

## Course Information Document: Undergraduate

### For students starting in Academic Year 2020/21

#### 1. Course Summary

|                                                                                |                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Names of programme and award title(s)</b>                                   | BA (Hons) Business Management and Economics<br>BA (Hons) Business Management and Economics with International Year (see Annex for details)<br>BA (Hons) Business Management and Economics with Work Placement Year (see Annex for details)<br>BA (Hons) Business Management and Economics with Entrepreneurship Year (see Annex for details)                      |
| <b>Award type</b>                                                              | Single Honours                                                                                                                                                                                                                                                                                                                                                    |
| <b>Mode of study</b>                                                           | Full-time                                                                                                                                                                                                                                                                                                                                                         |
| <b>Framework of Higher Education Qualification (FHEQ) level of final award</b> | Level 6                                                                                                                                                                                                                                                                                                                                                           |
| <b>Normal length of the programme</b>                                          | 3 years; 4 years with the International Year or Placement Year or Entrepreneurship Year between years 2 and 3                                                                                                                                                                                                                                                     |
| <b>Maximum period of registration</b>                                          | The normal length as specified above plus 3 years                                                                                                                                                                                                                                                                                                                 |
| <b>Location of study</b>                                                       | Keele Campus                                                                                                                                                                                                                                                                                                                                                      |
| <b>Accreditation (if applicable)</b>                                           | Various modules are accredited by professional bodies such as ACCA (Association of Chartered Certified Accountants) and CIMA (Chartered Institute of Management Accountants) - for further details see the section on Accreditation                                                                                                                               |
| <b>Regulator</b>                                                               | Office for Students (OfS)                                                                                                                                                                                                                                                                                                                                         |
| <b>Tuition Fees</b>                                                            | <p><b>UK/EU students:</b></p> <p>Fee for 2020/21 is £9,250*</p> <p><b>International students:</b></p> <p>Fee for 2020/21 is £14,750**</p> <p>The fee for the international year abroad is calculated at 15% of the standard year fee</p> <p>The fee for either the work placement year or entrepreneurship year is calculated at 20% of the standard year fee</p> |

**How this information might change:** Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

\* These fees are regulated by Government. We reserve the right to increase fees in subsequent years of study in response to changes in government policy and/or changes to the law. If permitted by such change in policy or law, we may increase your fees by an inflationary amount or such other measure as required by government policy or the law. Please refer to the accompanying Student Terms & Conditions. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

\*\* We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

## 2. What is a Single Honours programme?

The Single Honours programme described in this document allows you to focus more or less exclusively on this subject. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules in other disciplines and in modern foreign languages as part of a 360-credit Honours degree. Thus it enables you to gain, and be able to demonstrate, a distinctive range of graduate attributes.

## 3. Overview of the Programme

The Business Management and Economics Programme is a Single Honours Degree that enables students to approach the world of business and economics from two distinct, yet complementary, perspectives, those of Management studies and Economics. Both subjects are established, key Social Science disciplines which possess a clear and coherent intellectual structure. Students are accordingly exposed to a wide range of concepts and debates regarding the management of people in organisations and the impacts of managerial decision-making across the private and public sectors. The programme is academically rigorous, and delivered in a supportive and challenging learning environment.

Business Management offers an opportunity to develop a scientifically informed overview of the management of a range of different types of organisation including conventional and alternative business forms. Students are encouraged to think critically about what they learn, challenge received wisdom, and to think for themselves about the validity of the theories to which they are exposed and to seek evidence to support or refute them. Students are also encouraged to think reflectively through various means in order to become responsible practitioners.

The Business Management elements of the programme have been developed from our commitment to the responsibilities of business and their managers to wider social improvement. As a signatory to the Principles of Responsible Management Education, we promote reflection on a broad range of issues that have informed research interests here for over 20 years, including the promotion of gender equality, developing socially responsible practices and respect for difference and diversity. Our undergraduate programme is taught by colleagues from across the school and exposes students to new areas of research and development in the discipline as well as to the foundations of managing business. The programme concentrates on the qualitative study of organisations and their operations and strategies, and a range of perspectives on employees and their interrelationship with organisations. This is supported by modules offering students a basic working knowledge in accounting and economics.

Economics is an independent, well-developed and coherent discipline that explains the economic behaviour of households, firms and government and covers a wide-range of applications associated with the operation of markets and government policy. The programme equips students with a range of skills and capabilities that are highly valued by prospective employers, whilst also providing a firm foundation for those wishing to pursue postgraduate study. In addition to its vocational dimension, the degree equips graduates with lifelong intellectual, professional and personal skills and resources.

More specifically, Economics is centred around the core principle that economic agents (households, firms) aim to achieve the best outcome for themselves ('utility' or profits) subject to the constraints they face; in other words, they form their 'smartest' behaviour and strategy depending on the (economic) environment that surrounds them. From this powerful central idea, Economics then builds theories that explain the economic behaviour of households, firms and government; their decisions to spend, produce, invest or hire labour; the determination of market outcomes such as output, inflation, interest rates, the wage rate, the stock market and exchange rates; and the effects of government policies on such outcomes. This framework is applied in a wide range of areas of economic and social life, and this will be reflected in the Module choice on offer (see below). You'll learn to use critical reasoning, analytical and mathematical/statistical techniques to address a wide range of real world problems and policy related issues and you will become familiar with professional software tools to analyse and interpret data.

Our programme offers students a range of choice in selecting areas of study that can enhance their personal and academic development that provide sound foundations for either business careers or further study. Our teaching also allows students to engage directly with real problems faced by large scale, small scale and alternative organisations in the classroom, enabling students to engage with a variety of experiences and challenges to help them develop the knowledge, self-confidence and self-awareness to pursue their future goals.

The four-year Placement option provides students with the enhanced opportunity to undertake a year-long professionally focused placement (minimum 30 weeks full-time (1,050 hours) or equivalent) between Levels 5 and 6 of their degree programme in a sector relevant to their degree. Students will gain substantial experience of a professional working environment relevant to their future career aspirations allowing for familiarisation of professional practice, enhanced skill development, and reflection upon programme content.

The four-year entrepreneurship option provides students with the enhanced opportunity to undertake a year-long placement within Keele's Innovation Hub, working on developing their own business idea (minimum 30 weeks full-time (1,050 hours) or equivalent) between the 2nd and 3rd year of their degree programme.

The four-year International study option provides students with the opportunity to undertake a year-long study abroad programme taught in English at an international university between Levels 5 and 6 of their degree programme in a subject relevant to their degree. Students will gain substantial experience of study in a different culture to their own and additionally benefit from the opportunity to develop their knowledge and networks in specialist areas of Management relevant to both international and home settings.

## 4. Aims of the programme

The broad aims of the programme are to enable you to:

- Study the disciplines of business management and economics and benefit from their complementary perspectives.
- Describe and explain a diverse range of real-world phenomena in terms of a small set of unifying economic principles.
- Understand, critically evaluate and formulate proposals concerning practical problems and policies related to economics and business management.
- Become familiar with the main methods of economic research and develop the ability to use professional software tools for the analysis of real economic and business data.
- Become familiar with the features of organisations and evaluate how they respond to external developments
- Develop an understanding of the impacts of the ways in which organisations operate and the role of management in this activity.
- Demonstrate a critical awareness of current issues in business management and economics including their practical implementation in a global context.
- Develop the capability to undertake and report on your own research using relevant concepts and methods in a well-balanced and concise manner, exercising appropriate levels of scholarship.
- Acquire knowledge and skills that enable you to develop independence and self- confidence in your work and the ability to cooperate with colleagues.

## 5. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

### Subject knowledge and understanding

Successful students will be able to:

- Demonstrate knowledge and understanding of key concepts in Economics related to the functioning of markets, the behaviour of actors such as individuals/households and firms and the effects of government intervention in the economy.
- Show familiarity with up-to-date factual knowledge about the economy and public policy;
- Utilise a variety of theoretical, analytical and empirical methods in economics.
- Use a range of tools and methods for the formulation and presentation of economic arguments, the analysis of real-world problems and the evaluation and formulation of policy proposals.
- Demonstrate knowledge and understanding of organisations, the external environment in which they operate and how they are managed.
- Demonstrate knowledge and understanding of markets and the agents that operate in markets, including the organisations and the people they employ, their operations, business policy and strategies.
- Demonstrate knowledge and understanding of issues affecting the business environment such as globalisation, innovation, corporate social responsibility and diversity.

### Subject specific skills

Successful students will be able to:

- Demonstrate advanced reasoning capabilities, using surveys of existing theories, critical and analytical thinking and formal tools and methods including graphical, mathematical and statistical/econometric tools.
- Demonstrate familiarity with the main empirical (statistical/econometric) methods of economic research and the ability to use professional software tools for the analysis of real economic and business data.
- Demonstrate an ability to organise, present and communicate their reasoning, policy analysis and accompanying data in an effective way.
- Write in a scholarly manner.
- Utilise a variety of theories to analyse developments in the management of organisations.
- Utilise a variety of methods of communicating ideas in management including graphical, poster-based, and essay exposition.
- Apply logical reasoning based on knowledge of management to a variety of theoretical and applied topics and problems.
- Organise, present and analyse data using a methodology appropriate to social research.
- Frame a research problem, deciding upon the quality and limitations of a given approach.

### Key or transferable skills (including employability skills)

Successful students will be able to:

- Communicate using a variety of medium to a range of audiences.
- Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others.

- Work with numerical data from a wide range of sources.
- Work effectively with information technology.
- Demonstrate effective skills in problem-solving.
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity and intellectual integrity.

## Keele Graduate attributes

Engagement with this programme will enable you to develop your intellectual, personal and professional capabilities. At Keele, we call these our ten Graduate Attributes and they include independent thinking, synthesizing information, creative problem solving, communicating clearly, and appreciating the social, environmental and global implications of your studies and activities. Our educational programme and learning environment is designed to help you to become a well-rounded graduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in after your studies are completed.

Further information about the Keele Graduate Attributes can be found here: <http://www.keele.ac.uk/journey/>

## 6. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

- **Traditional lectures** accompanied by suggested reading for independent study, intended to provide a core framework of subject knowledge on which a systematic understanding of major principles can be built. Some lecture classes may feature activities such as mock auctions, quizzes that involve voting, or other interactive activities.
- **Tutor-led seminars** where students contribute to or lead a discussion on key topics or make a presentation on a specific point so as to develop critical thinking and permit the reflective individual expression of that core understanding.
- **Problem-based tutorials** (often based on scenarios rooted in the real world) in which students are expected to offer answers or solutions to previously provided problems but which also offer opportunity for students to direct specific questions to tutors and develop better understanding of the issues in question. These tutorials enable students to acquire and refine key accounting skills.
- **Practical, computer laboratory based classes** where students acquire the hands-on skills associated with describing, analysing and interpreting business data.
- **Directed independent study** where students are referred to specific materials or asked to research and find information independently, which may extend to undertaking an independent research project under the supervision of an experienced tutor. Other opportunities for directed independent study are available in our computer laboratories which are equipped with Bloomberg information terminals and Sage accounting software allowing students to interact with real world data and situations.
- Students may undertake **Web-based self-study** exercises using the University's virtual learning environment (KLE). The KLE gives students easy access to a wide range of resources and research tools and permits the use of online discussion, quizzes and 'blogs' in teaching and learning whilst permitting students to develop improved IT knowledge.
- In addition, students who complete the placement programme will conduct a **skills audit** in relation to their 'fit' to sector skill demands, whilst critically evaluating their learning from the placement context.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Personal Tutors or module lecturers on a one-to-one basis. These learning and teaching methods enable students to achieve the Learning Outcomes of the programme in a variety of ways. For example:

- Lectures are the main conduit for the dissemination of subject-based material and lecture-based teaching promotes the associated Learning Outcomes;
- Tutor-led seminars aim to develop students' analytical and critical thinking, give opportunities for problem-solving, presentations and the conduct of teamwork and as such contribute towards the fulfilment of a variety of Learning Outcomes related to subject knowledge, subject-related-skills and generic skill development;
- Computer-based classes (e.g. those held in the Bloomberg terminals) enable students to acquire (subject-related and generic) skills associated with collecting, analysing and interpreting business data;
- Directed independent study in own time, making use of a variety of resources such as own library, Library facilities, the University's virtual learning environment (KLE) and the wider Internet, promotes subject knowledge; subject-related skills such as analytical thinking and problem solving; and generic skills such as self-management, the conduct of independent scholarly and research work, and IT literacy;
- A variety of methods of assessment develop students' ability to express themselves in a scholarly manner, fluently, confidently and in a variety of ways (orally and in writing);
- In addition, students who complete the placement programme will further their subject knowledge and a variety of skills, including self-management, versatility and adaptability in a new environment.

## 7. Teaching Staff

Keele Business School comprises of professors, lecturers and teaching fellows with expertise in Management, HRM, International Business, Marketing, Finance, Economics and Accounting. Most staff members have teaching qualifications and those that do not are actively working to attain them. A number of staff have PhD qualifications and a number have professional qualifications.

The School maintains a strong commitment to excellence and innovation in teaching and research. Teaching is informed by research with teaching staff presenting and publishing academic papers at national and international conferences, in books and in internationally ranked journals. All members of staff seek to ensure that module content represents up to date research, including the results of their own research.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

## 8. What is the structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from course to course, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April. Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are three types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this course;
- Optional modules - these allow you some limited choice of what to study from a list of modules;
- Elective modules - a free choice of modules that count towards the overall credit requirement but not the number of subject-related credits.

A summary of the credit requirements per year is as follows, with a minimum of 90 subject credits (compulsory plus optional) required for each year.

For further information on the content of modules currently offered, including the list of elective modules, please visit:

<https://www.keele.ac.uk/recordsandexams/modulecatalogue/>

| Year    | Compulsory | Optional |     | Electives |     |
|---------|------------|----------|-----|-----------|-----|
|         |            | Min      | Max | Min       | Max |
| Level 4 | 75         | 15       | 45  | 0         | 30  |
| Level 5 | 75         | 15       | 45  | 0         | 30  |
| Level 6 | 30         | 60       | 90  | 0         | 30  |

## Module Lists

### Level 4

| Compulsory modules          | Module Code | Credits | Period     |
|-----------------------------|-------------|---------|------------|
| Quantitative Methods I      | ECO-10026   | 15      | Semester 1 |
| Introductory Microeconomics | ECO-10028   | 15      | Semester 1 |
| Management in Context       | MAN-10018   | 15      | Semester 1 |
| Quantitative Methods II     | ECO-10027   | 15      | Semester 2 |
| Introductory Macroeconomics | ECO-10029   | 15      | Semester 2 |

| Optional modules                                | Module Code | Credits | Period     |
|-------------------------------------------------|-------------|---------|------------|
| Academic English for Business Students (Part 1) | ENL-90003   | 15      | Semester 1 |
| Accounting Principles                           | MAN-10015   | 15      | Semester 1 |
| Marketing Principles                            | MAN-10019   | 15      | Semester 1 |
| Global Business Environment                     | MAN-10022   | 15      | Semester 1 |
| The British and Global Economy                  | ECO-10025   | 15      | Semester 2 |
| Foundations of Human Resource Management        | HRM-10007   | 15      | Semester 2 |
| Introduction to International Business          | MAN-10023   | 15      | Semester 2 |
| Multinational Enterprise Business Perspectives  | MAN-10026   | 15      | Semester 2 |
| Managing in a Changing Society                  | MAN-10030   | 15      | Semester 2 |

#### Level 4 Module Rules

1. MAN-10015: You are required to take this module if you wish to study Cost and Management Accounting (MAN-20049) in Year 2
2. ENL-90003: Open only to non-native speakers of English and successful completion of ENL-10031 (EAP 1) with a score of over 60%, or ENL-90006 (EAP 2), or equivalent or by recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
3. MAN-10026: This is a Live Company Project, recommended for those wishing to take a Placement Year.

#### Level 5

| Compulsory modules                             | Module Code | Credits | Period     |
|------------------------------------------------|-------------|---------|------------|
| Intermediate Microeconomics                    | ECO-20046   | 15      | Semester 1 |
| Statistics with Bloomberg                      | ECO-20049   | 15      | Semester 1 |
| Organisational Behaviour                       | MAN-20055   | 15      | Semester 1 |
| Operations and Quality Management              | MAN-20053   | 15      | Semester 2 |
| Corporate Governance and Social Responsibility | MAN-20082   | 15      | Semester 2 |

| Optional modules                                | Module Code | Credits | Period     |
|-------------------------------------------------|-------------|---------|------------|
| Finance I                                       | ECO-20007   | 15      | Semester 1 |
| Banking                                         | ECO-20045   | 15      | Semester 1 |
| Academic English for Business Students (Part 1) | ENL-90003   | 15      | Semester 1 |
| Academic English for Business Students ( 2)     | ENL-90004   | 15      | Semester 1 |
| Employee Resourcing                             | HRM-20017   | 15      | Semester 1 |
| Cost and Management Accounting                  | MAN-20049   | 15      | Semester 1 |
| Professional Development                        | MAN-20090   | 15      | Semester 1 |
| Open Economy Macroeconomics                     | ECO-20037   | 15      | Semester 2 |
| Contemporary Issues in Economics                | ECO-20040   | 15      | Semester 2 |
| Introduction to Econometrics                    | ECO-20042   | 15      | Semester 2 |
| Finance 2                                       | ECO-20051   | 15      | Semester 2 |
| Social Enterprise and Alternative Organising    | MAN-20093   | 15      | Semester 2 |

## Level 5 Module Rules

1. MAN-20090: Recommended for those wishing to take a Placement Year
2. ECO-20007: Prerequisite: Quantitative Methods 1 (ECO-10026)
3. ENL-90003: Open only to non-native speakers of English and successful completion of ENL-10031 (EAP 1) with a score of over 60%, or ENL-90006 (EAP 2), or equivalent or by recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
4. ENL-90004: Open only to non-native speakers of English after successful completion of AEB1 (Academic English for Business 1) with a score of under 60% or equivalent. Cannot be taken with other ENL- module (English Language module) in the same academic year
5. MAN-20049: Prerequisite: Accounting Principles (MAN-10015)
6. ECO-20051: Prerequisite: Finance 1 (ECO-20007)
7. ECO-20042: You are required to take this Module if you wish to study Applied Econometrics (ECO-30050) AND/OR Data Analysis (ISP) (ECO-30051) in Year 3

For students undertaking a four-year version of the programme, the work placement, entrepreneurship year or international year options are taken between the second and third years of the programme. The work placement year encourages reflection on programme content from the first two years and represents a chance to put programme material into practice. Summaries of the International Year, Work Placement Year and Entrepreneurship Year are provided in the Annexes to this document.

## Level 6

| Compulsory modules                | Module Code | Credits | Period     |
|-----------------------------------|-------------|---------|------------|
| Advanced Topics in Microeconomics | ECO-30047   | 15      | Semester 1 |
| Business Strategy                 | MAN-30048   | 15      | Semester 1 |

| Optional modules                            | Module Code | Credits | Period       |
|---------------------------------------------|-------------|---------|--------------|
| Dynamic Macroeconomics                      | ECO-30033   | 15      | Semester 1   |
| International Finance                       | ECO-30037   | 15      | Semester 1   |
| Applied Econometrics                        | ECO-30050   | 15      | Semester 1   |
| Academic English for Business Students ( 2) | ENL-90004   | 15      | Semester 1   |
| Advanced Business English Communication     | ENL-90005   | 15      | Semester 1   |
| Comparative Business Cultures               | MAN-30056   | 15      | Semester 1   |
| SME Live Project                            | MAN-30072   | 15      | Semester 1   |
| What's wrong with Entrepreneurship?         | MAN-30073   | 15      | Semester 1   |
| Managing Diversity - ISP                    | MAN-30071   | 30      | Semester 1-2 |
| Labour Economics                            | ECO-30032   | 15      | Semester 2   |
| Industrial Organisation                     | ECO-30046   | 15      | Semester 2   |
| Data Analysis - ISP                         | ECO-30051   | 15      | Semester 2   |
| Managing International Projects             | MAN-30065   | 15      | Semester 2   |
| Enterprise Business Plan                    | MAN-30070   | 15      | Semester 2   |

## Level 6 Module Rules

1. ECO-30033: Prerequisite: Open Economy Macroeconomics (ECO-20037)
2. ECO-30050: Prerequisite: Introduction to Econometrics (ECO-20042)
3. ENL-90004: Open only to NON-NATIVE SPEAKERS OF ENGLISH after successful completion of AEB1 (Academic English for Business 1) with a score of under 60% or equivalent. Cannot be taken with other ENL- module (English Language module) in the same academic year.
4. ENL-90005: Open only to THIRD-YEAR NON-NATIVE SPEAKERS OF ENGLISH on successful completion of AEB2 or EAP4; or AEB1 or EAP3 with a score of over 60%; or equivalent. Cannot be taken with other ENL- module (English Language module) in the same academic year.
5. MAN-30037: This Module is worth 30 credits so IT MUST BE TAKEN ACROSS BOTH SEMESTERS.
6. MAN-30071 or ECO-30051: You MUST take ONE of the two Independent Study Project (ISP) Modules.
7. ECO-30051: Prerequisite: Introduction to Econometrics (ECO-20042)

Optional module selection:

- Choose ONE of MAN-30071 or ECO-30051; AT LEAST ONE of ECO-30046 or ECO-30032; and AT LEAST ONE of MAN-30065 or MAN-30070

Students may choose to study elective modules which are offered as part of other programmes in the Faculty of Humanities and Social Sciences and across the University. These include:

- Modules in other subjects closely related to Business Management and Economics
- Modules in other subjects in which they may have a particular interest
- Modules designed to help students for whom it is not their first language to improve their use of English for Academic Purposes
- Modern foreign languages modules at different levels in French, German, Spanish, Russian, Japanese and Chinese (Mandarin)
- Modules related to the development of graduate attributes, student volunteering, and studying abroad as part of the University's exchange programme

## 9. Final and intermediate awards

Credits required for each level of academic award are as follows:



|                                        |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Honours Degree</b>                  | 360 credits | <p>You will require at least 120 credits at levels 4, 5 and 6</p> <p>You must accumulate at least 270 credits in your main subject (out of 360 credits overall), with at least 90 credits in each of the three years of study*, to graduate with a named single honours degree in this subject.</p> <p>*An exemption applies for students transferring from a Combined Honours programme - see point 3.4 here: <a href="https://www.keele.ac.uk/regulations/regulationc3/">https://www.keele.ac.uk/regulations/regulationc3/</a></p> |
| <b>Diploma in Higher Education</b>     | 240 credits | You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Certificate in Higher Education</b> | 120 credits | You will require at least 120 credits at level 4 or higher                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

**International Year option:** in addition to the above students must pass a module covering the international year in order to graduate with a named degree including the 'international year' wording. Students who do not complete, or fail the international year, will be transferred to the three-year version of the programme.

**Work Placement Year option:** in addition to the above students must pass a non-credit bearing module covering the work placement year in order to graduate with a named degree including the 'with Work Placement Year' wording. Students who do not complete, or fail the work placement year, will be transferred to the three-year version of the programme.

**Entrepreneurship Year option:** in addition to the above students must pass a non-credit bearing module covering the entrepreneurship year in order to graduate with a named degree including the 'with Entrepreneurship Year' wording. Students who do not complete, or fail the entrepreneurship year, will be transferred to the three-year version of the programme.

## 10. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- **Essays** including those based on case study material, test the quality and application of subject knowledge. In addition they allow you to demonstrate your ability to carry out basic bibliographic research and to communicate your ideas effectively in writing in an appropriate scholarly style using the Harvard system of referencing. Essays may be individual or based on working in a group and may also include a computational aspect
- **Class tests** taken either conventionally or online via the Keele Learning Environment (KLE) as Computer based tests assess your subject knowledge and your ability to apply it in a more structured and focused way compared to essays
- **Final examinations**, in different formats, test your knowledge and understanding of the module. Examinations may consist of essay, short answer, multiple choice questions and computational answers depending on the module
- **Individual report**, where you produce a document that sets out your response to the task, including your recommendations and conclusions
- **Group presentation**, where you collaborate with a group of fellow students and present your findings to other students on the module and the module tutor
- **Portfolios** where you assemble pieces of work to demonstrate your engagement with and understanding of a topic, either individually or in a group
- **Work Placement** reflection on work placement activity and development of employability skills

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

## 11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

### Activity

|                         | Scheduled learning and teaching activities | Guided independent Study | Placements |
|-------------------------|--------------------------------------------|--------------------------|------------|
| <b>Year 1 (Level 4)</b> | 21%                                        | 79%                      | 0%         |
| <b>Year 2 (Level 5)</b> | 17%                                        | 83%                      | 0%         |
| <b>Year 3 (Level 6)</b> | 16%                                        | 84%                      | 0%         |

## 12. Accreditation

Various modules taught in this programme, particularly accounting, finance and a small number of economics modules, are accredited by certain professional bodies such as ACCA (Association of Chartered Certified Accountants) and CIMA (Chartered Institute of Management Accountants). Accreditation implies that if a student has taken the modules referred to, they will be offered exemptions from some of the training and exams that these professional bodies require in order to confer membership and/or chartered status. Please ask the KBS Office for a list of the modules that are accredited by professional bodies.

## 13. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: <http://www.keele.ac.uk/student-agreement/>

A student who has completed a semester abroad will not normally be eligible to transfer onto the International Year option.

A student is not allowed to study both the International Year option and the Work Placement Year or Entrepreneurship Year option.

## 14. Other Learning Opportunities

### Study abroad (semester)

Students on the programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities.

Exactly which countries are available depends on the student's choice of degree subjects. An indicative list of countries is on the website (<http://www.keele.ac.uk/studyabroad/partneruniversities/>); however this does not guarantee the availability of study in a specific country as this is subject to the University's application process for studying abroad.

No additional tuition fees are payable for a single semester studying abroad but students do have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad to be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Whilst students are studying abroad any Student Finance eligibility will continue, where applicable students may be eligible for specific travel or disability grants. Students studying in Erasmus+ destinations may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible for income dependent bursaries at Keele. Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

### Study Abroad (International Year)

A summary of the International Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the

### **Work Placement Year**

Students have the opportunity to apply directly for the 4-year 'with Work Placement Year' degree programme or to transfer onto the 4-year degree programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking their year-long placement. To be eligible for the placement year, students must have a good University attendance record. They must also have passed all Year 1 and Year 2 Semester 1 modules. Students must have met the progression requirements to proceed to their final year of study prior to commencing a placement.

Students wishing to take the work placement year should meet with the Programme Director to obtain their signature to confirm agreement before they will be allowed to commence their placement.

International students who require a Tier 4 visa must check with the Immigration Compliance Team prior to commencing any form of placement.

A summary of the Work Placement Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the Work Placement Year.

### **Entrepreneurship Year**

Students have the opportunity to apply directly for the 4-year 'with Entrepreneurship Year' degree programme or to transfer onto the 4-year degree programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking their Entrepreneurship Year. To be eligible for the Entrepreneurship year, students must have a good University attendance record. They must also demonstrate a viable new business idea and suitability to undertake entrepreneurial activity. This will be assessed during Year 2, through submission of a proposal, presentation and interview.

Students who require a Study Visa to undertake the programme in the UK (including Tier 4) are not able to add in an Entrepreneurship Year due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (Visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category.

A summary of the Entrepreneurship Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the Entrepreneurship Year.

### **Enhanced Degree: With Language Competency/With Advanced Language Competency**

Students successfully completing a series of language elective modules have the opportunity to gain an enhanced degree title including their language competency. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing minimum stage 6 in the chosen language, will be awarded an enhanced degree title with the designation 'with competency in [Language]'. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing stage 10 in the chosen language, will be awarded an enhanced degree title with the designation 'with advanced competency in [Language]'.

## **15. Additional Costs**

### **Work Placement Year Costs**

Students will be responsible for organising their own placement, with the support of the placement officer. This allows students to choose when and where to carry out their placement, taking into consideration the potential living and travel expenses, for which they will be responsible. Students are encouraged to consider the potential costs incurred in carrying out the placement at the time of setting these up. Further guidance and support on these considerations is available from the placement officer.

These costs have been forecast by the University as accurately as possible but may be subject to change as a result of factors outside of our control (for example, increase in costs for external services). Forecast costs are reviewed on an annual basis to ensure they remain representative. Where additional costs are in direct control of the University we will ensure increases do not exceed 5%.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this undergraduate programme.

## **16. Annex - International Year**

### **Business Management and Economics with International Year**

|                                     |
|-------------------------------------|
| <b>International Year Programme</b> |
|-------------------------------------|

Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) at an international partner institution after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the standard programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.

### **International Year Programme Aims**

In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with:

1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject
2. Experience of a different culture, academically, professionally and socially

### **Entry Requirements for the International Year**

Students may apply to the 4-year programme during Level 5. Admission to the International Year is subject to successful application, interview and references from appropriate staff.

The criteria to be applied are:

- Academic Performance (an average of 60% across all modules in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 54% across all Level 5 modules with no module fails. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's personal tutor, 1st and 2nd year tutors and programme director)

Students may not register for both an International Year and a Placement Year.

### **Student Support**

Students will be supported whilst on the International Year via the following methods:

- Phone or Skype conversations with Study Abroad tutor, in line with recommended Personal Tutoring meeting points.
- Support from the University's Global Education Team

### **Learning Outcomes**

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete a Keele undergraduate programme with International Year will be able to:

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. Design, plan and critically evaluate research projects with respect to Economics, recording relevant information accurately and systematically and be able to reflect on a range of sources in a critical manner.
5. Integrate, apply and develop enhanced principles relating to the analysis of Economics, to recognise, describe and explain cultural phenomena across national boundaries and reflect critically upon problems relating to contemporary society and culture.

These learning outcomes will all be assessed by the submission of a satisfactory individual learning agreement, the successful completion of assessments at the partner institution and the submission of the reflective portfolio element of the international year module.

### **Regulations**

Students registered for the International Year are subject to the programme-specific regulations (if any) and the University regulations. In addition, during the International Year, the following regulations will apply:

Students undertaking the International Year must complete 120 credits, which must comprise *at least 40%* in the student's discipline area.

This may impact on your choice of modules to study, for example you will have to choose certain modules to ensure you have the discipline specific credits required.

Students are barred from studying any module with significant overlap to the Level 6 modules they will study on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

#### **Additional costs for the International Year**

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: [www.gov.uk](http://www.gov.uk)

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students studying in Erasmus+ destinations may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some Governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

## **17. Annex - Work Placement Year**

### **Business Management and Economics with Work Placement Year**

#### **Work Placement Year summary**

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Work Placement Year' option (NB: for Combined Honours students the rules relating to the work placement year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the Work Placement Year) with a relevant placement provider after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the Work Placement Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Work Placement Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Work Placement Year option.

#### **Work Placement Year Programme Aims**

In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with:

1. The opportunity to carry out a long-term placement based learning experience (minimum 30 weeks equivalent of full-time work) between Years 2 and 3 (Levels 5 and 6) of their degree programme.

#### **Entry Requirements for the Work Placement Year**

Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module (minimum 30 weeks full time (1,050 hours), or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Passed all Year-1 and Year-2 Semester 1 modules
- Students undertaking work placements will be expected to complete a Health and Safety checklist prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.
- (*International students only*) Due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

Students may not register for the Work Placement Year if already enrolled on either the International Year and an Entrepreneurship Year.

### Student Support

Students will be supported whilst on the Work Placement Year via the following methods:

Students are supported throughout their placement by the administrative lead and academic lead of the placement module. There is regular contact between the University, the student and the employer throughout the placement. A key element within the placement year is a visit that usually takes place mid-way through the placement and it is undertaken by a staff member of Keele Business School. Students also have access to various guides in terms of their assessment via KLE as well as the opportunity for 1-2-1 virtual meetings with the academic lead to discuss their progress.

### Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'with Work Placement Year' option will be able to:

- Evaluate their own employability skills (via a SWOT Analysis) together with an analysis of sector skill demands to create Intended Placement Outcomes in order to develop the skill areas which they have identified as being weak or needing further enhancement;
- Develop, through practice on placement, the employment-related skills identified through their SWOT analysis and Intended Learning Outcomes;
- Reflect on and apply academic themes, concepts and theory as explored at Level 4 and Level 5 to complex real situations on work placement;
- Reflect on and critically evaluate their learning from the work placement and previous learning;
- Explain how their chosen professional or placement sector operates and what skills are needed to develop their career.

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (MAN-30068) which involves:

- the submission of two portfolios of evidence, one at the beginning of the placement (usually after six weeks into the placement) and one at the end of the placement and before the start of their final year of undergraduate studies.

### Regulations

Students registered for the 'with Work Placement Year' option are subject to programme-specific regulations (if any) and the University regulations. In addition, during the Work Placement Year, the following regulations will apply:

- Students undertaking the Work Placement Year must successfully complete the zero-credit rated Work Placement Year module (MAN-30068)

Students will be expected to behave professionally in terms of:

(i) conforming to the work practices of the organisation; and

(ii) remembering that they are representatives of the University and their actions will reflect on the School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

#### **Additional costs for the Work Placement Year**

Tuition fees for students on the Work Placement Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Work Placement Year can be included in your Student Finance allocation; to find out more about your personal eligibility see: [www.gov.uk](http://www.gov.uk)

Students will have to bear the costs of travelling to and from their placement provider, accommodation, food and personal costs. Depending on the placement provider additional costs may include parking permits, travel and transport, suitable clothing, DBS checks, and compulsory health checks.

A small stipend may be available to students from the placement provider during the placement but this will need to be explored on a placement-by-placement basis as some organisations, such as charities, may not have any extra money available. Students should budget with the assumption that their placement will be unpaid.

Eligibility for student finance will depend on the type of placement and whether it is paid or not. If it is paid, this is likely to affect student finance eligibility, however if it is voluntary and therefore unpaid, should not affect student finance eligibility. Students are required to confirm eligibility with their student finance provider.

International students who require a Tier 4 visa should check with the Immigration Compliance team prior to commencing any type of paid placement to ensure that they are not contravening their visa requirements.

## **18. Annex - Entrepreneurship Year**

### **Business Management and Economics with Entrepreneurship Year**

#### **Entrepreneurship Year summary**

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Entrepreneurship' option (NB: for Combined Honours students the rules relating to the Entrepreneurship year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the Entrepreneurship Year) located within the Incubation Hub at Keele after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the Entrepreneurship Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Entrepreneurship Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Entrepreneurship Year option.

#### **Entrepreneurship Year Programme Aims**

In addition to the programme aims specified in the main body of this document, the Entrepreneurship Year aims to provide students with:

1. The opportunity to develop a business idea into a live enterprise project within Keele's incubator for a minimum of 30 weeks (full-time equivalent work) but can be longer with access to expertise from Entrepreneurs in Residence.

#### **Entry Requirements for the Entrepreneurship Year**

Students have the opportunity to apply directly for the 4-year 'with entrepreneurship year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the entrepreneurship. Students who fail to pass the entrepreneurship year, and those who fail to meet the minimum requirements of the entrepreneurship year module (minimum 30 weeks full time (1,050 hours), or equivalent activity within the incubator), will be automatically transferred onto the 3-year degree programme. The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- A suitable business idea and demonstration of ability to benefit from time in the incubator, assessed through the submission of a proposal, presentation and interview during year 2.
- Students who require a Study Visa to undertake the programme in the UK (including Tier 4) are not able to add in an Entrepreneurship Year due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (Visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category.

Students may not register for Entrepreneurship Year if already enrolled on either the International Year or a Work Placement Year.

### **Student Support**

Students will be supported whilst on the Entrepreneurship Year via the following methods:

- Students are supported throughout the year by the administrative lead and academic lead of the entrepreneurship module. There will also be a programme of support offered by the Entrepreneurs in Residence.
- Students also have access to various guides in terms of their assessment via KLE as well as the opportunity for 1-2-1 meetings with the academic lead to discuss their progress.

### **Learning Outcomes**

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'Entrepreneurship Year' option will be able to:

- Create an innovative business venture and critically evaluate its potential viability
- Demonstrate understanding of the barriers to start-up enterprise growth and success
- Evaluate and apply a range of strategic decisions to maximise the viability of the start up
- Reflect on one's own entrepreneurial knowledge, skills, behaviour, and learning process

These learning outcomes will be assessed through the non-credit bearing Entrepreneurship Year module (MAN-30075) which involves:

- the submission of a portfolio of evidence demonstrating the activities and learning taken place during the year and a detailed synopsis of how the business idea has progressed.

### **Regulations**

Students registered for the 'with Entrepreneurship Year' option are subject to course specific regulations (if any) and the University regulations. In addition, during the Entrepreneurship Year, the following regulations will apply:

- Students undertaking the Entrepreneurship Year must successfully complete the zero-credit rated 'Entrepreneurship Year' module (MAN-30075)

Students will be expected to behave professionally in terms of:

(i) conforming to the work practices of the incubation hub

### **Additional costs for the Entrepreneurship Year**

Tuition fees for students on the Entrepreneurship Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Entrepreneurship Year can be included in your Student Finance allocation; to find out more about your personal eligibility see: [www.gov.uk](http://www.gov.uk)

Students will have to bear the costs of accommodation, food and personal costs.



## Version History

### This document

**Date Approved:** 12 December 2019

### Previous documents

| Version No | Year    | Owner              | Date Approved    | Summary of and rationale for changes |
|------------|---------|--------------------|------------------|--------------------------------------|
| 1          | 2019/20 | AIKATERINI KOSKINA | 12 December 2019 |                                      |