

PROGRAMME SPECIFICATION

Section 1: Basic Data

Awarding institution/body	UWE
Teaching institution	UWE
Delivery Location(s)	UWE Frenchay
Faculty responsible for programme	HLSS
Modular Scheme title	N/A
Professional Statutory or Regulatory Body Links (type and dates)	N/A
Highest award title	BA (Hons) Chinese Studies and Intercultural Communication
Default award title	BA (Hons) Chinese Studies and Intercultural Communication
Interim award titles	Cert. HE Chinese Studies and Intercultural Communication
UWE progression route	Dip. HE Chinese Studies and Intercultural Communication
Mode(s) of delivery	Full time Part time
Codes	
UCAS code PT91	JACS code PT91
ISIS code TV11SM PT91SM, TL12SM, TR14SM, TN1513, TN15	HESA code
Relevant QAA subject benchmark statements	The QAA Benchmarks for Chinese Studies Section 9 Work-based and Placement Learning – September 2007.
On-going/valid until	ongoing
Valid from (insert date if appropriate)	September 2009
Original Validation Date: 29/04/2008	
Latest Committee Approval...QSC Chair's Action	Date:... 14 July 2009
Version Code 2	
<p><i>For coding purposes, a numerical sequence (1, 2, 3 etc.) should be used for successive programme specifications where 2 replaces 1, and where there are no concurrent specifications. A sequential decimal numbering (1.1; 1.2, 2.1; 2.2 etc) should be used where there are different and concurrent programme specifications</i></p>	

Section 2a – Chinese Studies: Educational aims of the programme

- To equip students with knowledge and understanding of Chinese civilisation, society and culture.
- To acquaint students with social, political, economic and cultural issues relating to the People's Republic of China.
- To foster a critical engagement with the area of Chinese Studies within a coherent framework of disciplines and interdisciplinarity, with emphasis upon historical, socio-political, socio-cultural and business-culture approaches.
- To equip students with some ability to read, write, speak and understand Mandarin Chinese, using both pinyin and Chinese pictograms
- To equip students with a range of generic and subject-specific skills fitting them for further study and/or employment in professional environments, especially those requiring a knowledge of China.
- To develop generic cognitive skills – notably those of enquiry, analysis, synthesis, evaluation and coherent presentation – in articulate and self-directed graduates possessing a high degree of intellectual independence.
- To develop subject-specific practical skills, including: proficient information-gathering using a diverse range of research resources, traditional and electronic; ability to engage constructively with other cultures; ability to apply concepts from different disciplines and/or interdisciplinary approaches; lucid and critical presentation of data and ideas.
- To develop key transferable skills emphasising self-motivation and self-reliance, co-operative interpersonal relations, information management, analysis, communication and critique.

Sections 2b – Intercultural Communication: Educational aims of the programme

- To equip students with knowledge and understanding of the theories and concepts relating to intercultural communication
- To enable students to acquire intellectual knowledge relating to intercultural encounters
- To enable students to understand systems of behaviour and how they impact on intercultural encounters
- To equip students with the ability to apply an understanding of intercultural communication issues to a range of different disciplines and areas of human activity
- To equip students with a range of generic and subject-specific skills fitting them for further study and/or employment in professional environments.
- To develop generic cognitive skills – notably those of enquiry, analysis, synthesis, evaluation and coherent presentation – in articulate and self-directed graduates possessing a high degree of intellectual independence.
- To develop subject-specific practical skills, including: proficient information-gathering using a diverse range of research resources, traditional and electronic; ability to engage constructively with other cultures; ability to apply concepts from different disciplines and/or interdisciplinary approaches; lucid and critical presentation of data and ideas.
- To develop key transferable skills emphasising self-motivation and self-reliance, co-operative interpersonal relations, information management, analysis, communication and critique.

Section 3: Learning outcomes of the programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas: ...

A. Knowledge and understanding (Chinese Studies)

Learning outcomes

Teaching, Learning and Assessment Strategies

<p>A. Knowledge and understanding of</p> <ol style="list-style-type: none"> 1. Sufficient Mandarin Chinese in its spoken and written form to be able to have some ability to read, write, speak and understand the language 2. The historical and cultural heritage of contemporary China 3. The social, political and economic features of modern China. 4. The specific issues relating to the modernization of China and its role in the global economy. 5. Issues relating to the cultural identity and characteristics of the Chinese people 6. Issues relating to Chinese business culture 	<p>Teaching/learning methods and strategies</p> <p><i>Acquisition of 1 is through study and practice of Mandarin in spoken and written forms</i></p> <p><i>Acquisition of the remaining outcomes is through a balanced mix of lectures and seminars, the latter becoming increasingly student-led as learners engage with specific aspects of the curriculum and begin to undertake research in private study time. Wherever possible and appropriate, audio-visual study aids and electronic information sources (especially the Internet) will be exploited to add extra dimensions to the learning experience over and above those provided by more traditional methods. Students will be encouraged to make use of these also in their seminar presentations.</i></p> <p><i>All modules will be integrated into UWE online.</i></p> <p>Assessment</p> <p><i>In the module involving the acquisition of the language the knowledge base will be tested through written, spoken and listening tests. For the remaining modules, testing of the knowledge base is achieved through a balanced mix of written examinations, seminar presentations and written assignments.</i></p>
<p>A. Knowledge and understanding (Intercultural Communication)</p>	
<p>Learning outcomes</p>	<p>Teaching, Learning and Assessment Strategies</p>
<p>A Knowledge and Understanding of</p> <ol style="list-style-type: none"> 7. the concept of culture and its relationship to the field of intercultural communication 8. the principal theories, concepts, typologies and terminology relating to intercultural communication 9. how culture influences world view, cognition, affect and social behaviour 10. how the communication process works, and how verbal and non-verbal messages are transmitted and received 11. the social, cultural and behavioural differences of people from a chosen variety of cultures 	<p>Teaching/learning methods and strategies</p> <p><i>All modules will be delivered through a balanced mix of lectures and seminars, the latter becoming increasingly student-led as learners engage with specific aspects of the curriculum and begin to undertake research in private study time. Wherever possible and appropriate, audio-visual study aids and electronic information sources (especially the Internet) will be exploited to add extra dimensions to the learning experience over and above those provided by more traditional methods. Students will be encouraged to make use of these also in their seminar presentations.</i></p> <p><i>All modules will be integrated into UWE online.</i></p> <p>Assessment</p> <p><i>In the majority of modules, testing of the knowledge base is achieved through a balanced mix of written examinations, seminar presentations and (normally) written assignments.</i></p>

B. Intellectual Skills

B. Intellectual Skills <ol style="list-style-type: none">1. The ability to extract and synthesise key information from spoken and written sources.2. The ability to identify and solve problems.3. The ability to engage in analytical and critical thinking and to present ideas within the structured framework of a reasoned argument.4. The ability to select and apply appropriate methodologies and theories.5. The ability to think independently.	Teaching/learning methods and strategies <p><i>Intellectual skills are developed through through formal and informal exercises including: note-taking and summary writing; seminar participation and presentations; textual analysis and commentary; essay planning and writing, both under controlled conditions and as coursework assignments. .</i></p> Assessment <p><i>All of these intellectual skills are tested to varying degrees by each of the assessment types, namely written examinations, seminar presentations and written assignments</i></p>
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C. Subject, Professional and Practical Skills

<p>C. Subject/Professional/Practical Skills (Chinese Studies)</p> <ol style="list-style-type: none"> 1. The ability to understand the field of study by approaching it through a variety of disciplines. 2. The ability to evaluate different methodologies and theories. 3. The ability to appreciate cultural difference and to adopt cross-cultural perspectives. 4. Effective note-taking, summarising and drafting. 5. Research skills using a wide range of sources, and the ability to synthesise and present cogently the products of that research. <p>C. Subject/Professional/Practical Skills (Intercultural Communication)</p> <ol style="list-style-type: none"> 1. A practical understanding of how to identify intercultural communication problems and attempt to solve them 2. An awareness of major debates in this subject area, relating to issues of tolerance, difference and the perception of diversity in and across cultures. 3. An understanding of the relationship between representation and interpretation and how photographic technology can help to determine this. 4. The ability to evaluate different methodologies and theories and apply them to empirical study. 	<p>Teaching/learning methods and strategies (Chinese Studies)</p> <p><i>Lectures will introduce students to the main theories underpinning the various disciplinary approaches in use, and seminars will provide opportunities to deploy different methodologies appropriately. Studying the variegated cultures of a continent with which most students have some familiarity will naturally foster informed cross-cultural perspectives. Effective performance in lectures, seminars and assessments will depend upon the acquisition of practical skills 4 and 5.</i></p> <p>Assessment</p> <p><i>All skills will be assessed in all exercises, with skills 1, 2 and 4 emphasised in written work and skills 3 and 5 emphasised in seminar presentations.</i></p> <p>Teaching/learning methods and strategies (Intercultural Communication)</p> <p><i>Lectures will introduce students to the main theories and concepts in use, and seminars will provide opportunities to deploy different methodologies appropriately. All students will be able to apply these concepts to their own culture, while most will be able to apply cross-cultural comparisons through knowledge and experience of other cultures. Effective performance in seminars and assessments will depend upon the acquisition of practical skills 1, 2 and 3.</i></p> <p>Assessment</p> <p><i>All skills will be assessed in all exercises, with skills 3 and 4 emphasised in written work and skills 1, 2 and 3 emphasised in seminar presentations.</i></p>
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D. Transferable Skills and other attributes

<p>D Transferable skills and other attributes</p> <ol style="list-style-type: none">1. The ability to synthesise data and muster material effectively in order to present it clearly and coherently in written form.2. The ability to do likewise in the form of oral presentation.3. The ability to work autonomously under pressure and to meet deadlines.4. The ability to work co-operatively as a constructive team member.5. The ability to make competent use of a range of information and communications technology for gathering and managing information.6. Effective note-taking, summarising and drafting skills7. Research skills using a wide range of sources, and the ability to synthesise and present cogently the products of that research	<p>Teaching/learning methods and strategies (Chinese Studies)</p> <p><i>Skills 1, 2 and 5 will be taught mostly by example through the lecturers' use and provision of study-support materials (printed, audio-visual, electronic), and their personal performance in lectures and seminars. Skill 3 will be fostered by the requirement to manage and progress coursework assignments and to submit them on time. Skill 4 will be developed through regular seminar exercises requiring teamwork on, for example, textual study, research tasks, joint seminar presentations, etc. Skill 5 will be developed by the requirement to research assignments using Web-based and other electronic resources, to engage with UWE on-line and to submit all written coursework in word-processed format.</i></p> <p>Assessment (Chinese Studies)</p> <p><i>Skill 1 is explicitly tested in written assignments, both coursework and exams. Skill 2 is expressly assessed in seminar presentations. Skill 3 is implicitly assessed by the student's timely submission of coursework and completion of examination papers. Skills 4 and 5 are not formally assessed.</i></p> <p>Teaching/learning methods and strategies (Intercultural Communication)</p> <p><i>Skills 1, 2 and 5 will be acquired mostly by example through the lecturers' use and provision of study-support materials (printed, audio-visual, electronic), and their personal performance in lectures and seminars. Skills 6 and 7 will be developed through appropriate support from tutors and supervisors. Skill 3 will be fostered by the requirement to manage and progress coursework assignments and to submit them on time. Skill 4 will be developed through regular seminar exercises requiring teamwork on, for example, research tasks, joint seminar presentations, etc. Skill 5 will also be developed by the requirement to research assignments using Web-based and other electronic resources, to engage with UWE on-line and to submit all written coursework in word-processed format.</i></p> <p>Assessment (Intercultural Communication)</p> <p><i>Skills 1, 6 and 7 are explicitly tested in written assignments, both coursework and exams. Skill 2 is expressly assessed in seminar presentations. Skill 3 is implicitly assessed by the student's timely submission of coursework and completion of examination papers. Skills 4 and 5 are not formally assessed.</i></p>
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Section 4: Programme structure

Use next page to provide a structural chart of the programme showing:

- Level and credit requirements
- Interim award requirements
 - Module diet, including compulsory/core/optional modules

Summary of Modules Available for this Programme

N.B. Module codes are strictly provisional.

Level 1

UPUQME-30-1	Introduction to Contemporary China
UPUQMF-30-1	Identity and Social Behaviour in China and Introduction to Chinese
UPUQM7-30-1	Introduction to Intercultural Communication
UPNQ45-30-1	Language and Culture: a Learning Experience

Level 2

UPUQQ6-30-2	China in the 20 th century
UPUQQ9-30-2	Language and Culture through Chinese media and film and Continuing study of Chinese
UPUQRK-30-2	Investigating Everyday Culture and Identity
UPUQQ5-30-2	Globalisation and Business Culture
UPUQQ8-30-2	Comparative Cultures and their Stories

Level 2L

UPLQ7F-120-P	Placement (Chinese Studies)
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Level 3

UPUQSQ-30-3	Business in Contemporary Chinese Society and Further Study of Chinese
UPUQSR-30-3	The Chinese Diaspora
UPUQST-30-3	China's Relations with the World
UPUQSS-30-3	Chinese Studies Project
UPUQSP-30-3	Global Citizenship
UPPNGX-30-3	Global Ethics
UPLQ9L-30-3	Teaching English to Speakers of Other Languages
UPUQSN-30-3	Intercultural Communication Project

ENTRY ↓	Level 1	Compulsory modules <ul style="list-style-type: none"> • UPUQMF-30-1 Identity and Social behaviour in China + Introduction to Chinese • UPUQM7-30-1 Introduction to Intercultural Communication 	Optional modules	Interim Awards: <i>CertHE in Chinese Studies and Intercultural Communication</i> <ul style="list-style-type: none"> • Credit requirements 120 (inc. 60 in other HA, min. 100 at level 1 or above) • Other requirements Pass in Core module
		Core modules <ul style="list-style-type: none"> • UPUQME-30-1 Introduction to Contemporary China • UPNQ45-30-1 Language and Culture: a Learning Experience 		

Level 2	Compulsory modules <ul style="list-style-type: none"> • UPUQQ9-30-2 Language and Culture through Chinese Media and Film and Continuing study of Chinese • UPUQRK-30-2 Investigating Everyday Culture and Identity 	Optional modules <ul style="list-style-type: none"> • UPUQQ5-30-2 Globalisation and Business Culture • UPUQQ8-30-2 Comparative Cultures and their Stories 	Interim Awards: <i>DipHE in Chinese Studies and Intercultural Communication</i> <ul style="list-style-type: none"> • Credit requirements 240 (inc. 120 in other HA, min. 100 at level 2 or above, min. 120 at level 1 or above) • Other requirements Pass in Core module
	Core modules <ul style="list-style-type: none"> • UPUQQ6-30-2 China in the 20th century 		
Placement Year	UPLQ7F-120-P Placement Module Students combining this award with an award in Spanish, Business, History, Politics or ICC will be encouraged to take an optional year abroad/placement.		
Level 3	Compulsory modules <ul style="list-style-type: none"> • UPUQST-30-3 China's Relations with the World • UPUQSP-30-3 Global citizenship 	Optional modules One from: <ul style="list-style-type: none"> • UPUQSR-30-3 The Chinese Diaspora • UPUQSS-30-3 Chinese Studies Project • UPPNGX-30-3 Global Ethics • UPLQ9L-30-3 TESOL • UPUQSN-30-3 Intercultural Communication Project 	Prerequisite requirements <ul style="list-style-type: none"> • Minimum credit / module requirements - 240 • Pre-requisites: <i>None</i> • Other: <i>None</i>
	Core modules		

Section 5: Entry requirements

Candidates must be able to satisfy the general admissions requirements of the University of the West of England with specific requirements as detailed below:

A & AS Levels - Normally Tariff Points within the range of 240-300

Advanced GNVQ – Level 3

Access Courses – Validated access course in appropriate subjects.

Baccalaureate – Chinese with between 66% and 70%. International with between 24 and 28 points.

Section 6: Assessment Regulations

University Academic Regulations and Procedures 2008/2009

Section 7: Student learning: distinctive features and support – Chinese Studies

- *Students will have the opportunity not only to learn about China, including contemporary issues in the first year of study, but also to acquire some knowledge of Mandarin Chinese. Close tutorial support and supervision will be offered by staff.*

Section 7: Student learning: distinctive features and support – Intercultural Communication

- *The experienced teaching team, all of whom have experience of living in other cultures, will be in a position to offer their own cross-cultural experiences to students and provide close tutorial support and supervision to other EU and international students*

Section 8 Reference points/benchmarks

Programme design has been informed by-

- *Subject Benchmark Statement – The QAA Benchmarks for Chinese Studies Section 9 Work-based and Placement Learning – September 2007*
- *UWE teaching and learning and assessment policies.*
- *UWE, Academic Registry: Approval of New Programmes and Award Routes: Guidance Notes to Programme Planners (2005/06)*

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 individual modules can be found in module specifications. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Administrator.