

Module descriptions

BSc International Business and Modern Languages, Aston University

Language Skills

Develop essential linguistic skills (i.e. reading, writing, speaking, listening) as you learn about business, the world of work and marketing.

Examples of activities, which are led in the target language, include:

- launch a product to a new market
- design your own advertisement
- learn how to write a CV and motivation
- create your video CV.

Please note that the content of our modules is constantly updated to ensure they remain relevant in our fast-changing world.

International Business Environment

Develop your linguistic skills and enhance your knowledge of business as you learn about French/Spanish/German/Mandarin-speaking markets.

Examples of activities, which are led in the target language, include:

- designing an application
- launching a start-up
- creating a business plan
- demonstrating an understanding of new and emerging economic models that are emerging.

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Introduction to x-speaking countries

Taking an area studies approach, this module aims to give you a basic knowledge of French/Spanish/German culture, politics, society and economy as well as an understanding of the principal events and processes which have shaped modern France/Spain/Germany, demonstrating the ways in which historical traditions have influenced political structures and public debates in contemporary France/Spain/Germany. By the end of the module, you will have developed a critical approach to French/German/Spanish culture and society.

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Culture and conflict

This module aims to provide you with an advanced insight into the cultural achievements in French/Spanish/German/Mandarin-speaking countries. You will study various forms of cultural and linguistic expression and their social and historical contexts.

On successful completion of the module, you:

- will have developed advanced insights into the cultural public discourses of their target culture(s) and study various forms of cultural and linguistic expression in their social and historical contexts
- will have developed critical thinking and evaluative engagement with various cultural phenomena
- be able to develop strategies for understanding and resolving problems
- will have explored the multi-dimensions of cultural products related to actual language practice in a given place and time.

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Characters learning (Mandarin only)

A unique module, where you will learn essential Mandarin characters, which will give you the extra edge in the business world.

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