

BA (Hons) English for International Corporate Communication

(Subject to validation) 4th intake in 2008

University of Central Lancashire



Programme code : 82944

Duration & study mode : 1 year (full-time)

Programme Aim & Objective

The programme aims to help students develop skills and knowledge which enable them to communicate effectively in English in a wide range of social and work-related situations; engage students in a structured process of language development which allows them to participate, in English, in a professional environment; enable them to gain an understanding of and skills in their chosen specialization and develop their awareness of the role of language in defining those fields; develop students' interpersonal skills, critical self-awareness and problem-solving abilities, in order to contribute meaningfully to a changing international environment; and enable students to develop a broad range of business registers in English, appropriate to interacting with employers in a variety of professional contexts.

Modules

Compulsory Modules

- Globalisation & Business in English for International Corporate Communication
- Cultural & Business in English for International Corporate Communication
- English for International Corporate Communication Dissertation
- English for Management in the Workplace

Optional Modules

Students need to select one of the following pathways and take the 2 compulsory pathway modules.

- Public Relations
 - a) Public Relations in Context
 - b) Corporate Strategy and Communication
- Marketing
 - a) Marketing Principles for Business
 - b) Marketing of Services
- Tourism
 - a) International Tourism Development
 - b) International Tourism: Themes and issues

Entry

This programme is specially designed for students who have successfully completed AD / HD in language, PR, media disciplines in a local university such as:

- Associate of Arts in Applied Chinese Studies
- Associate of Arts in Applied Japanese Studies
- Associate of Arts in Bilingual Communication Studies
- Associate of Arts in English for Professional Communications
- Associate of Arts in Translation and Interpretation
- Associate of Arts in Public Relations and Communication
- Associate of Arts in Media and Publication Design
- Associate of Digital Visual Design

Graduates of other Associate Degree / Higher Diploma programmes may also be considered.

English Requirements

Students are expected to meet the English language requirements for undergraduate work at the level specified by UCLan, i.e. either TOEFL 520 or IELTS 6. Local students from relevant Associate Degree or who have passed English language requirements with a good pass (e.g. B- or above) will be exempted from the IELTS requirements. However, an interview or a written test may be required for some applications.

Special Features

- Encourages Personal Development Planning (PDP) to each student
- Students will get access to the UCLan online educational resources and communication tools

Teaching

100% by local professional academics



Fee : HK\$70,000

Commencement : September 2008

Website : <http://www.cityu.edu.hk/ce/degree/82944>

Enquiries : (Tel) 2194 2719 / 2788 7423

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Background

The University of Central Lancashire (UCLan) is located in Preston. With a history stretching back over 175 years, the University was officially established as a university in 1992. It is a dynamic and modern university offering over 3000 courses across six faculties. UCLan currently has over 25000 students at undergraduate and post-graduate levels, studying a wide range of programmes, and has partnership agreements with universities in many different countries around the world. The Department of Languages and International Studies is a leader in the field of teaching English for professional purposes. It was rated as "excellent" in its most recent official inspection by UK Government authorities. It is a department that has received government commendation regularly through the UK Quality Assurance Agency for providing a learning environment of the highest quality.

Website: www.uclan.ac.uk