

BUSINESS/ECONOMICS COMBINATIONS

2017



UNDERGRADUATE STUDIES

Welcome

Here at Aston we have a longstanding expertise in degree programmes that combine the best of both in the worlds of business studies and social studies/ Modern Languages.

These integrated joint degrees offer you the opportunity to develop an in-depth understanding not only of the business-related issues you will face in your future career as a graduate, but also of how those issues are filtered through the lenses of the broader context in which your work will be situated. Our programmes will equip you to understand the political context, the social frameworks, and the international relationships which play such an influential part in the conduct of business in the modern world. If you choose to combine Business with a language, our programmes will give you the important edge of being able to work both within and across cultures – to native speaker levels of competence. Whichever combination you choose, the understanding you will acquire is not only theoretical.

Our innovative programmes are distinctive both in their practical, applied focus within lectures and seminars, and also in the chance to hone your fledgling knowledge in the international arena of the wider world, as you undertake a fully-supported work or study placement between your second and final years.



Dr Carol Marley
Associate Dean
for Undergraduate
Programmes

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the facts

Triple Accreditation: Aston Business School is very proud of its reputation which is reinforced by accreditation from three independent business authorities **EQUIS, AACSB and AMBA**. We are amongst just 1% of business schools worldwide to have achieved this triple accreditation and our graduates benefit from this global perspective and reputation when they enter the world of business.

Currently **78.8%** of Aston graduates find a grad-level job or further study **within six months of graduation**, compared to a national average of less than 70%, placing Aston **inside the top 25 institutions in the UK** (2017 Complete University Guide).

Over 35 years' experience of building relationships with employers; many **big name companies actively target our business students** for recruitment.

The integrated placement year gives you real business experience: over **30% of our students are offered jobs with their placement employer on graduation**.

Aston is ranked in the **top 80 in the World** and **12th in the UK** by QS Graduate Employability Rankings 2016.



Positive placements and Year Abroad programmes



Placement facts:

- ▶ Currently 73% of our students undertake a placement, with 20% of them choosing opportunities overseas
- ▶ Integrated into our degree programmes as a core part of the curriculum
- ▶ Vast majority of placements are paid. Average salary £16,000
- ▶ Established links with prestigious universities overseas for study placements.

We have built up an enviable reputation with employers many of whom return to us each year hoping to take on more Joint Honours students. We now work with over 1000 companies and each year we advertise over 5000 placement opportunities to our students. Employers regularly visit Aston looking to recruit. This means that by studying a Business and Social Sciences / Modern Languages degree at Aston you are actually taking your first career step when many of your contemporaries are still studying for a degree.

What will I do on placement?

The important thing to remember is that during your placement year the experience you will gain will be of graduate level work. The experience will assist you with your studies, making you more aware of the practicalities of management and organisation and helping you towards your final degree result.

Where are the placements?

Our placements are not restricted to the UK – we work with organisations all over the world including in North and South America, Asia, Australia and Europe. No matter where you work, all of our placements have one thing in common, they are about honing your skills and allowing you to experience how theory and practice work in the real world of business. Aston students also have the opportunity to complete

a study placement overseas at one of our many partner universities which include Queensland University of Australia, Chinese University of Hong Kong, San Diego State University, Mannheim University of Germany and Bocconi University of Italy.

First class support

We are extremely proud of the level of support and preparation that we provide for the placement year. We have a full-time dedicated Placements Team who provide a programme of support to students throughout their placement search and whilst on placement.

Each school of study has a dedicated Placement Coordinator who will provide students with the most relevant placement information for their degree programme. You will be supported throughout the application process, with CV and skills workshops, presentations, sample application materials and one-to-one advice sessions. The application process for a placement is similar to applying for a graduate job, which is excellent experience in itself.

During the placement year, we will normally visit you to check on your progress and help you make the most of this exciting opportunity. Our Placements Team also provide support throughout the year to make sure that things go smoothly.

Aston University has a dedicated International Placements Team that provides specialist support to students undertaking work and study placements overseas. The International Placements Team will assist you throughout your placement search by offering tailored guidance throughout the application process, with briefing sessions, CV workshops, sample application materials and one-to-one advice sessions. The team also run intercultural awareness workshops which help you to prepare for your time abroad and offers support to students whilst they are overseas.

Many Aston graduates go on to gain employment with employers featured in the 'Times Top 100 Graduate Employees'

Who will I work for?

It is up to you which work or study opportunities you decide to apply for but be assured we individually assess each placement to ensure that it is of the right quality and involves work that we deem to be of the correct level for our students. We work with a large range of organisations from multinationals to family firms and from the private and public sectors; all of whom are involved within a huge variety of activities.

Companies who target our placement students include:

- | | |
|---------------------|-------------------|
| ▶ Accenture | ▶ Deloitte |
| ▶ Goldman Sachs | ▶ Microsoft |
| ▶ BMW | ▶ Disney |
| ▶ IBM | ▶ Morgan Stanley |
| ▶ Caterpillar | ▶ E.ON |
| ▶ Intel | ▶ NHS |
| ▶ Citibank | ▶ Ernst & Young |
| ▶ Johnson & Johnson | ▶ Warner Brothers |
| ▶ Danone | ▶ Vauxhall |
| ▶ Mattel | ▶ Xerox |

Aston Placement Scholarships

We want to encourage as many students as possible to take a placement year or year abroad. Thanks to our range of scholarships, we estimate that the majority of Aston students will not pay any tuition fees for their Placement Year.

Extensive Aston Scholarships

Aston University's tuition fee and scholarship levels for 2017 entry will be confirmed in Summer 2016. See our website for further details, terms and conditions.
www.aston.ac.uk/scholarships

Aston Placement Scholarship for unpaid placement years

Most placement students are paid a salary by their employer, but if you take an unpaid placement year or year abroad, you will not have to pay any placement year tuition fee. The Aston Placement Scholarship is offered irrespective of family income.



"I chose Aston University due to the course on offer. I also wanted the opportunity to enlarge my social network: Aston University is home to very qualified lecturers as well as students from a diverse range of backgrounds.

I have always been interested in exploring new cultures and this was one of the main reasons why I decided to do a study placement in Singapore Management University in my third year. I had an amazing, inspirational and very beneficial year in Singapore. The environment at Singapore Management University was competitive and the lecturers encouraged you to feel passionate about their subject areas. Modules are taught in a very interactive way a lot of group projects and presentations, as well as class debates and discussions. I believe my time management skills and my motivation to strive for better results improved during my placement year, as well as my ability to work efficiently in groups with students from diverse backgrounds. All of the skills which I acquired during my placement year have helped me tremendously during my final year studies at Aston University. This is why I would encourage every student to pursue a Placement year abroad.

My final year of studies at Aston has started very smoothly and I am glad to see that there are many positive developments which are newly provided by the university. I believe that my studies at Aston met the initial expectations which I had when I applied. Thus, I gained the preparation and the confidence to apply for one of the best masters. Aston University has helped me to realize what my career orientation is."

Rositsa Toneva
Business and International Relations
BSc

Graduate careers

Positive placements and Year Abroad programmes

Aston has been a leading University for graduate employability since its foundation in 1966. We have fantastic career focused degree courses, high quality teaching, strong industry partnerships and we are dedicated to equipping students for success in the global market/workplace. A placement year spent with an employer has been proven to enhance graduate employment prospects and degree performance.

Career prospects

Our Business and Social Science Modern Language undergraduate degrees have one simple aim – to get students ready for life in the forefront of business. To this end, our curriculum is robust, relevant and rooted in the real world. A deep understanding of the needs of business, combined with a thorough, practical approach, means that our graduates are able to contribute from the moment they start their first job.

Aston Careers Service – supporting Aston's outstanding graduate employment record

Aston University's dedicated Careers+Placements team provides quality careers guidance and placement support to enhance the employability and capability of all of our students and recent graduates.

Our relationships with employers are extremely important, and we place a high value on their input to our activities. We support our students in pursuing their career and employment goals by:

- ▶ Advertising graduate opportunities, placements and vacation work via our bespoke online jobs portal, Aston Futures

- ▶ Arranging and publicising employer led presentations, drop-ins, recruitment fairs, specialist careers events and workshops
- ▶ Creating excellent business links with recruiters, and promoting the benefits of Aston students and graduates in placement and graduate roles within their organisation. Facilitating their contact with students and encouraging their participation in on-campus activities
- ▶ Providing online and in person guidance in preparation for the world of work, further education, business start-up or whatever their plans may be for life after university

Find us online at:
www.aston.ac.uk/careers



"The year abroad stands out as the highlight of my time at Aston. I spent six months in France and six months in Germany. I felt very well prepared before I arrived due to the support of the International Placements Team. They helped me to secure my placement in Germany and they also assisted with finding suitable accommodation.

I undertook my work placement at Bosch Packaging Technology in Stuttgart. I worked in the Continuous Improvement Process Department, supporting a team of internal consultants. I undertook research, prepared presentations and tested project management software. My work placement gave me a 'can do' attitude as I had to solve problems in a foreign language. After six months of work I felt independent, confident, determined and more focused on my studies so it was a really beneficial time.

I am currently working as a Business Development Co-ordinator at Truflo Marine, an engineering company with responsibility for continuous improvement and marketing.

My placement with Bosch Packaging Technology gave me a good grounding and helped me understand the manufacturing environment which helped when applying as I had relevant experience from my placement year."

Louise Hall
Graduate
International Business and Modern
Languages (French and German) BSc

"The Year Abroad stands out as the highlight of my time at Aston."



"Since graduating in 2013 I started working for a Member of the German Parliament – Dr. Georg Nüßlein (CDU/CSU) – in the context of the International Parliamentary Scholarship provided by the German Government. By working directly with the deputy office I get a unique insight into the real world of politics. After this programme, I will start my Master's degree in Public Policy at the Hertie School of Governance in Berlin. The Hertie School of Governance is among the best universities in Europe specialising in Governance. With support from my Aston University professors, I received a full grant – Future of Europe Stipend – to finance my studies at this institution."

Jekaterina Grigorjeva
Graduate
International Business and Modern
Languages (German) BSc

A green and sustainable campus

Students from over 120 countries study at Aston University each year, living in a lively, safe, close-knit and friendly atmosphere.

Aston University's location is unique. Our attractive green campus is set in the centre of Birmingham – just a five minute walk from its first-class social, shopping and cultural attractions.

Our self-contained campus gives Aston University students the best of both worlds: a green, well-equipped, friendly campus in the heart of a vibrant city.

We are improving our facilities all the time with a number of ongoing projects to improve our sustainability and reduce our environmental impact.

Our commitment to sustainability has been recognised in the 2015 'People and Planet Green League' where we are ranked 12 out of the 151 UK universities and Higher Education institutions for our environmental performance.

Other achievements include:

- ▶ reducing CO2 emissions by installing smart LED lighting; solar PV panels systems; and increasing sustainability awareness
- ▶ a combined heat and power plant delivers low carbon electricity and heat
- ▶ we recycle or compost 91% of our waste
- ▶ 'Go Green Week' is held every year to promote sustainability
- ▶ a Fairtrade University since 2007
- ▶ 'Carbon Week' (launched 2015) where all second year students learn about climate change and how it will affect future careers.



People and Planet Green League

Aston has been awarded 'First Class Honours' for our ranking at number 12 out of the 151 UK universities and Higher Education institutions (People and Planet Green League 2015).



Platinum EcoCampus Award

We have achieved the Platinum EcoCampus award for our Environmental Management System, one of only 7 universities to have reached this level.



Fairtrade

Aston has been a Fairtrade accredited university since 2007.



Birmingham an amazing place to live

Birmingham is internationally recognised as a leader in leisure, entertainment, shopping and sport. Birmingham is an international centre for business, commerce and industry, housing numerous UK and overseas banks, law firms and Europe's second largest insurance market. Birmingham attracts 25 million visitors each year and contributes billions to the national economy through manufacturing and engineering.

Easily accessible Whether by road, rail or air, travelling to and from Birmingham is easy. The University campus is central to an extensive network of motorways and railways. The location of the campus and pedestrianised city centre means walking is easy

Nightlife With over 70,000 students, Birmingham is one of Europe's liveliest cities. Having more than 100 bars, clubs and pubs, Birmingham has something for everyone.

Europe's shopping capital With the Bullring shopping mall in the city centre, you will only be a short walk from shops and restaurants, including the iconic Selfridges store and the new flagship John Lewis store.

Entertainment, sport and leisure Birmingham has one of the highest concentrations of live theatre outside of London's West End. A number of fine art collections can be found at the City Museum and Art Gallery, and the Barber Institute of Fine Arts. The LG Arena (NEC), the Barclaycard Arena and the Birmingham O2 Academy host music to suit all tastes. Birmingham is at the heart of sporting action. Football clubs, including Aston Villa and Birmingham City, have their home grounds within the city. Warwickshire County Ground at Edgbaston provides International Test and County Cricket games. Athletics events are held in the City at the Alexander Stadium and at the Barclaycard Arena.

To find out more, visit: www.aston.ac.uk/birmingham



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#brumlife

Degree programmes

A joint honours degree enables you to study two subjects in parallel, with your time divided equally between them.

Key benefits

- ▶ Multi-disciplinary degree involving two subjects
- ▶ Increased employability opportunities with knowledge from two areas
- ▶ Study two subjects to degree level
- ▶ Integrated Placement Year or Year Abroad.

Alternative combinations with Business and Economics are also available:

- ▶ Business & Management
- ▶ Business Computing & IT
- ▶ Economics & Management
- ▶ International Business & Economics
- ▶ International Business and Management
- ▶ Psychology and Business
- ▶ Mathematics and Business
- ▶ Mathematics with Economics.

For more information about these courses visit: www.aston.ac.uk/study/undergraduate/courses.

Business/Economics and Social Sciences

| | UCAS Code |
|--|-----------|
| Business and International Relations | LN21 |
| Business and Politics | LN2C |
| Business, Management and Public Policy | LN41 |
| Business Management and English Language | QN75 |
| Business and Sociology | LN31 |
| Politics and Economics | LL12 |

The length of each of the above courses is 4 year full-time with an integrated placement year (can be based in the UK or overseas). See page 6 for further information.

International Business and Modern Languages (IBML)

| | UCAS Code |
|--|-----------|
| International Business and French | NR11 |
| International Business and German | NR12 |
| International Business and Spanish | NR14 |
| International Business, French and German | NR33 |
| International Business, French and Spanish | NR44 |
| International Business, German and Spanish | NR24 |

The length of each of the above courses is 4 year full-time with an integrated year abroad. See page 4 for further information.



Politics and Economics BSc (Joint Honours)

Key facts

4 year full-time with integrated placement year.

UCAS code: LL12

Typical offer level:

A-level: ABB - BBB

IB: 32-33 points

Other qualifications see page 26.

Specific subject requirements:

GCSE: English Language Grade C and Maths Grade B.

Fees per year for 2107 entry:

For the latest information on tuition fees visit:

www.aston.ac.uk/study/undergraduate/student-finance/tuition-fees/

Programme overview

The programme is designed to provide you with an intellectually rigorous and up-to-date education in the disciplines of Politics and Economics which will help you to identify and achieve your personal, academic and professional goals. The course takes a multidisciplinary approach for those wishing to draw the connections between political and economic phenomena. On the Politics side, you will acquire the ability to analyse and understand political problems, socio-cultural change and political institutions and structures. On the Economics side, you will develop a range of tools needed to solve a variety of complex economic problems. To facilitate this, you will familiarise yourself with appropriate

research and analytical skills, developing an ability to investigate a range of political and economic issues, and gaining a sound understanding of how economic and political issues are often closely inter-related in today's globalised mass society.

For detailed module descriptions for this course visit www.aston.ac.uk/lss/undergraduate



Typical modules

The modules below are indicative only. When an offer is made, students will receive a detailed programme specification which forms part of our terms and conditions.

Year 1

Politics: Introduction to Politics; British Politics since 1945; Introduction to the European Union.

Economics: Introduction to Micro Economics; Introduction to Macro Economics; Introduction to Business Analytics; Government Policies and Regulations; Political Economy and Industrial Policy; Principles of Financial Accounting.

Year 2

Politics: Comparative Government and Politics; Introduction to Political Economy. Option from History of Political Thought; Security Studies in a Changing World and Regional Politics and Society.

Economics: Principles of Macroeconomics; Principles of Microeconomics; Industrial Organisation and Strategy; Introduction to Econometrics I; Emerging and Transitional Economies.

Placement year

Compulsory placement year. See page 4.

Final year

Politics and Economics Research Dissertation; Macroeconomic Policy; Competition Policy and Economic Regulation.

Options from: The International Relations of East Asia; Conflict and Politics in Contemporary Balkans; Regions and Regionalism in Europe; Political Leaders: Case Studies and Comparative Perspectives; Economics of Multinational Enterprise; International Trade; Applied Econometrics and Forecasting; Economics of Innovation.

Business and Politics BSc (Joint Honours)

Key facts

4 year full-time with integrated placement year.

UCAS code: LN2C

Typical offer level:

A-level: ABB - BBB

IB: 32-33 points

Other qualifications see page 26.

Specific subject requirements:

GCSE: English Language Grade C and Maths Grade C.

Fees per year for 2107 entry:

For the latest information on tuition fees visit:

www.aston.ac.uk/study/undergraduate/student-finance/tuition-fees/

Programme overview

This course is designed to help you build a comprehensive understanding of the various functions of management and examine the major issues facing governments across the world, and the policies developed and delivered by governments and other organisations.

Politics

Politics will deepen your understanding of the world. You will gain knowledge about the institutions, processes and concepts of politics as well as

general insight into how these affect society, both in the UK, the European Union and worldwide. In your First Year you will study introductory modules in politics, the European Union and governance. At the core of your Second Year are modules dealing with the history of political thought, as well as a focus on British foreign and domestic policy. In your Final Year a politics research dissertation on an agreed topic of your choice counts for a substantial and challenging part of your programme.

Business

You'll study the theories, principles and underlying concepts of the main functions of management and develop a strong understanding of business models and processes. You'll examine how strategic decision-making within organisations takes place, and develop the ability to recognise and analyse the economic, technical, financial, social and organisational parameters within which modern managers make decisions.

For detailed module descriptions for this course visit
www.aston.ac.uk/lss/undergraduate

Typical modules

The modules below are indicative only. When an offer is made, students will receive a detailed programme specification which forms part of our terms and conditions.

Year 1

Politics: Introduction to Politics; British politics since 1945; Information Skills; Introduction to the European Union.

Business: Organisational Behaviour; Principles of Financial Accounting; Economic Environment; IT for Business; Business Analytics; Introduction to Marketing Management.

Year 2

Politics: Introduction to Political Economy; Comparative Government and Politics; Introduction to Political Economy; Research Methods in Political and Social Studies.

Business: Management Accounting; Operations Management; Business Game; Business Policy; Business Economics; Business, Government & Society.

Placement year

Compulsory placement year. See page 4.

Final year

Politics: Politics Research Dissertation

Options from: Central and East European Politics; Immigration and Citizenship in Western Europe; The International Relations of East Asia; Religion and Politics in Contemporary Europe; Political Communication; The American Presidency; Nationalism and Political Power; Ethics and International Politics; Contemporary Welfare Politics; Political Parties and Party Systems; Conflict and Politics in the Contemporary Balkans.

Business: Finance; Value Based Strategy.

Options from: Making Managerial Decisions using Accounting Information; Theories and Practice of Leadership; Psychology & Work; Marketing Psychology; International Marketing; International Operations; Effective Project Delivery; Entrepreneurial Management; Learning, Training and Development in Organisations; Global Working; Business Ethics; International Business Economics.

Business and International Relations BSc (Joint Honours)

Key facts

4 year full-time with integrated placement year.

UCAS code: LN21

Typical offers:

A-level: ABB - BBB

IB: 32-33 points

Other qualifications see page 26.

Specific subject requirements:

GCSE: English Language Grade C and Maths Grade C.

Fees per year for 2017 entry:

For the latest information on tuition fees visit:

www.aston.ac.uk/study/undergraduate/student-finance/tuition-fees/

Programme overview

This course is designed to help you build a comprehensive understanding of the various functions of management and examine politics in the international realm.

International Relations

You will develop a knowledge and understanding of the nature of relations between states and also of the roles played by international institutions, other intergovernmental organisations, multinational corporations and NGOs. The First Year introduces

you to key modules focusing on the international state system and to the structure and purpose of international organisations; you also learn about ethics and international politics. The Second Year covers theories and contemporary issues in international relations, security studies and the globalisation of the international political economy. During the Final Year you will explore more specialised topics through the completion of an individual research dissertation and a range of modules covering topics such as the international relations of East Asia, US foreign policy, and the international relations between post Soviet Russia, Ukraine and Belarus.

Business

You'll study the theories, principles and underlying concepts of the main functions of management and develop a strong understanding of business models and processes. You'll examine how strategic decision-making within organisations takes place, and develop the ability to recognise and analyse the economic, technical, financial, social and organisational parameters within which modern managers make decisions.

For detailed module descriptions for this course visit
www.aston.ac.uk/lss/undergraduate

Typical modules

The modules below are indicative only. When an offer is made, students will receive a detailed programme specification which forms part of our terms and conditions.

Year 1

International Relations: Introduction to International Relations; Modern Europe and the World; Information Skills; Introduction to the European Union.

Business: Organisational Behaviour; Principles of Financial Accounting; Economic Environment; IT for Business; Business Analytics; Introduction to Marketing Management.

Year 2

International Relations: Research Methods; Politics and Policies of the EU; International Relations: Theories and Issues; Security Studies.

Business: Management Accounting; Operations Management; Business Game; Business Policy; Business Economics; Business, Government & Society.

Placement year

Compulsory placement year. See page 4.

Final year

International Relations: Research Dissertation.

Options from: Immigration and Citizenship in Western Europe; The International Politics of East Asia; Religion and Politics in Contemporary Europe; Nationalism and Political Power; Regions and Regionalism in Europe; Contemporary Welfare Politics; Political Parties and Party Systems; The American Presidency.

Business: Finance; Value Based Strategy.

Options from: Making Managerial Decisions using Accounting Information; Theories and Practice of Leadership; Psychology & Work; Marketing Psychology; International Marketing; International Operations; Effective Project Delivery; Entrepreneurial Management; Learning, Training and Development in Organisations; Global Working.

Business Management and English Language BSc

Key facts

4 year full-time with integrated placement year

UCAS code: QN75

Typical offer level:

A-level: ABB - BBB

IB: 32-33 points

Other qualifications see page 26.

Specific subject requirements:

GCSE: English Language Grade C and Maths Grade C.

Fees per year for 2107 entry:

For the latest information on tuition fees visit:

www.aston.ac.uk/study/undergraduate/student-finance/tuition-fees/

Key benefits

- ▶ An innovative programme offering an attractive combination of subjects
- ▶ Professionally relevant, cutting-edge modules such as Leadership and Management Communication, Language at Work, Computer-mediated Communication and Intercultural Communication
- ▶ A professional placement year with support from an academic supervisor and Aston's Placements office

Programme overview

Our BSc in Business Management and English Language takes a practical approach to both subject areas through professionally relevant modules which draw directly on Aston's ground-breaking research. You will gain a theoretical knowledge and

understanding of the English language, how it works in society and organisations, and its role in the world today. You will also gain the academic knowledge and the commercial and leadership skills of business management. With a professional placement year as one of its key features, the programme is geared towards increasing your employability; it is designed to provide you with the knowledge and skills required of professionals working in the public, private and voluntary sectors.

The bridge between Business Management and English is provided by modules centred around the themes of (international) communication and leadership, and professional discourse. For example, you will investigate the range of ways in which leaders and senior managers use spoken, written and multimodal communication in the workplace to achieve certain aims. The modules will introduce a range of models of discourse analysis and invite students to participate in simulated contexts such as business meetings, interviews, presentations, and so on. You will be taught by research-active lecturers who are internationally recognised researchers in fields such as leadership communication, marketing, economic development, multi-national enterprises and location, forensic linguistics, language and gender and TESOL studies.

Typical modules

The modules below are indicative only. When an offer is made, students will receive a detailed programme specification which forms part of our terms and conditions.

Modules will be taken from the following range:

Year 1

People and Organisations; Preparing for Integrated Studies; Principles of Financial Accounting; IT for Business; Economic Environment of Business; Contexts, Modes & Media; Grammar & Meaning; Language in Society.

Year 2

Psychology & Work; Effective Teamwork; Business Game; Operations Management; Business, Government & Society; Exploring

Integrated Studies; Working with Language Data; Language at Work; Introduction to Intercultural Communication; Psychology of Language & Communication; Language in the News Media; Computer Mediated Communication; Language of the Law.

Placement year

Compulsory placement year. See page 4.

Final year

Dissertation, Leadership & Management Communication 1, Leadership & Management Communication 2, Theories & Practice of Leadership, Consumer Behaviour, Advanced Consumer, Behaviour, International Marketing, International Operations.

"The modules offered on the English Language degree at Aston University reveal English Language in a whole new light. I have gained a lot of transferable skills which I found myself using daily during my placement year, as well as in my personal life.

For my placement year I was given a role at Ford Motor Company, working in their Public Affairs and Communications Department. My placement year was split with half the year at Ford of Europe and the second half of the year based at Ford of Britain. My role was focussed on aiding launches and motor shows all over Europe. I also dealt with journalists on a first-hand basis, and developing the stylistic skill of press release writing.

I have been lucky enough to have a placement which has tied in very well to my course. Modules such as 'Language in the News Media', 'Psychology of Language and Communication' and 'Variations of English' have given me a thorough understanding of how linguistic communication works. I have also had the unique opportunity to travel around Europe to countries such as Spain, Switzerland and Germany, and I have made vital links with important people in the PR industry which will prove to help me in the future.

The option of doing a placement is one which I feel privileged to have been offered. I believe that my placement in hand with my degree will set me on the right path for achieving my aims and ambitions in life. I feel that the amount of experience gained will certainly impress future employers.

Another benefit of my placement is the possibility of a graduate position, this is something I would greatly consider."

Angelina Trivedi
English Language BSc



International Business and Modern Languages (IBML) BSc

(Joint Honours French/German/Spanish/Mandarin Chinese/Arabic/ Portuguese)

Key facts

4 year full-time with integrated year abroad.

UCAS code:

| | |
|--|------|
| International Business and French | NR11 |
| International Business and German | NR12 |
| International Business and Spanish | NR14 |
| International Business, French and German | NR33 |
| International Business, French and Spanish | NR44 |
| International Business, German and Spanish | NR24 |

Typical offer level:

A Level: ABB - BBB

IB: 32-34 points

Other qualifications see page 26.

Specific subject requirements:

GCSE: English Language Grade C and Maths Grade C.

A-level: Grade B in language(s).

Fees per year for 2107 entry:

For the latest information on tuition fees visit:

www.aston.ac.uk/study/undergraduate/student-finance/tuition-fees/

Programme overview

www.aston.ac.uk/study/undergraduate/courses/aston-business-school/international-business-modern-languages/

More and more companies are competing in the global market place, which means there is a growing demand for managers with an international outlook. Graduates with knowledge of foreign countries and their business cultures, that are proficient in foreign languages, have an edge. This degree has been created to produce graduates, capable of fast-tracking into senior management.

Many degree programmes treat language and business as two separate entities. In contrast the Aston degree focuses on the integrated study of advanced level French, German or Spanish, or a combination of two of these languages, with Business Management. You also have the option to include the study of either Chinese (Mandarin), Portuguese or Arabic as a minor subject within your degree programme. Your language skills are improved by the teaching of all language classes, and many of the management classes, in the foreign language(s) that you are studying. The emphasis is on understanding the country, their business environment and developing relevant vocabulary, and not literary studies.

Course structure

The first year gives you an introduction to management whilst developing your language

skills. You will extend your language knowledge into new areas, building on your oral and written language skills and becoming familiar with a variety of vocabularies. You will learn about changes in the environment of business in the UK and worldwide, specialising in the business environment of France, Germany and/or Spain. These subjects are taught in the foreign language to ensure that you make progress in the language and business simultaneously, preparing you for the year abroad.

In the second year you will cover the main functional areas of management and will study the worldwide environment of business, specialising further in the business platform of France, Germany and/or Spain. You will also continue to develop your foreign language skills. In the final year you will address two main business themes as well as continuing to develop your language skills.

Typical modules

The modules below are indicative only. When an offer is made, students will receive a detailed programme specification which forms part of our terms and conditions.

Year 1

Modules taught in English:

- ▶ International Business Environment (worldwide)
- ▶ Organisational Behaviour
- ▶ Economics
- ▶ Quantitative Techniques
- ▶ IT for Business
- ▶ Financial Accounting.

Modules taught in the target language:

- ▶ International Business Environment (France/Germany/Spain and Latin America)
- ▶ French/German/Spanish Language
- ▶ Introduction to French-/German-/Spanish-speaking countries, or Arabic Language (beginners)/Chinese Language (beginners)/Portuguese (beginners).

Year 2

Modules taught in English:

- ▶ International Business Environment (worldwide)
- ▶ Marketing
- ▶ Operations Management
- ▶ Data Analysis
- ▶ Management Accounting
- ▶ Strategic Finance.

Modules taught in the target language:

- ▶ International Business Environment (France/Germany/Spain and Latin America)
- ▶ French/German/Spanish Language
- ▶ Politics and Society/Culture and Conflict (France/Germany/Spain and Latin America) or Arabic Language (intermediate)/Chinese Language (intermediate)/Portuguese (intermediate).

Year abroad

Study and/or work in a French/German/Spanish speaking country. This year offers a great deal of flexibility with the option of studying, working, or doing a combination of both. If you choose to do a study placement you will spend time in one of the prestigious Business Schools that we have exchange agreements with in Austria, Canada, France, Germany, Mexico and Spain.

The year is assessed by an essay in French/German/Spanish, deriving from the work placement, or by examinations taken in the partner business school, or both.

Final year

Modules taught in English:

- ▶ Strategy (Policy Analysis and Decision-making)
- ▶ International Marketing or International Operations
- ▶ International Finance
- ▶ International Economics
- ▶ Global Working.

Modules taught in the target language:

- ▶ International Business Environment France/Germany/Spain and Latin America
- ▶ French/German/Spanish Language
- ▶ Choice of modules in French/German/Spanish culture, media, history and politics, or dissertation or Arabic Language (advanced)/Chinese Language (advanced)/Portuguese (advanced).

For detailed module descriptions for this course visit www.aston.ac.uk/lss/undergraduate



"The languages department at Aston University is a real credit to the university and I saw this most when applying for internships for my placement year. The connections that Aston has established over the years are undeniably good and they have links with massive names all over the world. I was lucky enough to have the opportunity to spend my year abroad in Paris, France and it was the best experience of my life. I split my year abroad into two placements and spent 6 months working for HSBC and then I worked for 6 months at BNP Paribas, which is a large, international French bank. Not only did I gain practical experience from these two placements but I also gained much confidence when speaking and practising my French. I also met so many lovely people who I know I will stay in touch with for the rest of my life. It was an absolutely unforgettable experience. Aston University has prepared me for the real world and I have had no problem finding a job. In fact, I have secured a graduate job with Lloyds Banking Group in their Commercial Banking division as a Relationship Manager for when I graduate."

Leigh Dunkley
International Business and Modern Languages (French) BSc

Business, Management and Public Policy BSc (Joint Honours)

Key facts

4 year full-time with integrated placement year.

UCAS code: LN41

Typical offer level:

A-level: ABB - BBB

IB: 32-33 points

Other qualifications see page 26.

Specific subject requirements:

GCSE: English Language Grade C and Maths Grade C.

Fees per year for 2107 entry:

For the latest information on tuition fees visit:

www.aston.ac.uk/study/undergraduate/student-finance/tuition-fees/

Programme overview

Business, Management and Public Policy is a multi-disciplinary programme that examines the major economic and social issues facing governments across the world, and the policies developed and delivered by governments and other organisations. It builds upon various A-Levels including Politics, (e.g. the role of the government), Sociology (e.g. modern forms of power), Economics (e.g. market failure), Geography (e.g. globalisation) and Business Studies (e.g. government support for enterprise).

You will investigate the economic, social and political forces which influence government decision-making, and which give rise to conflict between the achievement of economic, environmental and social objectives. You will also examine why governments take particular decisions in key policy areas and develop a detailed understanding of processes of policy making at a global, national and local levels of government. You will also study the nature of policy delivery and management by various organisations, such as local governments, schools and businesses. In your final year you will examine different key areas of government policy, including economic development, health and environment. You will also examine relationships between governments and business in and around issues of risk and regulation.

For detailed module descriptions for this course visit

www.aston.ac.uk/lss/undergraduate

Typical modules

The modules below are indicative only. When an offer is made, students will receive a detailed programme specification which forms part of our terms and conditions.

Year 1

Issues in Welfare; The State and the Economy; Research Methods; Quantitative Methods; People & Organisations; Principles of Financial Accounting; Economic Environment of Business; IT for Business; Foundations of Business Analytics; Introduction to Marketing Management.

Year 2

Comparing Public Policies; Global Social Policy; Government, Globalisation and Money; Environmental Policy; Economy, Society and Government; Global Society; CSI: Crime, Subversion and Injustice; Birmingham and the World; Management Accounting; Operations Management; Business Game; Business Policy; Business Economics; Business, Government & Society.

Placement year

Compulsory placement year. See page 4.

Final year

Public Policy: Governance of Economic Development Policy; Modern British Governance; Risk, Regulation and the Financial Crisis; Health matters: Understanding Patterns and Policies; Corporate Power in a Globalised World; Risk, Environment and Society; The Sociology of Work and Society; Racism, Class and Gender; Sociology of Education; Contemporary Social Movements; Sport, Politics and Culture.

Business: Principles of Finance; Value Based Strategy.

Options from: Theories and Practice of Leadership; Psychology & Work; International Marketing; International Operations; Effective Project Delivery; Entrepreneurial Management; Learning, Training and Development in Organisations; Business Ethics; Consumer Research & the Customer Experience.

Business and Sociology BSc (Joint Honours)

Key facts

4 year full-time with integrated placement year.

UCAS code: LN31

Typical offer level:

A-level: ABB - BBB

IB: 32-33 points

Other qualifications see page 26.

Specific subject requirements:

GCSE: English Language Grade C and Maths Grade C.

Fees per year for 2107 entry:

For the latest information on tuition fees visit:

www.aston.ac.uk/study/undergraduate/student-finance/tuition-fees/

Programme overview

This course is designed to develop your sociological analysis and research skills and a comprehensive understanding of the various functions of management.

You will develop an informed understanding of the major debates shaping today's society, and cultivate a wider 'sociological imagination' of the contemporary world. You will establish foundations in sociological approaches to gender, 'race', class and sexuality. This will feed into higher level courses that deal with more complex issues including the relationship between science and 'race', reproductive politics, environmental justice and media power.

You'll study the theories, principles and underlying concepts of the main functions of management and develop a strong understanding of business models and processes. You'll examine how strategic decision-making within organisations takes place, and develop the ability to recognise and analyse the economic, technical, financial, social and organisational parameters within which modern managers make decisions.

Your placement year will give you the opportunity to apply your key skills and competencies within a real work-based situation.

For detailed module descriptions for this course visit

www.aston.ac.uk/lss/undergraduate



Typical modules

The modules below are indicative only. When an offer is made, students will receive a detailed programme specification which forms part of our terms and conditions.

Year 1

Sociology: Identities and Inequalities; Research Methods I; Social Theory I.

Business: People & Organisations; Principles of Financial Accounting; Economic Environment of Business; IT for Business; Foundations of Business Analytics; Introduction to Marketing Management.

Year 2

Sociology: Embodiment and Feminist Theory; Research Methods II; Sociology of Racism; Social Theory II; Global Society; CSI: Crime, Subversion and Injustice.

Business: Management Accounting; Operations Management; Business Game; Business Policy;

Business Economics; Business, Government & Society.

Placement year

Compulsory placement year. See page 4.

Final year

Sociology: Dissertation. Options from: Racism, Class and Gender; Contemporary Power in a Globalised World; Sociology of Religion; Tattoos, TV, Trends: Understanding Popular Culture.

Business: Principles of Finance; Value Based Strategy.

Options from: Theories and Practice of Leadership; Psychology & Work; International Marketing; International Operations; Effective Project Delivery; Entrepreneurial Management; Learning, Training and Development in Organisations; Business Ethics; Consumer Research & the Customer Experience.

Teaching and assessment



How will I be taught?

You will be involved in: lectures, tutorials, seminars, e-seminars, small-group work, project work and independent study. Many of your modules will be in workshop format, alternating theoretical input with practical analysis, and allowing you to test out your understanding in discussion with other students and your tutor. There are also opportunities for group and collaborative work. Students undertake a major piece of independent research in Final Year.

For detailed programme specifications go to:
www.aston.ac.uk/programme-specifications

How will I be assessed?

Assessment is through a combination of exams, project-based coursework, essays, presentations and an extended dissertation during your Final Year. Exams take place in January and May/June.

For detailed programme specifications go to:
www.aston.ac.uk/programme-specifications

What is the Personal Tutor System?

You will be allocated a Personal Tutor when you join us and you will be encouraged to make regular contact with them throughout your studies. Personal Tutors are there to help discuss academic and, in some cases, personal issues. Personal Tutors can also often offer support by writing references for placement/graduate employment and academic research.

Programme Support Team

Our main aim in the Programme Support team for Languages and Social Sciences (LSS) is to ensure that our students receive the best support possible throughout their time at Aston.

We are often the first point of contact for students if they have any issues, whether academic, pastoral or anything else that is concerning them.

We are happy to talk to students one-to-one, over the phone or via email – whatever works best for the individual. We also offer a number of services that we encourage students to benefit from, including the Personal Tutor System and the Student Staff Committee (SSC).

Student support

Academic support

Academic staff are on hand during specifically advertised 'office hours' to discuss any academic concerns you have about your studies and to offer academic support and guidance.



Other services:

The University also provides a range of other services including:

- ▶ Health Centre
- ▶ The Hub – student support and advice zone
- ▶ Learning and Skills Centre
- ▶ Counselling Service
- ▶ Chaplaincy and on-site prayer room.



Facilities

Joint Honours students at Aston have access to a wide range of resources for study and research, including thousands of online journals, books and databases; and a dedicated learning technologies team. Our 'Cadbury Room' has social seating, study stations and meeting tables, as well as WiFi, networked printing and a photocopier. The school has specialist software: NVIVO for analysing interviews and documents; corpus tools for analysing large collections of authentic texts; multimedia editing (audio and video). A DVD library and an online archive of recorded television and radio (Bob National) are also available to students. Students can borrow digital audio recorders and video cameras.

The University offers more general training courses in study skills, and the Library's Learning Development Centre provides one-to-one instruction, workshops and study guides for academic research and writing.



Library and information services

A well-resourced library is critical to your studies and Aston's Library service provides over 237,000 volumes and access to 14,708 electronic journals. It opens 86-150 hours a week including weekends during term time providing the accessibility required to fit with your study pattern.



Learn Arabic, French, German, Japanese, Mandarin Chinese, Portuguese or Spanish for free during your first year of study at Aston University.

Languages are increasingly in demand from global businesses. Learning a new language can really develop your intercultural awareness and give you a head start in a global working environment.

Free language tuition is available to all eligible first year students* at beginners, intermediate or advanced level and our experienced language tutors will support you every step of the way.

*See our website for eligibility criteria.

Key benefits

- ▶ Learn a new language or improve your existing language skills
- ▶ Enhance your CV and increase your employability
- ▶ Excellent preparation for placements abroad
- ▶ Languages are increasingly in demand from global businesses
- ▶ Increase your intercultural awareness.



Choosing your language level

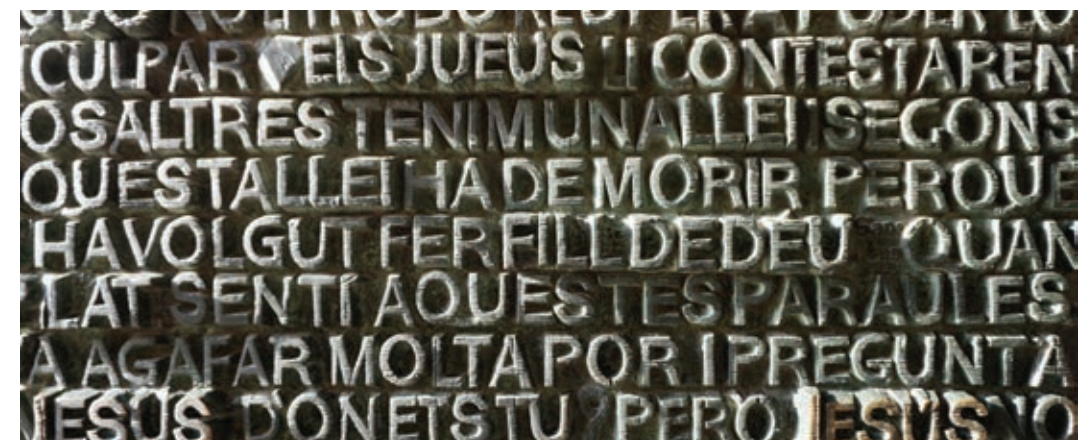
- ▶ **Beginners** – modules are designed for those with no knowledge of the language.
- ▶ **Intermediate** – you will need some prior knowledge of the language, usually a GCSE pass at grade C or above.
- ▶ **Advanced** – you will need a grade C or above in the same language at AS level, or an equivalent qualification.

It will be determined which level of study is appropriate for each student (beginners, intermediate or advanced) based on the information that you supply on your application form.

Classes take place during the standard university teaching day and are structured around undergraduate timetables. They are two-hour sessions usually held late in the afternoon or in the early evening. Assessment is by a short oral presentation and discussion, a 30-minute class listening test and a two hour examination. The exam includes grammar and vocabulary exercises, reading and written comprehension, and written composition. Feedback is given for learning purposes throughout the module in the form of informal, verbal comments on weekly activities; both formative and summative feedback are provided on the oral presentation; written feedback is also given as part of the marking process for the exam.

For more information contact:
Languages for All Co-ordinator
Tel: **0121 204 4290**
Email: languages_for_all@aston.ac.uk

www.aston.ac.uk/languagesforall



When you apply

Your UCAS form will be carefully considered by our Admissions Tutor. We treat each application to our courses individually and take a range of criteria into account when making offers, including:

- ▶ Evidence of commitment and motivation to studying the subject – the UCAS personal statement
- ▶ Predicted grades
- ▶ Past performance – e.g. GCSEs
- ▶ School/college reference
- ▶ Relevant experience
- ▶ Extenuating circumstances
- ▶ Interview performance (if required in a small number of cases).

University and programme codes

The UCAS code, ASTON A80, should be entered clearly on your application form. UCAS codes for degree programmes are listed throughout this prospectus and on the UCAS website.

Choice of university/college

You may apply to five institutions/courses on the UCAS form, but are not obliged to use all five choices. You can enter your choices in any order.

When to apply

For entry in Autumn 2017 you can apply from mid-September 2016 but the last date for the receipt of applications, to qualify for full and equal treatment, is 15th January 2017. Although you should make every effort to let us have your application by 15th January 2017, we are still able to consider applications throughout the year.

Other qualifications

For information on the suitability of other qualifications please contact the Admissions Office and we will be happy to assist.

Welsh, Scottish and Irish qualifications

Aston regularly receives and welcomes application from Wales, Scotland and Ireland for all our degree programmes. Welsh applicants can include a pass in the Welsh Baccalaureate as one of their A2 levels.

EU/International qualifications

We welcome well-qualified applicants who hold European or International Qualifications. Prospective students are encouraged to contact our Admissions Office for detailed advice and guidance on the suitability regarding their qualifications.

Students with disabilities and specific learning difficulties

We welcome applications from students with disabilities and aim to enable you to make the most of your time at the university, whether you have a medical condition, physical, sensory or hidden disability, mental health or specific learning difficulty. **Your application will be considered solely on academic merit** but it is helpful if we know in advance about any support needs you may have. We strongly advise you to notify us of any disability or support needs via your UCAS form. A copy of your application will then be sent to the Disability Co-ordinator, who may ask you for additional information relating to disability issues only. We may invite you for an interview so you can see the campus and discuss

arrangements in advance. A recommendation for your support requirements will then be made to the School. Please contact the Disability Co-ordinator for further advice or information: **0121 204 4711** or **disabilityteam@aston.ac.uk**

Deferred entry accepted

At Aston University, we recognise the advantages that some students can gain from a 'gap year', and our Admissions Team will be happy to discuss deferred entry with you. If you do want to apply to Aston but defer entry, you should indicate this on your UCAS form. It is also recommended that you outline briefly on your personal statement your reason(s) for choosing deferred entry.

For further advice or information please send an email to: **lss_ugadmissions@aston.ac.uk** or call: **+44 (0) 121 204 3777**



Open days before you apply

We hold three major open days each year in June, September and October for applicants to visit us before they apply. Details are available at: **www.aston.ac.uk/prospective-students/opendays**

Open days after you apply

If you apply to us on your UCAS form and we make you an offer of a place to study with us (an 'Unconditional Offer' or a 'Conditional Offer'), you will be personally invited to one of our Joint Honours open days. These events provide lots of opportunities to ask questions and meet staff and students. You will also be able to go on a campus and accommodation tour and to look around the department (including our e-learning centre and Cadbury room). We also have a placements Question and Answer Panel where our current students who have just returned from placement tell you all about their fantastic placements experiences!

Independent campus tours

If you are unable to attend one of our scheduled open days and would like to look around the department independently please contact us to arrange a visit. Detailed maps and directions can be found at: **www.aston.ac.uk/about/directions**.

Contact us

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B4 7ET
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Terms and conditions

The information contained in this prospectus is relevant for applications to postgraduate programmes in the academic session September 2017 - June 2018 and is supplemental to the Terms and Conditions of Enrolment which will form part of any offer made by the University. The Terms and Conditions of Enrolment are available on request. The information in this prospectus is correct at the time of going to press (July 2016).

All students who accept a place at Aston University will be required to abide by, and to submit to Aston University's policies, rules and regulations. A copy of the policies, rules and regulations is available on request from the Registry. [The policies, rules and regulations that apply to a student throughout his or her time at the University are the policies, rules and regulations in place at the time the student accepts his or her place.]

Where placements form part of a programme of study, the University makes every effort to help its students find suitable placement opportunities. However, as the availability, duration, nature and content of placements are outside the University's control, we cannot guarantee that suitable placements will always be available.

The University does not warrant or guarantee that its position in any league table, survey or poll will be maintained throughout a student's course, enrolment on any particular programme will automatically result in graduation and/or that a student successfully completing a course will receive any offer of employment.





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