

Faculty of

**CULTURE AND THE
CREATIVE INDUSTRIES
LANGUAGE**



**BA (HONS) INTERNATIONAL BUSINESS
COMMUNICATION WITH A MODERN
FOREIGN LANGUAGE (TOP-UP)**

**UCAS: N1T6 (Arabic) / N1T1 (Chinese) / N1R1 (French) / N1R2 (German) /
N1T2 (Japanese) / N1T4 (Korean) / N1R7 (Russian) / N1R4 (Spanish)**

ACCREDITED BY THE BRITISH COUNCIL FOR NON-NATIVE SPEAKERS OF ENGLISH ONLY.

**ALL STUDENTS WILL HAVE ACCESS TO OUR WORLDWIDE LEARNING CENTRE, WHICH IS
OPEN YEAR-ROUND AND OFFERS ADVICE AND SUPPORT FOR THE STUDY OF WORLD
LANGUAGES AND CULTURES, TRAVELLING, AND WORKING OR STUDYING ABROAD.**

This unique course, accredited by the British Council, will improve students language and communication skills in both English and their chosen language to develop their understanding of the role of the international manager. They will learn what it takes to work and manage successfully in an international and intercultural context. Students can choose to study specialist business modules such as marketing, human resources, international management, tourism, and finance and will develop the project management and research skills that will give them the competitive edge in their career. We also give students the opportunity to go on subsidised field trips: previous students have visited Shanghai, China, Spain and the Czech Republic.

If a student wishes to work or has already worked in communication oriented careers related to international business and management contexts, then this programme will prepare them for any career or field of postgraduate study requiring a mixture of business knowledge, high-level English and foreign language skills as well as cultural awareness, e.g. public relations, marketing and advertising.

COURSE CONTENT

Years 1/2

See website for details

Year 3

Compulsory Modules

International Business Communication (triple module) Modern Foreign Language – Arabic / Chinese / French / German / Japanese / Korean / Russian / Spanish (single module) Translation/Interpreting in MFL (single module)

Year 3

Optional Modules

Human Resource Management
Marketing
Tourism
Finance
Corporate Communication
Asia-Pacific Studies
Events Management
Research Methods

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.

Kathrin Remy - Germany IBC with French Graduate

“Being on a course with people from France, Italy, Spain, China and different Arab countries is challenging, especially for group work. It gives you an insight into different cultures and shows how different people treat tasks and understand them. The course taught me a lot about business terms, current business issues and communication between people from different social backgrounds. The year abroad was the beginning of good friendships and is a period of my life I will never forget.”

EMPLOYABILITY

This course will give students a range of business skills that they will be able to apply in a global context. Our graduates have gone on to a whole range of different careers, from finance to export/import companies.

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