

**BA French and Management Studies  
For students entering Part 1 in 2005**

**UCAS code: NR21**

Awarding Institution:  
Teaching Institution:  
Relevant QAA subject benchmarking group(s):

The University of Reading  
The University of Reading  
Languages and Related Studies,  
General Business and Management

Faculty of Arts and Humanities

Programme length: 4 years  
Date of specification: March 2006

Programme Director: Professor J Felix  
Programme Adviser: Professor P Noble and Dr S Booth  
Board of Studies: French and Management Studies

**Summary of programme aims**

The programme in French and Management Studies seeks to develop students' intellectual potential and understanding of French language and culture (including literature and history) in conjunction with the development of a range of key functional aspects of business and management.

**Transferable skills**

The University's Strategy for Teaching and Learning has identified a number of generic transferable skills which students are expected to have developed by the end of their degree programme. In following this programme, students will have had the opportunity to enhance their skills relating to communication (both written and oral), information handling, problem-solving, team working, information technology (word-processing and use of web-based material) and career management.

Students will develop their abilities to deal with intellectual problems effectively by locating information, assessing it critically, communicating independent points of view logically and clearly (both orally and in writing), and substantiating opinions with evidence; the year abroad provides particularly good opportunities for developing increased (inter-)cultural awareness and self-reliance.

**Programme content**

The programme which follows states which modules must be taken (the compulsory part), together with one or more lists of modules from which the student must make a selection (the optional modules). Not all modules will necessarily be available every year. Admission to modules will be at the discretion of the programme Director.

Students must choose such additional modules as they wish, in consultation with their programme adviser, to make 120 credits in each Part.

**Part 1 (three terms) Certificate level**

Students must take 40 credits in French and 80 credits in Management.

**In the Department of French Studies:**

**Either:**

Advanced French

**Compulsory modules**

		<b>Credits</b>	<b>Level</b>
FR101	Advanced French Language	20	C

**and either**

FR103 or	Contemporary France: History, Politics, Literature	20	C
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FR104	French Cinema: Society, Culture and History	20	C
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**Or:**

## Intermediate French

### Compulsory modules

FR102	Intermediate French Language	20	C
<b>and either</b>			
FR103	Contemporary France: History, Politics, Literature	20	C
<b>or</b>			
FR104	French Cinema: Society, Culture and History	20	C

On successful completion of Part 1 Intermediate French, students will be eligible to proceed to any appropriate degree course involving French.

### In the Department of Management (80 credits)

#### Compulsory modules

EC104	Economics for Managers	20	C
LW1A05	General Introduction to Law	10	C
LW1A06	Introduction to Business Law	10	C
MM1F4	Introductory Management	20	C
EC1F5	Introductory Quantitative Techniques	20	C

## Part 2

Students must take 60 credits in French and 60 credits in Management.

		Credits	Level
<b>In French</b>			
<b>Compulsory modules</b>			
FR201	French Language 2	20	I
FR2MAN	French for Managers 2	20	I
<b>Optional modules</b>			
Students must choose ONE module from the following list: Not all modules will necessarily be available every year. Admission to modules will be at the discretion of the Programme Director.			
FR2TRA	<b>Language:</b> Translation	20	I
FR202	<b>Middle Ages/Medieval:</b> The Crusades	20	I
FR203	<b>Middle Ages/Medieval:</b> Introduction to Medieval Literature	20	I
FR204	<b>16<sup>th</sup> &amp; 19<sup>th</sup> Centuries:</b> The poet's art: French poetry and prose poetry of the sixteenth and nineteenth centuries	20	I
FR205	<b>17<sup>th</sup> &amp; 18<sup>th</sup> Centuries:</b> The Ingénue's Progress (Seventeenth and Eighteenth Centuries): L'Ecole des Femmes, La Princesse de Clèves, Les Liaisons Dangereuses	20	I
FR207	<b>18<sup>th</sup> &amp; 19<sup>th</sup> Centuries:</b> France in the Age of Revolutions, 1750-1870	20	I
FR209	<b>19<sup>th</sup> &amp; 20<sup>th</sup> Centuries:</b> Five Wars and Three Republics: France 1870-1962	20	I
FR211	<b>20<sup>th</sup> Century:</b> Introduction to the Francophone Literature of the Maghreb	20	I
FR213	<b>20<sup>th</sup> Century:</b> Le quatrième pouvoir : la presse et les médias en France	20	I

### In the Department of Management (60 credits)

#### Compulsory modules

MM217	Introduction to International Business & Management	20	I
MM256	Management Skills (with a 5 credit CMS component)	20	I

#### Optional module

#### ONE of:

MM1F2	Introductory Financial Accounting	20	C
MM254	Organisational Behaviour	20	I

MM255	Marketing Management	20	I
MM258	Introduction to the Management of Information Systems	20	I
MM270	Practice of Entrepreneurship	20	I

### Year Abroad (three terms in a French-speaking country)

Students must take 120 credits from the following modules:

		Credits	Level
<b>Compulsory modules</b>			
FR302	French Oral	40	H
MM353P	Business Project	40	H
<b>Optional module</b>			
<b>Either</b>			
FR231	University study abroad	40	I
<b>Or</b>			
FR233	Work placement abroad	40	I

### Part 3

Students must take 60 credits in French and 60 credits in Management.

		Credits	Level
<b>In French</b>			
<b>Compulsory modules</b>			
FR303	Advanced Language Skills	20	H
FR3MAN	French for Managers	20	H

### Optional modules

Students must take one module from the list below: Not all modules will necessarily be available every year. Admission to modules will be at the discretion of the Programme Director.

FR3VER	Translation from French into English	20	H
FR304	Provençal	20	H
FR305	The Legend of Tristan and Iseut	20	H
FR306	Warriors and Heroes : the Medieval French Epic	20	H
FR307	Between Rome and France: exile and displacement in French Renaissance poetry and prose	20	H
FR308	Seventeenth-century French tragedy	20	H
FR309	Aspects of the Eighteenth-Century French Novel	20	H
FR313	French-Canadian Novel	20	H
FR314	The Algerian Novel of French Expression	20	H
FR315	French Cinema	20	H
FR316	The French Right since 1940	20	H
FR319	Political Leaders and Groups in the French Revolution	20	H
FR320	French-Canadian Cinema	20	H
FR321	France and Europe since 1945	20	H
FR322	Les droits de l'homme en question	20	H
FR323	Translation into French	20	H

## **In Management Optional modules**

### **Students must choose modules to total 60 credits:**

MM330	Comparative International Management	20	H
MM332A	Strategic Management & Business Policy 1	20	H
MM335	International Marketing	20	H
MM359A	Business Ethics 1	20	H
MM372	Advanced Knowledge and Information Systems Policy **	20	H

\*\* I level pre-requisite

### **Progression requirements**

To proceed from Part 1 to Part 2, or from Part 2 to the Year Abroad students must have obtained an overall average of 40 % in the 120 credits in the Examination as a whole, and achieved not less than 30% in any module except that marks of less than 30% in a total of 20 credits may be condoned, provided that the candidate has pursued the course for the modules with reasonable diligence and has not been absent from the examination without reasonable cause.

In addition, in Parts 1 and 2, students must have obtained a mark of at least 40% in their compulsory French modules and 40% in the Introductory Management module (Part 1) and their compulsory Management module (Part 2).

To proceed from Year Abroad to Part 3, students must satisfy the examiners that they have completed an approved programme of study or employment in a French-speaking country.

### **Summary of teaching and assessment**

#### **In French**

In French, FR103 is taught by lecture to the entire year group accompanied by small-group teaching in seminars. FR104 is taught by lecture with integrated group and pair work. The structure of the content modules in Parts 2 and 3 allows for classes normally of no more than 12 students. These classes will normally be conducted through a combination of lecture and seminar discussions. All language teaching is based on work in groups of no more than 15 students except for the grammar component of FR201 which is taught by a mix of lecture to the entire year group and supplementary internet material for student self-access. Part 1, Part 2 and Part 3 modules are assessed by coursework and/or formal examination. The Year Abroad French Oral is examined in the Autumn Term of Part 3.

#### **In Management**

Teaching is organised in modules. The delivery of material varies among modules, especially in the proportions of time allocated to lectures, and to classes and seminars. All modules involve coursework, which takes a variety of forms. Final assessment normally involves a written examination, and may also incorporate coursework marks; the maximum proportion of a final module mark allocated to coursework is 20%, other than in special cases.

#### **Weighting**

The conventions for assessment and classification are included in the Programme Handbook, but it should be noted that Part 2 modules and Year Abroad I-level modules will count for 33% of final assessment, and Year abroad H-level modules and Part 3 modules will count for 67% of final assessment.

#### **Admission requirements**

Entrants to this programme are normally required to have obtained 280 points from 4 subjects ('A' or 'A/S' levels), including 2 full 'A' levels. Candidates must normally have either 100 points (Grade B) from GCE 'A' level French to take FR101 (Advanced French Language) in Part 1, or 50 points at 'A/S' French or an A\* at GCSE French to take FR102 (Intermediate French Language) in Part 1.

*Mature applicants.* Applications from mature candidates are welcomed. While such candidates will normally be expected to have either 100 points (Grade B) from GCE 'A' level French to take FR101 (Advanced French Language) in Part 1, or 50 points at 'A/S' French or an A\* at GCSE French to take FR102 (Intermediate French Language) in Part 1, consideration is also given to other qualifications and experience. A mature applicant is more likely to receive an offer of a place if he or she has undertaken recent study, for example two or more A levels or an Access course, but each case is assessed on its individual merits. We recommend that you contact an admissions tutor as soon as possible to discuss your individual circumstances.

*International applicants.* Applications from international candidates are welcomed. International candidates are advised to contact either the EU or the international admissions tutor first, to discuss the suitability of their qualifications.

### **Support for students and their learning**

University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@IL) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.

Within both departments students receive a Handbook which gives details of course content, guidance on study skills such as note-taking and essay writing, and information about staff, facilities, and sources of specialized help within the University. The Access Point for Individual Language Learning (APILL) contains a range of audio and audio-visual materials to promote self-study in languages, together with facilities for watching French television by satellite. A video-viewing suite is available within the Faculty to support cinema studies.

The French Departmental Handbook issued to Part 1 and to degree course students provides extensive information on resources and study skills. It is also available on the internet at <http://www.rdg.ac.uk/french/part1.htm>. The Department of French Studies has a departmental library containing a wide range of essential and secondary texts, and videos of French films and documentaries. The departmental newspaper room contains daily newspapers and weekly or monthly magazines. There is also a satellite TV enabling students to watch French programmes. The Department has a comprehensive website containing information and learning material. The website is regularly updated. The grammar course at Part 2 has all the Powerpoint information and supplementary grammar exercises available online in pdf format. French Career Management Skills at Part 2 has its own Blackboard site, containing computer-assessed and other learning activities.

### **Career prospects**

In recent years graduates from this programme have entered a variety of careers in both the private and public sectors including the travel industry, where their knowledge of French can be distinct asset. Examples include jobs in banking and finance, accountancy, sales and marketing, consultancies, retailing and other service industries, the Civil Service and universities.

Graduates on this programme may apply for exemptions from relevant professional examinations of the Chartered Institute of Marketing, the Chartered Institute of Management Accountants and the Institute of Chartered Accountants of England and Wales. Students on this programme may become student members of the Institute of Management.

### **Opportunities for study abroad or for placements**

Subject to arrangements made in exceptional cases only, all students on this programme spend the Year Abroad on a work placement or at an institute of higher education with which the University of Reading has a Socrates agreement.

### **Educational aims of the programme**

The programme aims to equip students with the ability to seek and identify sources of information; make articulate written and oral presentations; conduct lucid arguments in support of a case, using evidence appropriately; analyse the form and content of written and audio-visual communication; appreciate the mentality and outlook of people from another culture or age; and develop sound work discipline, including commitment to deadlines and time management. Particular parts of the programme will also have enabled students to develop relevant IT and Career Management skills.

### **Educational aims of the programme**

The programme aims:

#### **In French**

- to provide a competence which comes close to that of an educated native-speaker in the reception and production of standard (non-technical) spoken and written French and a sound body of knowledge within the field of French Studies that is suited to their interests;
- to develop familiarity with the theories and methods of the various disciplines covered and the ability to develop their own expertise and develop and present their arguments in these areas.

#### **In Management**

- to provide students with a broad knowledge base in business and management with the opportunity for specialism in key areas.
- to develop a high level of analytical ability and the ability for independent thinking and reasoning.
- to develop the student's competence in applying management and business techniques and skills to business practice.
- to contribute to meeting the needs of industry for good business graduates both in the UK and abroad

## Programme outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

### *Knowledge and Understanding*

#### **A. Knowledge and understanding of:**

##### **In French:**

1. the French language;
2. French and francophone history, politics and/or literature and culture;
3. Key approaches and methods of historical and political and/or literary and cultural analysis.

##### **In Management:**

- a. The theoretical basis of management and key functional areas of business;
- b. Current developments in the practice and theory of business management;
- c. Fundamental concepts of business management relevant to the student becoming a manager in a UK business;
- d. The environmental and ethical context of business management in the UK;
- e. An understanding of the importance of international business and the drivers of change in business in this country and abroad, including management practice and business cultures in other countries.

#### **Teaching/learning methods and strategies**

##### **In French:**

→ 1 Development of the skills of reading, writing, listening and speaking French is by small-group learning and regular non-assessed coursework. In Part 1, grammar is learnt in small groups with regular non-assessed coursework. At Part 2, grammar is taught by Powerpoint lectures, supplemented by access on the internet to the lectures and other self-access material. The Year Abroad in a francophone country offers immersion in French language and culture.

2,3. Acquisition of aspects 2 and 3 is by lecture and seminar or tutorial and/or interrupted lecture. Students are expected to undertake independent reading and research from sources indicated in module bibliographies (library, internet), in order to gain fuller understanding of the topic and its context.

##### *Assessment*

The assessment of knowledge is by a combination over the whole degree of unseen examination (1-3), coursework essays (2-3), an oral examination (1) and dissertation (2-3).

##### **In Management:**

a-e Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning.

b. Guest lecturers from industry and directed self-study.

d-e Case studies

##### *Assessment*

Coursework; written unseen examinations, seminar presentations: to provide a basic knowledge of methods and principles used in business management literature and cases and to promote the ability to appraise it critically.

## *Skills and other attributes*

### **B. Intellectual skills – able to:**

#### **In French:**

1. critically apply literary and historical concepts;
2. Identify and solve problems;
3. analyse and interpret;
4. demonstrate and exercise independence of thought and sensitivity to cultural difference.

#### **In Management:**

- a. Apply the skills needed for academic study and enquiry;
- b. Evaluate research and a variety of types of information and evidence critically;
- c. Synthesise information from a number of sources in order to gain a coherent understanding of theory and practice;
- d. Apply strategies for appropriate selection of relevant information from a wide source and large body of knowledge;
- e. Utilise problem-solving skills;
- f. Analyse, evaluate and interpret the assumptions and principles underpinning business management.

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### **Teaching/learning methods and strategies**

#### **In French:**

Intellectual skills are developed through the teaching and learning programme outlined above. Each course involves discussion of the key issues, practice in applying key concepts both orally and in writing, analysis and interpretation of material and, where appropriate, individual feedback sessions on work produced.

#### *Assessment*

The variety of assessment methods employed places great emphasis on the learner's ability to demonstrate skills 1-4 through the production of coherent written and oral responses to the tasks set.

#### **In Management:**

a-f. Lectures; tutor-led tutorials; student and tutor-led seminars; self-directed learning; research-based teaching materials and methods; problem-based learning scenarios.

b,e,f. Case studies

c-d. Independent research and self study

#### *Assessment:*

Written exam papers; practical assessments; coursework (essay); case study analysis; dissertation.



**C. Practical skills – able to:**

**In French:**

1. speak, write, read and understand French at high or a near-native level of proficiency;
2. apply key methods and concepts of linguistic and literary and/or historical analysis;
3. retrieve, sift and select information from a variety of sources;
4. plan and undertake different forms of research based on bibliographies and/or evidence.

**In Management:**

- a. Understand the economic basis of the firm in its wider economic, political and social environment;
- b. Evaluate the behaviour, culture and strategy of firms;
- c. Effectively apply key professional skills learnt in optional classes to the business world.

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**Teaching/learning methods and strategies**

**In French:**

All students receive initial guidance on how to identify, locate and use material available in the university and departmental libraries and elsewhere. Comprehensive bibliographies are provided at the outset of each course. Classes and tutorials are given to all students on the production of essays and literary, historical or linguistic concepts. Language classes are compulsory in every year, and much primary and secondary reading material is in French. The year abroad further promotes the active learning of French to a high level.

*Assessment*

Skill 1 is assessed by orals and unseen written examinations. There is regular unassessed coursework. Skills 2-4 are assessed through a pattern of coursework essays, unseen written examination and dissertation.

**In Management:**

a-d. Practical projects; placements; seminars; lectures; problem-based scenarios.  
c-d Case studies, placements, practical projects

*Assessment*

Written examinations, business presentations; project work.

**D. Transferable skills – able to:**

- a. Communicate effectively with a wide range of individuals using a variety of means.
- b. Evaluate his/her own academic professional performance.
- c. Utilise problem-solving skills in a variety of theoretical and practical situations.
- d. Manage change effectively and respond to changing demands.
- e. Take responsibility for personal and professional learning and development (Personal Development Planning).
- f. Manage time ,develop self-reliance, prioritise workloads and manage personal emotions and stress.
- g. Understand career opportunities and begin to plan a career path.
- h. Information management skills, e.g. IT skills.
- i. show sensitivity to cultural differences.

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**Teaching/learning methods and strategies**

- a-i. Lectures, group work, group presentations, essay writing, dissertation and project based methods.
- b-c. Group projects, business simulation exercises, self assessment exercises.
- f. Time-management skills are enhanced by the regular production of language work and the meeting of strict essay deadlines.
- g. Career management is taught through a distinct module.
- i. Sensitivity to cultural difference informs the whole programme and, together with the development of self-motivation and self-reliance, is greatly encouraged by the Year Abroad.

*Assessment*

Assessments include a wide variety of methods such as tutor feedback, critiques of presentations, interactive discussion in groups, group feedback, peer assessment, and oral and written examinations. While skill f is not directly assessed, there are strict, clearly-defined penalties for lateness in handing in assessed work and for plagiarism.

**Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance processes or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.**