

**BA French and Management Studies**  
**For students entering Part 1 in 2010/1**

**UCAS code: NR21**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Languages and Related Studies, General Business and Management.
Faculty:	Arts, Humanities and Social Science Faculty
Programme length:	4 years
Date of specification:	09/May/2013
Programme Director:	Prof Françoise Le Saux
Programme Advisor:	Dr James Walker
Board of Studies:	Modern Languages and European Studies
Accreditation:	

**Summary of programme aims**

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

**Transferable skills**

During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills. In following this programme, students will have had the opportunity to develop such skills, in particular relating to communication, interpersonal skills, learning skills, numeracy, self-management, use of IT and problem-solving and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.

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 information about 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 Personal Tutor, to make 120 credits in each Part.

**Part 1 (three terms)**

*Compulsory modules*

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
MM1F11	People and Organisations	20	4
MM1F12	Markets, Marketing and Strategy	20	4
MM1F13	Business Statistics	20	4
MM1F2	Introductory Financial Accounting	20	4

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

Either:

Advanced French

Compulsory modules

FR101	Advanced French Language	20	4
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and either

FR103	Contemporary France: History, Politics, Literature	20	4
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or

FR104	French Cinema	20	4
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Or:

Intermediate French			
Compulsory modules			
FR102	Intermediate French Language	20	4
and either			
FR103	Contemporary France: History, Politics, Literature	20	4
or			
FR104	French Cinema	20	4

## Part 2 (three terms)

### Compulsory modules

Mod code	Module Title	Credits	Level
FR201	French Language	20	5
FR2MAN	French for Managers	20	5
MM272	International Business Management and Strategy	20	5
MM256	Management Skills	20	5

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

### In French optional module (20 credits)

Students must choose ONE option module to the value of 20 credits. A complete list of options is available from the Programme Coordinator, and a list of current options can be found in the relevant Departmental Handbook.

### In Management optional module (20 credits)

Students must choose ONE 20-credit option module. A complete list is available from the Programme Director, and a list of current options can be found in the relevant School Handbook. There is no guarantee that every option module will be available in any given year. New option modules may also be added.

## Year abroad/Year away/Additional year (three terms)

### Compulsory modules

FR3Y02	Oral in French	40	6
and			
MM353PL	Business Placement Project	40	6
OR			
MM353PR	Business Project	20	6
AND			
MM381FR	Credits from French University Course on approved Business module/s	20	6

### Optional module

Either			
FR2Y31	University Study Abroad	40	5
or			
FR2Y33	Work Placement Abroad	40	5

## Part 3 (three terms)

### Compulsory modules

Mod Code	Module Title	Credits	Level
FR303	Advanced French Language Skills	20	6

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

### **In French**

Optional module

Students must choose ONE option module to the value of 20 credits. A complete list of options is available from the Programme Coordinator, and a list of current options can be found in the relevant Departmental Handbook

### **In Management**

Optional modules: students must choose modules to total 60 credits. Students must choose THREE 20-credit modules. A complete list is available from the Programme Director, and a list of current options can be found in the relevant School Handbook. There is no guarantee that every option module will be available in any given year. New modules may also be added.

Modules typically, but not exclusively, cover: Strategic Management, Comparative International Management, International Marketing, Business Ethics, Finance and E-Business. Some modules have I-level pre-requisites.

(NB: In those programmes where the taking of 20 credits outside the main programme is permitted, no IWLP Level 1 Romance Language, or a Beginners' Latin, module, can be taken for credit by any Language finalist)

### **Progression requirements**

To proceed from Part 1 to Part 2, or from Part 2 to the Year Abroad students must :  
achieve an overall average of 40% over 120 credits taken in Part 2; and  
achieve a mark of at least 30% in individual modules amounting to not less than 100 credits taken in Part 2.

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

To progress from Part 2 to the Year Abroad a student must:  
achieve an overall average of 40% over 120 credits taken in Part 2; and  
achieve a mark of at least 30% in individual modules amounting to not less than 100 credits taken in 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.

In the final assessment, the weighting ratio between modules taken during Year 2, modules taken during the Year Abroad, and modules taken during Part 3 is 2: 3: 4. Thus modules taken during Year 2 count for 22.2% of the total credit weighting, modules taken during the Year Abroad count for 33.3% of the total credit weighting, and modules taken during Part 3 count for 44.4% of the total credit weighting.

### **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 15 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, timed tests, 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.

### **Admission requirements**

Entrants to this programme are normally required to have obtained 300 points from three 'A' level subjects or 320 from four, to include 2 full 'A' levels. Candidates must normally have 100 points (Grade B) from GCE 'A' level French (and a minimum of a Grade C) to take FR101 (Advanced French Language) OR 50 points at 'A/S' French or an A\* at GCSE French to take FR102 (Intermediate French Language) in Part 1.

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 (and a minimum of a Grade C) 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. Applications from international candidates are welcomed. International candidates are advised to contact either the International Students Office first, to discuss the suitability of their qualifications.

### **Admissions Tutor:**

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

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, the Careers, Placement and Experience Centre (CPEC), In-session English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and 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, School Senior Tutors, the Students' Union, the Medical Practice and advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing, academic issues (eg problems with module selection) and exam related queries. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions and runs workshops and seminars on a range of topics. For more information see [www.reading.ac.uk/student](http://www.reading.ac.uk/student)

In addition the departmental Course Handbooks issued to Part 1 and degree course students in both subjects provide extensive information on the programme, and on resources and study skills. The Department of Modern Language and European Studies Resource Room contains a range of reference works/videos/DVDs which can be used by students, and offers congenial study space. Foreign language newspapers and magazines are also available in the department.

The Self-Access Language Centre contains a range of audio and audio-visual materials to promote self-study in languages.

### **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 a 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 an agreement.

### **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:

1. The theoretical basis of management and key functional areas of business;
2. Current developments in the practice and theory of business management;
3. Fundamental concepts of business management relevant to the student becoming a manager in a UK business;
4. The environmental and ethical context of business management in the UK;
5. 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:

1-5 Lectures; tutor-led tutorials; student and tutor-led seminars and problem-based learning.  
2. Guest lecturers from industry and directed self-study.

4-5 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:

1. Apply the skills needed for academic study and enquiry;
2. Evaluate research and a variety of types of information and evidence critically;
3. Synthesise information from a number of sources in order to gain a coherent understanding of theory and practice;
4. Apply strategies for appropriate selection of

### 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:

relevant information from a wide source and large body of knowledge;  
5. Utilise problem-solving skills;  
6. Analyse, evaluate and interpret the assumptions and principles underpinning business management.

### **C. Practical skills - *able to*:**

In French:

1. speak, write, read and understand French at a high 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:

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

### **D. Transferable skills - *able to*:**

Transferable skills: able to:

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

1-6. Lectures; tutor-led tutorials; student and tutor-led seminars; self-directed learning; research-based teaching materials and methods; problem-based learning scenarios.

2,5,6. Case studies

3-4. Independent research and self study

Assessment:

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

### **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 module where appropriate. 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:

1-4. Practical projects; placements; seminars; lectures; problem-based scenarios.

3-4 Case studies, placements, practical projects

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

*Assessment*

**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 process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.**