

Faculty of

# CULTURE AND THE CREATIVE INDUSTRIES LANGUAGE



## **BA (HONS) BUSINESS MANAGEMENT AND CHINESE**

**UCAS: NT1C (BA) / M248 (FE)**

**OUR CONFUCIUS INSTITUTE IS A PARTNERSHIP BETWEEN UCLAN, BEIJING INTERNATIONAL STUDIES UNIVERSITY, AND HANBAN, PROMOTING CHINESE CULTURE AND LANGUAGE.**

**THE COURSE INCLUDES THREE PLACEMENTS IN CHINA: A SUMMER STUDY TOUR IN BEIJING, A PLACEMENT IN A CHINESE UNIVERSITY PLUS A WORK PLACEMENT IN AN INTERNATIONAL COMPANY DURING THE THIRD YEAR ABROAD IN CHINA.**

A unique and innovative course that combines the study of business with Chinese language and culture. This degree incorporates practical elements, providing students with the opportunity to study and undertake work experience with an international company in China. By studying this course our students are in the privileged position of having a guaranteed overseas internship.

Students develop a range of language skills required in a business setting, including business interpreting, and also understanding of contemporary China, its economy and society. The wide range of business modules includes the principles of marketing, financial and human resource management, and international strategic management.

Whilst studying at UCLan our students broaden their understanding of China with funded study tours through our established Confucius Institute partnered with Beijing International Studies University. They provide scholarship opportunities for years abroad in China, and offer various cultural activities and extra academic support such as weekly tutorial and lectures, Chinese cinema club, calligraphy and taiji classes, Chinese brush painting, Chinese New Year celebration, and HSK preparatory lessons.

## COURSE CONTENT

### Years 1 & 2

Beginners Chinese Language: Literacy  
Beginners Business Chinese Conversation  
An Introduction to Contemporary China  
Introduction to International Business  
Management & Organisational Functions  
Financial and Management Accounting for Managers

Intermediate Chinese: Literacy  
Intermediate Business Chinese Conversation  
A 'Preparation for Year Abroad' module  
The Multi-national Enterprises and Cross-cultural  
Management  
Marketing Principles for Business  
Managing Personnel & Human Resources

### Years 3 & 4

The 3rd / 4th year if on Foundation of the programme is a placement in China. The first half of the year is spent studying at one of our partner institutions across China, while the second half is spent on a work placement.

Advanced Chinese  
Techniques and Practice of Interpreting  
Understanding Chinese Economy and Society  
International Strategic Management  
Dissertation  
An optional module, from HRM, Marketing, Accounting, Development and Change in the Asia Pacific Region, Cultural and Business, and UK-China Business Creation.

## FACILITIES

Students will study using the latest industry-standard equipment in our professional interpreting suites and will have access to our state-of-the-art Learning Centre, where interactive video, satellite TV, computers, and other self-study audio and video materials are available on an open access basis. Our students can study additional languages using the digital technologies including Rosetta Stone.

The Worldwide Learning Centre offers a varied programme of activities designed to give students global experiences on campus and there are bursaries available to support short trips abroad during your time with us. Our Worldwide Learning Centre offers five-day work experience placements and short-term internships for graduates and final year students.

### **Natasha Taylor** **Business Management and Chinese Graduate**

"My course at UCLan was central to my success in gaining a job at WPP Agency. It is, in my opinion, the best-designed BA course in the UK in which to study International Business and Chinese language and culture, offering significant time in China, including the opportunity for work experience."

## EMPLOYABILITY

The wide range of business and Chinese modules, along with the internship opportunity during students' year abroad in China has given our students enhanced employability and competitiveness in the global job market. Our graduates are now developing their careers all over the world, from UK to China, from Europe to the USA.

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