



University of
Strathclyde
Glasgow

PROGRAMME PROPOSAL

BA (Honours) Intercultural Communications with Global Business





Articulation Proposal

STRATHCLYDE



**POLITICS
RESEARCH
TOP TEN
IN THE UK**

**LAW
SCHOOL
RANKED 14
IN THE UK**

**RESEARCH
INTENSITY
TOP TWENTY
IN THE UK**

**UP 14
IN THE UK
RESEARCH
RANKINGS**

**STRATHCLYDE
BUSINESS
SCHOOL
TOP TEN
IN THE UK**

**LARGEST
SCHOOL OF
EDUCATION
IN SCOTLAND**

GLASGOW, SCOTLAND



Rough Guide
Top
10
tourist
destination

90
public parks
and
gardens

20
museums
and
art galleries

Largest
retail
centre
outside
London



Strathclyde's campus sits at the centre of one of the UK's largest and most dynamic cities. Glasgow's music scene, bars and restaurants are renowned and the city is consistently voted the top place to shop in the UK, outside of London's west end. So it's no surprise Glasgow was named in the global top 10 of tourism destinations for 2014 by the Rough Guide.

With Glasgow as a base, Strathclyde students are perfectly positioned to explore everything that Scotland has to offer. For fans of the outdoors, the stunning Trossachs and Highlands are just a short drive or bus journey away. Students can enjoy a wide variety of activities such as hill walking, sailing and skiing.

Faculty of Humanities & Social Sciences

The Faculty of Humanities & Social Sciences has innovative courses designed to encourage student and staff interaction and collaboration across different subjects. We place an emphasis on modern writing, forward thinking and innovative, accessible teaching; we have a reputation for highly influential research within and across disciplinary boundaries.

Consistently high ratings from students and external assessors are evidence of the quality of our teaching. There is a strong and committed academic staff, many of whom, in addition to their teaching commitments, are engaged in research, development and consultancy work of national and international significance.

Teaching is informed by staff research, which means that intellectual challenge is accompanied by an emphasis on employability – helping our graduates to develop the skills they need for a successful career.

Working in Partnership

The Faculty has a proven track record in developing courses in partnership with universities across the world. This is based on a flexible approach aimed at meeting the unique needs of each partner.

The tradition of working with colleagues across the University provides an opportunity to develop mutually-beneficial programmes tailored to suit students and institutions.

This proposal sets out options based on our understanding of the range of classes which can provide a context for students working in an increasingly global environment.

In addition to the benefits derived from the proposed programme, students will join an international student community in the heart of Glasgow, Scotland's largest city.

Together, these elements will combine to provide a unique student experience and a world-class education.

Curriculum Proposal

Honours Degrees (480 credits)

- 100 credits at level 4
- 180 credits at level 3 and 4

Year 3 (60/80 credits at level 9)

Four classes at level 3 and two classes at level 2

Semester 1

- **International Leadership Development**
Develop skills in business, management, personal development skills, team working, IT, presentations, international and cultural awareness and ethical issues. The course is delivered in conjunction with our English language department (1st in Scotland, ISB) to deliver business English teaching to facilitate and complement skills development.
- **European Politics**
A comprehensive overview of European politics, identifying the common characteristics of politics and government across the continent, but also the distinguishing features that make individual countries different.

Semester 2

- **Internet Law**
An examination of the basic principles and rules concerning the legal issues that relate to the internet, with main areas such as internet regulation, data protection, criminal law and intellectual property.
- **Semester 2**
- **Strategic Marketing in an International Context**
An analytic decision-oriented approach for the development and implementation of international marketing strategy, allowing the opportunity to explore the process for developing a successful strategy to compete successfully.
- **Managing Business Processes and Information Systems**
Providing an understanding of the key issues in the management of business processes and information systems within the wider context of the information/knowledge economy.
- **International Relations and Global Politics**
Introducing the academic study of International Relations (IR) by examining the basic concepts and

Curriculum Proposal continued

historical contexts, the major theories of IR, and the structures and processes within IR, covering topics such as the changing nature of war, international security and international institutions.

4th year (120/100 credits at level 10)

Five classes at level 4 and one class at level 2

Semesters 1 & 2

■ Issues and Trends

Introducing the current issues and trends across the different discipline boundaries within business.

Semester 1

■ Digital Communication and Culture

Exploring the implication and future of digital technology in communication. It enables students to explore debates raised in class in their own activities of digital media production and to produce their own critical reflections.

■ Commercial Law

Providing students with an understanding of commercial law through examining the basic principles and rules, including the main principles of agency, partnership and company law.

■ Economics, Trade and Policy

Under development

Semester 2

■ Dissertation (20 credits level 4)

Students undertake a short research project on an approved topic of their choice. An individual supervisor will help guide the research and read drafts.

■ Translation Studies – Key debates and Theories

Providing an historical overview of Translation Studies by introducing students in a participatory and critical way to the key debates in this field. It will also enable students to develop sophisticated language skills through the analysis and translation of authentic contemporary material.

Potential Optional Classes

■ Journalism and Popular Culture

Students will study the relationship between journalism and popular culture, and also analyse the construction of the popular, along with those historical economic and cultural forces involved in deploying the popular to establish hierarchies of judgement and legitimacy.

■ 20th-century Literature

Exploring 20-century English literature with a focus on fiction, poetry, and drama. It will also examine major literary figures along with their contemporaries and successors.

■ American Politics

Introducing students to the basic concepts and theories relating to the study of political institutions, processes, behaviour, and policy in the United States.

■ Media and Literary Publics

Looking at the development and significance of attitudes to culture, focusing on the various formations of media and literary publics.



Outstanding Facilities

Accommodation, IT resources, social life – there is plenty of support and information available to help you sort out the details of life on campus.

Accommodation

Strathclyde has 2,000 rooms offering a variety of reasonably priced accommodation on a self-catering basis. Most students live on campus in the student village, with a further 400 in University accommodation within five minutes' walk of the campus. There is also a large amount of private rental accommodation in areas very close to the University. Students bringing families and dependents should find suitable accommodation before family members arrive.

Computing and IT Services

Studying in the 21st century is about more than just books. Our students benefit from extensive computer provision and wi-fi throughout the campus. You will also enjoy free email and personalised academic information through your University User Account.

Library

The Library provides access to materials and information resources, assisting with your studies in a supportive learning environment. Study areas are available for individual or group work and there are extensive wi-fi zones for laptop use and areas with fixed computers.

The Library has around one million print volumes as well as providing access to more than one million electronic books and over 105,000 e-journals that can be used 24/7 from any suitably-enabled computer.

Careers Service

The University's award-winning Careers Service works with you throughout your time at Strathclyde and beyond graduation to help you make career choices and develop good job-hunting skills.

Our Student Employment Service can help you to find part-time or summer employment and internships or work placements. Careers advisers will help you to identify career options, improve job-search skills and secure suitable employment when you graduate.

The Careers Service maintains close links with a wide range of employers who advertise vacancies on our website. www.strath.ac.uk/careers

Student Experience Services

Our key support services include the Information & Advice and Student Financial Support teams; Student Health Service; Student Advisory and Counselling Service; Disability Service and the Chaplaincy Centre.

Sport Facilities

The Centre for Sport and Recreation has excellent facilities for a wide range of sports, as well as fitness classes, martial arts and weight training. The Sports Union runs more than 40 clubs catering for all levels of ability.

Students' Union

The Students' Union is the place to be for a great night out and is also home to various clubs, sports and volunteering opportunities. www.strathstudents.com



Our Location



Glasgow's two airports offer direct international flights to and from North America, the Middle East and a number of European cities, as well as connections to the rest of the UK.

Glasgow is only a one-hour flight from London



The University of Strathclyde campus is situated in the heart of Glasgow



**WE ARE ONE OF THE TOP 20 RESEARCH-
INTENSIVE UNIVERSITIES IN THE UK**
UK UNIVERSITY OF THE YEAR WINNER
1ST IN THE UK FOR PHYSICS RESEARCH
TOP 10 UK BUSINESS SCHOOL
IN THE TOP 250 OF GLOBAL UNIVERSITIES
UK ENTREPRENEURIAL UNIVERSITY
OF THE YEAR WINNER
SEVEN OF OUR ENGINEERING DEPARTMENTS
ARE IN THE TOP 10 FOR RESEARCH

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the place of useful learning

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