

## Revised undergraduate programme specification

### School of Oriental and African Studies

The following information forms the programme specification at the School of Oriental and African Studies, University of London. It gives definitive information relating to a programme of study and is written for a public audience, particularly prospective and current students. It is also used for other purposes such as initial programme approval, and is therefore produced at the start of the programme development process. Once approved, it forms the base-line information for all statements relating to the programme and is updated as approved amendments are made.

#### CORE INFORMATION

Programme title	BA South East Studies and International Management
Final award	BA
Intermediate awards	NA
Mode of attendance	Full-time
UCAS code	Not yet awarded
Professional body accreditation	N/A
Date specification created/updated	December 2010

#### WHY CHOOSE THIS PROGRAMME?

Why study at SOAS?	<p>SOAS is unique as the only higher education institution in the UK specialising in the study of Africa, Asia and the Middle East. The School also has the largest concentration of specialist faculty concerned with the study of these areas at any university in the world. SOAS is consistently ranked among the top higher education institutions in the UK and the world and it also offers a friendly, vibrant environment for students in a diverse and close-knit community.</p> <p><b>Click here for more information.</b></p>
What is special about this programme?	<p>SOAS is the only University in the UK with a Department focusing solely on the study of the Languages and Cultures of South East Asia, complemented across the School by broad multi-disciplinary expertise in the region.</p> <p>At SOAS, on the management side you will study general courses on accounting, business, management and marketing that will include concrete examples from Asia, advanced courses on economy and finance in East Asia, and you will be able to focus on finance and management of South East Asia in your essays and final dissertation.</p> <p>On the South East Asian side of the degree you will be able to choose from a range of exciting courses on the literature, culture and society of South East Asia, including unique courses in cinema, literature, art, music, religion, history, politics, law,</p>

	<p>economics and anthropology. We offer the widest range of culture courses on South East Asia, both at introductory and specialist levels.</p> <p>We teach four of the main languages of South East Asia (Thai, Indonesian, Vietnamese and Burmese) at beginner, intermediate and advanced level. Your language skills will enable you to come into close contact with authentic material from the region to help you acquire an understanding of the culture and society of the region. An introductory course in Khmer is also available.</p>
Who would it suit?	<p>The BA South East Asian Studies and International Management (3 years) prepares you for a career in management and finance in or in connection with South East Asia. As the economies of South East Asia continue to expand, linked inextricably to the economies of neighbouring regions, a knowledge of language and culture is an invaluable asset in the world of commerce and international trade.</p> <p>Other career paths of our graduates include international development and aid agencies, print journalism and media, local, national and international government agencies, overseas companies, teaching, law, librarianship, arts administration.</p> <p>Many of our graduates choose to pursue Masters' programmes that either focus on particular aspects of South East Asia, or are linked to professional qualifications in law, development, media, etc.</p>
Programme structure	<p>BA South East Asian Studies and International Management as a 3-year degree combines the study of management and finance (with particular focus on Asia) with the study of South East Asia in a broader context, with the possibility of focusing on culture, history, music, art, literature, politics, economics, law, or anthropology.</p> <p>You will study four course units each year, with at least five courses completed in your first subject and four in the second subject.</p> <p>After the first year, students can choose whether to pursue language learning further or to focus exclusively on non-language courses related to South East Asia.</p> <p>The first year features the core courses Introduction to South East Asia and South East Asia on Film, which together provide a foundation in the past and present of South East Asian culture. All students take at least one year of a South East Asian language. On the management side, students take 2 half-unit introductory courses on accounting, management and/or quantitative and analytical techniques for managers; and a course on the economy</p>

	<p>of either China or Japan &amp; Korea.</p> <p>In Year 2 you will take four half-unit courses on corporate finance and finance accounting, international business strategy, international marketing and managerial accounting. You take at least one half-unit in the literature of South East Asia, in addition to further intermediate courses relating to South East Asia or a continuation of the language you started in Year 1.</p> <p>In Year 3, the final year, you will choose two advanced half-unit courses on economics and finance in Asia; an undergraduate dissertation (Independent Study Project) of 10,000 words on a topic of your choice related to management and/or finance in South East Asia. The topic of this project is chosen by you in consultation with a member of academic staff, and may be tailored as far as possible to suit your own interests. You will also take two further course units of South East Asian language or culture at an intermediate or advanced level.</p> <p>Introductory language courses taught in Year 1 assume no previous knowledge of the chosen language or its script: they start completely from scratch. Courses in modern languages concentrate on all four linguistic skills – understanding, speaking, reading and writing; classes are small and interactive, with students being encouraged to use the language actively from the outset. There is typically a 40/60 balance between coursework and exam in language courses. Many of our introductory language courses have been written especially for our needs by members of the Department staff; and Intermediate and advanced language courses feature a wide range of ‘real world’ teaching and study materials.</p> <p>Students who find they wish to concentrate more fully on South East Asian languages are encouraged to apply for or transfer to one of the four-year programmes in South East Asian or a South East Asian language, which include a year abroad of intensive language-learning in the third year. Please contact a member of the South East Asia department or consult the SOAS website for further details.</p>
Assessment summary	<p>Assessment for language courses typically involves a 20/20/60 balance between classroom tests and/or written coursework during the year, oral exam, and written exam. Assessment for culture courses typically varies between a 20/80 balance between coursework essays and final written exam, and 100% coursework essays. Consult the course convenor or the SOAS website for details of the assessment arrangement for specific courses.</p>

## ENTRY REQUIREMENTS

SOAS has general minimum entrance requirements for registration for an undergraduate degree and these can be viewed at (<http://www.soas.ac.uk/admissions/ug/entryreq/>)

- **A Levels:** ABB
- A Level language desirable but not essential
- **GCSE Maths B**
- **IB:** 34 (5/5/5)
  
- **BTEC:** DDM
- **Scottish Highers:** AABBB
- **Scottish Advanced Highers:** ABB
- **Irish LC:** 320 points from 5 Higher level subjects at grade C1 or above
- **Advanced Placement:** 4 4 4 (Two semesters - UCAS Group A) plus US HSGD with GPA 3.0
- **Euro Bacc:** 80%
- **French Bacc:** 14/20
- **German Abitur:** 2.0
- **Italy DES:** 80/100
- **Austria Mat:** 2.0
- **Polish Mat:** 75%

### PROGRAMME AIMS

What will this programme give the student an opportunity to achieve?

- *To provide solid grounding and training in management and finance, with particular focus on Asia;*
- *To provide an excellent and broad-ranging foundational knowledge of the culture of South East Asia;*
- *For students who pursue language study, a working knowledge of a South East Asian language with an awareness of its cultural context.*
- *To prepare the student for either working in or in communication with a South East Asian country.*

### PROGRAMME LEARNING OUTCOMES

What will the student learn?

#### **Knowledge**

- a coherent and solid knowledge of management and finance, with direct reference to Asia;
- a broad knowledge and understanding of South East Asian culture, past and present;
- a detailed knowledge of a selected country of South East Asia (Burma, Thailand, Indonesia, Vietnam).
- for students who pursue language study, competence in speaking, reading and writing a South East Asian language to a level which will be of practical use when communicating with or working with a native speaker of that language;

#### **Intellectual (thinking) skills**

- the ability to devise and sustain arguments, and/or to solve problems, using

ideas and techniques at the forefront of economic and financial knowledge related to Asia.

- the ability to describe and comment upon particular aspects of current research in the various disciplines relating to South East Asia;
- an appreciation of the uncertainty, ambiguity and limits of knowledge related to South East Asia, and in particular of conflicting ideas and debates relating to economics, history, language, culture, and politics.
- the ability to manage one's own learning, and to make use of scholarly reviews and primary sources such as research articles and/or original materials related to South East Asia.

#### **Subject-based practical skills**

- Analyse cultural data and make judgements on the basis of conflicting evidence.
- Analyse quantitative data for the purposes of management and finance.
- Assess the validity of different approaches to the same data or ideas.
- Research cultural and economic phenomena through both primary and secondary sources, making appropriate use of library and online resources.
- For students who study a language, to comprehend, and communicate in, a South East Asian language — through both speech and writing.

#### **Transferable skills**

The programme will encourage students to:

- Write and speak with clarity and concision.
- Use a variety of sources as research materials.
- Work to deadlines.
- Develop self-reflexiveness.
- Develop an understanding of the relativity of cultures and “cultural” (or encultured) attitudes.
- Assess the validity of arguments and make judgements on complex situations

### **PROGRAMME STRUCTURE AND REQUIREMENTS FOR GAINING AN AWARD**

How will the student's study be structured? How will they achieve an award?

#### **Structure, duration and requirements for gaining an award**

SOAS has standard requirements relating to the structure and duration of undergraduate programmes and for the award and classification of these programmes. Details can be found at

<http://www.soas.ac.uk/registry/degreetregulations/file60378.pdf>

Students take the equivalent of 4 course units each year, with at least five completed courses in the first subject and four in the second subject.

#### **Programme structure**

Below is a structure diagram for this programme.

Lvl	Yr	Course code	Course title	Credit	Status	Notes
4	1	155901320	Introduction to SEAsia SEAsia on Film	15 15	Core	
4	1		A SEAsian Language at a suitable level (Burmese, Indonesian, Khmer, Thai, Vietnamese)	30	Compulsory	typically 'XXX Language 1' - unless students have prior knowledge
4	1	151030003 ?	Management in China: Domestic and International Developments <b>OR</b> Management in Japan and Korea	30	Core	
4	1	15103000115 1030004	<i>2 half-unit courses:</i> Introduction to Accounting Principles and Management of Marketing	15 15	Compulsory	
5/6	2	15590131615 5901326	War Revolution and Independence in SEA Lit in Translation <b>OR</b> The City and the countryside in SEA Lit in Translation <b>AND</b> a further half-unit from list A	15 15	Core	The two literature courses run in alternate years.
5/6	2		Continuation of year 1 SEA language <b>OR</b> course to the value of one unit from Lists A, B, C	30	Option 1	Typically level 2 of the language chosen
5/6	2	151030002 151030005 151030008 151030011 151030010	FOUR half-units chosen from: Understanding Company Accounts and Reports Quantitative and Analytical Techniques for Managers International Business Strategy: Managerial	15 15 15 15	Option 2	

			Economics Qualitative and Case Study Research International Marketing			
5/6	3	155901307	Courses to the value of one unit from <b>List A</b> <b>OR</b> an Extended Essay in SEA Studies and a further half unit from List A	30	Core	
5/6	3		A continuation of year 2 SEA language <b>OR</b> one unit from <b>List A, B, C</b> <b>OR</b> a floater	30	Option 1	Typical ly level 3 of the language chosen
6	3	151030016	ISP in International Management	30		
6	3	15103000615 1030007 151030012 151030013 ? 151030014 ?  151030015 151030018	<i>two half units chosen from:</i> Corporate Finance and Financial Accounting Managerial Accounting; Financial Strategy Finance in China Finance in Japan/Korea Contemporary Issues in Chinese economics Contemporary Issues in Economics with applications to Japan/Korea International Marketing II International Human Resource Management	15 15	Option 2	

For reference - language units available:

		Level
155900910 155900448 155901388 155901366 155900704	Burmese Language 1 Indonesian Language 1 Khmer (Cambodian) Language 1 Thai Language 1 Vietnamese Language 1	4
155900997 155901022 155901367 155900705	Burmese Language 2 Indonesian Language 2 Thai Language 2 Vietnamese Language 2	5
155900998 155901023 155901353 155901049	Burmese Language and Texts Indonesian Language 3 Thai Language 3 Vietnamese Language and Texts	6
155901357 155901024	Thai Language 4 Indonesian Language 4	6

**List A - non-language courses convened within SEA Dept - all level 5/6**

155901317	Thailand on Screen (0.5)
155901354	Indonesia on Screen (0.5)
155901319	Sex and the City in South East Asian Cinema (0.5)
155901316	War, Revolution and Independence in South East Asian Literature in Translation (0.5)
155901326	The City and the Countryside in South East Asian Literature in Translation (0.5)
155901308	Cultural Foundations of Indonesia (0.5)
155901309	Indonesian literature: generation of the revolution (0.5)
155901310	Indonesian literature: women's writing (0.5)
155901312	Jawi and the Malay manuscript tradition (0.5)
155901313	Pre-modern historical texts of Java, Bali and the Malay World in English translation (0.5)
155901358	Traditional Malay literature: adventure romance in texts and film (0.5)
155901352	Language in South East Asia (0.5)
	Thai Cultural Texts

**List B - other SEA-related courses - - all level 5/6**

155901307	Extended Essay in South East Asian Studies (0.5)
154900156	Introduction to the art and archaeology of South and South East Asia (0.5)
157400020	An Introduction to Islam
158000110	Buddhism: Foundation (0.5)
158000118	Hinduism: Foundation (0.5)
158000117	Christianity: Foundation (0.5)
158000107	Religions of South East Asia (0.5)
151802048	Ethnography of a selected region - South East Asia
154800232	Introduction to the History of South East Asia
154800141	History of South East Asia from the early nineteenth century
154800237	South East Asia during the Cold War, 1945-1991
154900148	Arts of the Buddha in South East Asia (0.5)
154900149	Contemporary Arts in South East Asia (0.5)
155800021	Music of South East Asia
153400022	South East Asian Government and Politics
153400012	Economic development of South East Asia

**List C - language possibilities - various levels**

155901303	Sanskrit Language 1
155901202	Arabic 100
155900948	Basic Pali
	A second SEA language at an appropriate level - see table above (Burmese, Indonesian, Thai, Vietnamese, Khmer)

**TEACHING, LEARNING AND ASSESSMENT**

What methods will be used to achieve the learning outcomes?

**Knowledge**

- a broad knowledge and understanding of South East Asian culture, in its historical and contemporary developments is taught through a pair of core half-unit courses Introduction to South East Asia and South East Asia on Film which together survey the present and past cultures and societies of the region through a combination of lectures, films and tutorials. These are assessed



- through coursework essays and unseen exam;
- coherent and detailed grounding in business management and finance will be developed through a progression of lecture courses, which will include courses that apply the disciplinary knowledge to Asia; large lecture courses will also involve tutorials for small groups. Assessment will be through a combination of classroom presentations, coursework essays, written exams and the writing of an extended essay or Independent Study Project on a topic of the student's choice, which will involve the selection and analysis of primary texts and the critical discussion and assessment of secondary materials.
- the detailed knowledge of a selected South East Asian country (Burma, Indonesia, Thailand, Vietnam) will be developed through the combination of language learning, essay-questions and the ISP related to the area.
- for students who choose to pursue language work, basic competence in speaking, reading and writing a South East Asian language will be achieved through a progression of language courses taught in small groups that will develop and test all four skills (listening, speaking, reading, writing); assessment will consist of classroom tests, written coursework, oral presentations and written and oral exams. Intermediate and advanced language courses and text courses will use a wide range of "real world" cultural texts;

#### **Intellectual (thinking) skills**

- the ability to devise and sustain arguments related to business management and finance, and/or to solve problems, using ideas and techniques at the forefront of knowledge related to Asia, will be developed through lectures, tutorials, oral presentations, classroom discussions, and essay-writing;
- the ability to describe and comment upon particular aspects of current research in the discipline of choice, with particular focus on South East Asia, will be developed through readings for lectures, tutorials, and oral presentations, and through classroom discussions and essay-writing;
- the appreciation of the uncertainty, ambiguity and limits of knowledge related to South East Asia will be developed through the discussion of the conflicting ideas and debates relating to economics, history, language, culture, and politics in lectures, tutorials, classroom discussions and questions set for coursework and exam essays.
- the ability to manage one's own learning, and to make use of scholarly reviews and primary sources such as research articles and/or original materials related to South East Asia will be developed by encouraging students to choose their own topics for coursework essays in years 2 and 3 and for the Independent Study Project.

#### **Subject-based practical skills**

- The ability to analyse cultural data and make judgements on the basis of conflicting evidence will be fostered through course readings from year 1 onwards;
- The ability to analyse quantitative data will be developed in lectures and assignments;
- The ability to assess the validity of different approaches to the same data or ideas within the same discipline will be fostered through essay questions and classroom discussions;

- The ability to research economic and cultural phenomena through both primary and secondary sources, making appropriate use of library and online resources, will be fostered in particular in the written essays, oral presentations and Independent Study Project.
- For students who pursue language study, the ability to comprehend, and communicate in, a South East Asian language through both speech and writing will be fostered in the language courses.

### **Transferable skills**

The programme will encourage students to:

- Write and speak with clarity and concision by setting clear guidelines and giving detailed feedback to essays and presentations from year 1 onward;
- Use a variety of sources as research materials in their essays, oral presentations and Independent Study Project. This is particularly exhilarating for students in their final year, who find they can write on quite original topics using materials that no one has used before;
- Work to deadlines, with clear deadlines for essays and penalty for late submission.
- Develop self-reflexiveness through classroom discussion, feedback on essays and presentations, and course assessment.
- Develop an understanding of the relativity of cultures and “cultural” (or encultured) attitudes, particularly through classroom discussion.
- Assess the validity of arguments and make judgements on complex situations, in particular in essays and presentations.

### **REFERENCE POINTS**

What has been the basis for the design of this programme?

1. School learning and teaching strategy
2. QAA framework for higher education qualifications
3. QAA subject benchmark statement Languages and related studies (2007)

### **QUALITY ASSURANCE AND ENHANCEMENT**

SOAS has internal procedures to assure the quality of provision to be offered to students and to enhance the quality in the light of experience following delivery, taking into account the input of external experts and students. The procedures are set out in the School’s Quality Assurance Handbook and can be viewed at (<http://www.soas.ac.uk/add/qualityassurance/quality-assurance-handbook/>).

SOAS is also subject to periodic external review from bodies such as the Quality Assurance Agency for Higher Education and relevant professional and statutory regulatory bodies.

The procedures described in the Quality Assurance Handbook are in place to provide a high quality student experience for those choosing to study at SOAS, and student input and evaluation of their experiences is greatly valued. Students make an input to the ongoing development of their programmes, and the environment in which they operate, in a number of ways, including:

- formal student evaluation as part of the annual programme review;
- student representation on School committees at various levels (through the Students' Union) where many relevant issues are discussed;

#### **FURTHER INFORMATION**

Add in links to other relevant information, both internal and external, including:

- [SOAS Vision and Strategy Statement](#);
- [Undergraduate](#) and [Postgraduate](#) Handbooks;
- [Quality Assurance Handbook](#);
- [UCAS website](#);
- [QAA website](#);