

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Business Society and Culture 3		
<b>Module Code</b>	25-6007-00L (French), 25-6067-00L (German), 25-6069-00L (Spanish)		
<b>Level</b>	6		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Practical 50% Exam 50%		
<b>Pre-Requisite Modules (if applicable)</b>	Depends on degree.		
<b>Delivered according to Standard Academic Calendar YES / NO</b>	<b>Long: 2 semesters</b>  YES	<b>Short: 1 semester</b>  NO	<b>Other delivery pattern: Please specify</b>

### 1 MODULE AIMS

This module is designed to build on and consolidate the knowledge of the business environment and the linguistic competence that students have acquired through prior study and successful completion of a work placement in the target language country (TLC) with a view to further enhancing student employability.

The aims of this module are to:

- provide an overview of the business environment in the target language country (TLC) by highlighting and exploring some of the key political, economic and socio-cultural influences on business activities within that country;
- further develop awareness and understanding of important aspects of the different sectors of the business environment of the TLC;
- provide the background knowledge necessary to function effectively in a national or multi-national company operating in or dealing with the TLC;
- increase students' competence in using a variety of linguistic and specialist registers, both written and spoken, thus developing their ability to use more specialist registers to carry out a range of tasks and activities with accuracy in the TL (target language);
- enable students to identify and use information sources in the TL to research topics appropriate to their study specialisms or professional interests; and
- in all of the above aims students will be encouraged to reflect on their individual learning needs and to devise strategies for achieving them.

## 2 **MODULE LEARNING OUTCOMES** **BY THE END OF THIS MODULE YOU BE ABLE TO:**

On successful completion of this module, you will be able to:

1. Demonstrate a detailed knowledge of the socio-economic, political and cultural environments in which spoken and written communications in the target language occur.
2. Demonstrate a critical understanding of how organisations behave in the Target Language country and apply this knowledge and understanding to analysing and discussing authentic case studies.
3. Produce advanced oral and written communications in the Target Language using an appropriate range of authentic reference sources for research purposes.
4. Show an ability to reflect on and assess in the Target Language your own linguistic, personal and professional development

## 3 **INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES**

Seminars will normally be conducted in the target language. Activities will consist of various forms of Tutor-led and student-led input and follow-up activities. Teaching will be delivered through mini lectures and/or talks (both Tutor-led and student-led) and research-based activities, discussions, debates and presentations (student-led). This module places great emphasis on developing your ability to research information and synthesise facts and opinions from a variety of reputable sources, making full use of multimedia materials including written, video, audio, CD-ROM and Internet based sources. You will need to attend regularly and you will undertake a programme of self-directed learning relating to outcomes 4 and 6 to be drawn up and agreed in consultation with your Module Tutor. During this module, you will be provided with oral and written feedback. You will be expected to act on this feedback to progress satisfactorily. In order to achieve the required learning outcomes, you will need to take part in regular class sessions with the tutor, as well as engage actively in structured self-directed learning outside the classroom.

Assessment will take the form of both a presentation and an examination.

### **ASSESSMENT STRATEGY AND METHODS**

<b>Tas k No.</b>	<b><u>TASK DESCRIPTION</u></b>	<b>SI Code</b>	<b>Task Weighting %</b>	<b>Word Count / Duration</b>	<b>In-module retrieval available</b>
1	Presentation	PR	50%	10-15 minutes	No
2	Exam	EX	50%	2 hours unseen	No

#### 4 INDICATIVE MODULE CONTENTS / TOPICS

The module will draw on and increase the knowledge, experience and skills that you have already gained through previous study and during your study and/or work placement in the TLC. You will be expected to explain, analyse and critique the topics on the study programme and to demonstrate a high level of linguistic competence. While the specific topics to be discussed will vary across the languages, they are likely to include such themes as:

- Political institutions and their impact on the business environment (regional issues, structural and demographic change, types of industries, structure of business, employment issues etc;
- Current affairs in the TLC;
- Privatisation and the role of the State;
- Globalisation, management strategy in national, transnational and global companies;
- Europe and the EU relationship with the TLC;
- Case Studies; and
- Societal and cultural influences and change.

Other topics may be included to reflect your specific specialism and those of your peer group (e.g. Marketing, Tourism and International Business) along with current events and recent developments in the TL country.

#### FURTHER INFORMATION ABOUT THIS MODULE

**FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.**

#### THIS INFORMATION CAN BE FOUND IN

Target Language (French, Spanish, Italian, German) on-line learning site.

BSC3 Module Guide.

**NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.**

#### FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No.  2
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#### MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

#### REVISIONS

Date	Reason
July 2012	Assessment Framework review