# 6. PROGRAMME OUTCOMES

Programme-level learning outcomes are identified below. Please refer to the Curriculum Map at the end of this document for details of how outcomes are deployed across the study programme.

### Key Programme Outcomes

Upon completing the BA (Hons) English Language and International Business, students will be able to:

* Achieve C1 level English proficiency, as defined by the CEFR, by the end of the fourth academic year.
* Gain a comprehensive understanding of a wide range of English language and international business concepts.
* Develop the ability to apply their language skills in various social, academic, and international business contexts.
* Acquire the capacity to critically reflect on different approaches and perspectives.
* Develop professional skills and engage with a variety of challenges and problem-solving situations.

## Knowledge and Understanding (A)

A1. Demonstrate comprehensive knowledge of English grammar, vocabulary, and pronunciation, alongside an in-depth understanding of English literature, linguistics, and intercultural communication.

A2. Exhibit an understanding of cross-cultural communication and language variations between English and Chinese, while demonstrating proficiency in English-Chinese translation and interpretation techniques.

A3. Demonstrates knowledge of business negotiation, trade regulations, and ethics, along with a comprehensive understanding of business communication, marketing principles and strategies, and international business practices and etiquette.

A4. Demonstrate knowledge of international finance, supply chain management, and global business operations

## Cognitive Skills (B)

B1. Demonstrates effective English language skills in everyday communication while developing critical thinking and analytical skills through literary analysis and evaluation of complex texts.

B2. Analyse business texts and case studies, demonstrating cross-cultural communication skills, critical reflection on ethics and sustainability, and the application of theoretical frameworks and analytical tools to evaluate international business strategies and market risks.

B3. Demonstrate higher-order thinking to analyse and synthesize information in English and Chinese, demonstrating advanced academic writing and research skills while presenting well-reasoned arguments.

## Practical Skills (C)

C1. Apply listening, speaking, reading, and writing skills in English while demonstrating research and presentation abilities, and engage in group projects and cultural exchanges to enhance interpersonal and teamwork skills.

C2. Develop effective communication, negotiation, and conflict resolution skills in English through language immersion experiences, while demonstrating proficiency in English-Chinese translation and interpretation for business contexts.

C3. Enhance writing and digital marketing skills in English and Chinese while participating in business simulations and consulting projects and applying advanced language skills in presentations and cross-cultural meetings to analyse global business operations.

## Personal Development/Key Skills (D)

D1. Demonstrate cultural awareness, adaptability, and professionalism in diverse work environments and showcase ethical responsibility and autonomy in dynamic business contexts.

D2. Develop teamwork, time management, and leadership skills while demonstrating effective communication in multicultural settings.

D3. Reflect on personal growth and career goals while engaging in self-assessment, networking, and extracurricular activities, and develop a tailored portfolio and continuous learning plan in international business and language fields.

# APPENDIX 1 Curriculum Map

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   |   | **Knowledge and understanding** | **Cognitive Skills** | **Practical Skills** | **Personal Development/Key Skills** |
|   |  | A1 | A2 | A3 | A4 | B1 | B2 | B3 | C1 | C2 | C3 | D1 | D2 | D3 |
| **Level 3** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C05020100001  | Introduction to English Speaking Countries | X |  |  |  | X | X |  | X |  |  | X | X | X |
| C05020100002 | Comprehensive English (1) | X |  |  |  | X |  |  | X |  |  | X | X | X |
| C05020100003 | English Listening and Speaking (1) | X |  |  |  | X | X |  | X |  |  | X | X | X |
| C05020100004 | English Grammar | X |  |  |  | X |  |  | X |  |  |  | X | X |
| C05020100005 | Extensive Reading (1) | X |  |  |  |  |  |  | X |  |  | X | X | X |
| C05020100006  | Comprehensive English (2) | X |  |  |  | X |  |  | X |  |  | X | X | X |
| C05020100007 | Foundations of Business | X |  |  |  | X |  |  | X |  |  |  | X | X |
| C05020100008 | English Listening and Speaking (2) | X |  |  |  | X | X |  | X |  |  | X | X | X |
| C05020100009 | Extensive Reading (2) | X |  |  |  | X |  |  | X |  |  | X | X | X |
| C05020100010  | An Introduction to British and American Literature | X |  |  |  | X |  |  | X |  |  | X | X | X |
| G00000000012  | Computer Foundation  |  |  |  |  |  |  |  |  |  |  |  |  | X |
| **Level 4** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C05020100011 | Comprehensive English (3) | X |  |  |  | X |  |  |  | X | X | X |  |  |
| C05020100012 | English-Chinese Translation |  | X | X |  |  |  | X |  |  | X |  |  | X |
| C05020100013 | Public Speaking and Debate (1) | X |  |  |  | X | X |  |  | X | X | X |  | X |
| C05020100014 | British Literature | X | X |  |  | X |  |  |  | X | X | X |  |  |
| C05020100015 | English Writing Skills | X |  |  |  | X | X |  |  | X | X | X |  | X |
| C05020100016 | Chinese-English Translation |  | X | X |  |  |  | X |  |  | X |  |  | X |
| C05020100017 | Comprehensive English (4) | X |  |  |  | X | X |  |  | X | X | X |  |  |
| C05020100018 | Public Speaking and Debate (2) | X |  |  |  | X | X |  |  | X | X | X |  | X |
| C05020100019  | American Literature | X | X |  |  | X |  |  |  | X | X | X |  |  |
| C05020100020  | An Overview of Western Cultures | X | X |  |  | X | X |  |  | X | X | X |  | X |
| C05020100021  | Introduction to Entrepreneurship | X | X |  |  | X | X |  |  | X | X | X |  | X |
| **Level 5** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C05020100022 | Legal and Ethical Aspects in Business |  |  | X |  |  |  |  |  |  | X |  | X | X |
| C05020100023 | Consecutive Interpreting |  | X |  |  |  |  | X |  | X | X |  | X | X |
| C05020100024 | Advanced English (1) |  | X |  |  |  |  | X |  |  |  |  |  | X |
| C05020100025 | Principles of Marketing |  |  | X |  |  | X |  |  |  | X |  | X | X |
| C05020100026 | Digital Marketing and Social Media |  |  | X |  |  | X |  |  |  | X |  | X | X |
| C05020100027 | English for Academic Writing |  |  |  |  |  |  | X |  |  |  |  |  | X |
| C05020100028 | Advanced English (2) |  | X |  |  |  |  | X |  |  |  |  |  | X |
| C05020100029 | E-commerce Customer Service |  |  | X |  |  |  |  |  |  | X |  | X | X |
| C05020100030 | E-commerce Laws and Regulations |  |  | X |  |  |  |  |  |  | X |  | X | X |
| **Level 6** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C05020100031  | International Trade |  |  | X | X |  | X |  |  |  | X | X |  | X |
| C05020100032 | International Business |  |  | X | X |  | X |  |  |  | X | X |  | X |
| C05020100033 | International Business Environment |  |  | X | X |  | X |  |  |  | X | X |  | X |
| C05020100034 | Employment Guidance |  |  |  |  |  |  |  |  |  |  |  |  | X |
| C05020100035 | International Commercial Law |  |  | X | X |  | X |  |  |  | X | X |  | X |
| C05020100036 | Public Relations Practice |  |  | X |  |  |  |  |  |  | X | X |  | X |
| C05020100037 | Undergraduate Thesis (Design) |  |  |  |  |  |  | X |  |  |  |  |  | X |
| C05020100038 | Global Marketing |  |  | X | X |  | X |  |  |  | X | X |  | X |
| C05020100039 | International Business Negotiation and Etiquette |  |  |  |  |  | X |  |  |  | X | X |  | X |