**Challenges first-time entering students encounter in Translation Studies at a University of Technology**

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First-time entering students who register for a programme in Language Practice and Media Studies have a compulsory Language and Translation Studies module. These students have difficulty mastering the educational outcomes in this module. Consequently, they do not complete the programme within the allotted time frames. This paper seeks to establish how students can improve their work in Language and Translation Studies. The researcher has used quantitative research and developed a survey to circulate among Language Practice students who are currently enrolled for the module. Purposive sampling was used because the researcher needs to include students who are currently encountering problems in this module. The data was analysed using the Statistical Package for the Social Sciences (SPSS). The results of the study indicate that students are not proficient in the language into which they must translate, in other words the target language. It can be concluded that students will have to improve their proficiency in the target language. It is recommended that students who are struggling with Language and Translation Studies should be supported either by Supplementary instruction or completing a Profiency course in the target language.

Keywords: Language and Translation Studies, target language, educational outcomes