international-management-modern-languages>

Summaries of the content and assessment of all units contributing to the IMML programme can be accessed from the programme structure web page: <http://www.bath.ac.uk/catalogues/>