

Programme Title: BA German with Business Management



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:	BA German with Business Management
Name of interim award(s):	
Duration of study / period of registration:	4 years / 3 years
QMUL programme code / UCAS code(s):	R2N1 4 yr / RNBZ 3 yr
QAA Benchmark Group:	
FHEQ Level of Award :	Level 6
Programme accredited by:	
Date Programme Specification approved:	
Responsible School / Institute:	School of the Arts

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

School of Business & Management

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

Programme outline

Studying modern languages is about more than vocabulary, grammar and pronunciation: you will also immerse yourself in culture, spend time working or studying abroad and learn to understand the subtleties of communication.

Combining a language with business and management broadens your scope, giving you a greater range of skills to draw on in your future career. The business modules focus on organisations and their operations, and span both public and private sectors. In your language studies you follow core modules designed to help you develop your linguistic skills, as well as modules in literature, culture and linguistics. You will also spend a year in a country where your chosen language is spoken. You may be able to choose to study at another university, or to take up a work placement.

Aims of the programme

1. To provide a coherent, innovative and intellectually challenging programme which promotes the study of German language, linguistics, literature and culture to a broad constituency of well-qualified students.
2. To impart a high level of linguistic knowledge and skills, both productive and receptive, in the German language, fostering an understanding of the language itself as a rewarding object of study, from the perspectives of linguistics and philology.

3. To give students access to a range of material in the foreign language that is worthy of study either as a product of the culture concerned or in a broader cultural and intellectual perspective, or both. This material can be found in different media (written and visual, such as cinema) and different genres (fiction, theatre, poetry, philosophy and so forth). These aims intertwine, since the broader and deeper the student's knowledge of and skills in the language, the broader and deeper the understanding of the material they can achieve.
4. To encourage engagement with a wide variety of critical and theoretical modes of inquiry, enabling students to develop advanced skills of literary and cultural analysis, with attention to genre, period, form and style.
5. The subsidiary business modules focus on organisations and their operations, and span both public and private spheres. The academic content is designed to provide the conceptual and analytical framework that is basic to understanding business activities. Great emphasis is placed on students reading and thinking for themselves, which requires a high degree of self-motivation and discipline.
6. To enable students to develop independent critical thinking and judgment and to undertake independent research tasks.
7. To develop a range of skills necessary to the effective communication of ideas and arguments.
8. To develop a range of subject-specific and transferable skills appropriate to a wide range of subsequent careers; in particular, to develop graduates' capacity for further learning; to prepare them for further study or research; to equip them to meet international, national, regional or local needs.

What will you be expected to achieve?

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the areas below. The programme outcomes are referenced to the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2010 and Queen Mary Statement of Graduate Attributes have been used as a guiding framework for curriculum design.

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	Ability to demonstrate a knowledge of the core linguistic, literary and cultural concepts in the study of German. In addition, to evaluate different theoretical perspectives on these concepts.
A2	Ability to illustrate the core analytical ideas relevant to these concepts, specify and apply these core analytical ideas.

A3	Ability to identify the character of cultural products in German (influence of genre, history and function). In addition, to critically evaluate the character of such cultural products.
A4	Ability to understand the complexity of business and be capable of apposite judgement on business concerns.
A5	Ability to apply the concepts of business (including those arising from such fields as economics, organisational behaviour, law, and accounting) to particular cases and make reasoned and substantiated judgements.

Disciplinary Skills - able to:

B1	develop advanced oral, written and comprehension skills in the German language, becoming fluent and accurate users of the language in a wide range of domains and registers.
B2	understand the socio-historical contexts of literary and linguistic aspects of German. In addition, to engage with theoretical models of such contexts.
B3	construct cogent and sophisticated critical essays with evidence of independent study and initiative.
B4	formulate theoretically informed arguments and express these clearly and effectively in the form of oral presentations.
B5	bring critical skills to bear on the analysis of texts and other cultural products. In addition, to compare the effectiveness of different critical techniques.
B6	demonstrate and deploy a range of key transferable skills appropriate to analytical investigation and independent critical thinking.
B7	analyse a wide range of business issues, formulating problems within an appropriate framework, and evaluating outcomes.
B8	undertake statistical analysis and qualitative research.

Attributes:

C1	Demonstrate effective spoken and written communication skills, using IT competently, and adapting communication appropriately according to the social, professional or cultural setting.
C2	Critically evaluate information from a variety of sources to extend understanding of a subject or situation, and apply this knowledge confidently and constructively.
C3	Demonstrate the independent learning ability required for continuing professional development.

How will you learn?

The programme is taught in accordance with the Teaching, Learning and Assessment Strategy of the Schools. Teaching will be led by research-oriented staff. These strategies aim to:

Foster a sense of community amongst students and staff in the pursuit of teaching and learning;
Promote the relationship between staff research, teaching and student learning;
Expose students to a diverse set of approaches to the study of their subject area;
Encourage students to take responsibility for their own learning and progress and to develop qualities of self-discipline and self-direction;
Inspire intellectual independence in students;
Employ a variety of assessment methods;
Prepare graduates for training and/or employment, or further academic study through the acquisition of transferable skills.

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Teaching takes a number of forms, which may include:

Lectures;
Seminars, including a variety of group work;
Small group tutorials;
Workshops;
Lab work using multi-media resources;
Writing intensive courses;
Field trips;
Independent work by students, including research, presentations and peer review;
Individual supervision of projects and dissertations;
Individual and group feedback on written work.

How will you be assessed?

Assessment is typically by a combination of examination and coursework, or of different kinds of coursework. The kind of examination or coursework will vary with the content of each module. Examinations may take the form of essay questions, analysis or exercises. Coursework may consist of essays, longer research projects, textual commentaries, critical reviews, practical exercises, diaries of your own research, poster presentations. Oral presentations, suitably monitored, or in-class quizzes may also be used. Language examinations may include oral and aural assessments.

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.

Students must take a minimum of 90 credits in Business Management modules and 210 credits in German in addition to the Year Abroad module in German over the period of their studies. The Year Abroad is worth 120 credits and is a compulsory and integral part of the degree programme. Exceptionally the School can exempt students from the Year Abroad. These students will submit a change of programme form to change their degree to a 3-year degree. The programme requirements for the 3 year variant are exactly the same as for the 4 year programme but without the Year Abroad requirements.

Year 1

15 credits compulsory module BUS017 Economics for Business
15 credits compulsory module BUS001 Fundamentals of Management
30 credits core German language module; GER4204 German I or GER4201 Introductory German or GER4205 German I Intensive
30 credits compulsory module SML4006 Culture and Language
30 credits Level 4 optional modules from the School of the Arts.

Year 2 - Students must meet academic requirements to progress to year 2.

15 Credits compulsory module BUS281 Management and Organisational Behaviour
15 Credits compulsory module BUS280 Introduction to Marketing and Communications
30 credits core German language module; GER5202 German II or GER5203 German II Intensive or GER5200 German II (for Native Speakers)
Minimum 30 credits of SML/FRE/GER/HSP/RUS/POR/CHI/CAT/LIB coded elective modules
Minimum 0 credits / Maximum 30 credits optional modules to be chosen from all modules offered in the Faculty of Humanities and Social Sciences, subject to space available on modules and with the guidance of your advisor.

Year Abroad - Students must meet academic requirements to progress to year 2. . Exceptionally the School can exempt students from the Year Abroad and these students will progress directly to the final year.

EITHER 120 credits Year Abroad Assessment module OR 2 x 60 credits Semester Abroad Assessment modules

Credits related to the Year Abroad assessment (as applicable) do not count towards the overall credit requirements for award.

Final Year - Students must meet academic requirements to progress to final year.

Students take 120 credits (minimum of 90 credits at level 6, maximum 30 credits at level 5) and normally 60 credits in each semester. Final Year students may not take credits at level 4.

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15 Credits compulsory module BUS359 Contemporary Strategic Analysis
 15 Credits compulsory module BUS324 The Management of Human Resources
 30 credits core German language module; GER6200 German III or GER061N German III (For Native Speakers)
 Minimum 30 credits of SML/FRE/GER/HSP/RUS/POR/CHI/CAT/LIB coded elective modules
 Minimum 0 credits / Maximum 30 credits optional modules to be chosen from all modules offered in the Faculty of Humanities and Social Sciences, subject to space available on modules and with the guidance of your advisor.

Academic Year of Study

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Culture and Language	SML4006	30	4	Compulsory	1	Semesters 1 & 2
German I	GER4204	30	4	Core	1	Semesters 1 & 2
Introductory German	GER4201	30	4	Core	1	Semesters 1 & 2
German I Intensive	GER4205	30	4	Core	1	Semesters 1 & 2
German II	GER5202	30	5	Core	2	Semesters 1 & 2
German II Intensive	GER5203	30	5	Core	2	Semesters 1 & 2
German II (for Native Speakers)	GER5200	30	5	Core	2	Semesters 1 & 2
German III	GER6200	30	6	Core	3/4	Semesters 1 & 2
German III (For Native Speakers)	GER061N	30	6	Core	3/4	Semesters 1 & 2
Modern Languages Semester Abroad study placement	STA5006A	60	5	Compulsory	3	Semester 1
Modern Languages Semester Abroad study placement	STA5006B	60	5	Compulsory	3	Semester 2
Modern Languages Semester Abroad work placement	STA5005A	60	5	Compulsory	3	Semester 1
Modern Languages Semester Abroad work placement	STA5005B	60	5	Compulsory	3	Semester 2
Modern Languages Self-Study Semester Abroad Assessment	STA5004A	60	5	Compulsory	3	Semester 1

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Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Modern Languages Self-Study Semester Abroad Assessment	STA5004B	60	5	Compulsory	3	Semester 2
Modern Languages Year Abroad study placement	STA5002	120	5	Compulsory	3	Semesters 1 & 2
Modern Languages Year Abroad work placement	STA5001	120	5	Compulsory	3	Semesters 1 & 2
Economics for Business	BUS017	15	4	Compulsory	1	Semester 2
Fundamentals of Management	BUS001	15	4	Compulsory	1	Semester 1
Management and Organisational Behaviour	BUS281	15	5	Compulsory	2	Semester 1
Introduction to Marketing and Communications	BUS280	15	5	Compulsory	2	Semester 2
Contemporary Strategic Analysis	BUS359	15	6	Compulsory	3	Semester 1
The Management of Human Resources	BUS324	15	6	Compulsory	3	Semester 2

What are the entry requirements?

The entry requirements are as stated in the Queen Mary prospectus for current entry, and on the Queen Mary website <http://www.qmul.ac.uk/undergraduate/coursefinder/index.html>

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

The Student Voice Committee provides a formal means of communication and discussion between the School of the Arts and its students. The committee consists of student representatives from each year in the School together with appropriate representation from staff. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments, and meets regularly throughout the year.

It reports in turn to the School of the Arts Education Committee (including the Director of Education), which advises the School Board 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 the university's Taught Programmes Board. Student views are incorporated in this Committee's work in a number of ways, such as through student membership, or consideration of student surveys.

The School of the Arts operates regular Programme Reviews of taught undergraduate and postgraduate provision according to University policies. The process is normally organised at a School-level basis with the Director of Education, or equivalent,

responsible for the completion of the School's Programme Reviews. Students' views are considered in this process through analysis of the NSS Survey and module evaluations.

What academic support is available?

All students beginning study on the programme will participate in a series of Welcome Week activities, including introductions to the programme, inductions in the use of the online learning environment and the use of the School's practical spaces and technical facilities. These events also include opportunities for social interaction and scheduled small group and individual meetings with personal advisers.

Each student's academic progress and personal welfare is monitored by an advisor, with whom regular meetings are scheduled. All teaching staff will hold regular drop-in hours in which students are actively encouraged to discuss their work and their progress.

The School's Director of Student Support is a designated member of staff with whom students can also raise issues and problems, and from whom they can seek advice and guidance.

Both the Director of Student Support and all advisors are able to refer students, where appropriate, to relevant professional service departments in the College, including Disability and Dyslexia, Welfare, and Counselling.

Programme-specific rules and facts

None

Specific support for disabled students

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning differences 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.

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

- Finding out if you have a specific learning difference like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Special arrangements in examinations
- 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.

Links with employers, placement opportunities and transferable skills

Graduates from this programme go on to work in a wide variety of careers. Some apply their degree knowledge directly, entering careers such as education and the arts, whilst others transfer skills gained during study into areas such as public relations, marketing and HR.

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Programme Specification Approval

Person completing Programme Specification:	Elena Moreira
Person responsible for management of programme:	Kathryn Richardson
Date Programme Specification produced / amended by School / Institute Learning and Teaching Committee:	January 2025
Date Programme Specification approved by Taught Programmes Board:	