

Programme Specification: Post Graduate Taught

For Academic Year 2026/27

1. Course Summary

Names of programme and award title(s)	Master of Business Administration (MBA) Master of Business Administration (MBA) with Placement (see Annex) NB: this option applies to September 2025 cohorts onwards
Award type	Taught Masters
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Normal length of the programme	MBA: 12 months MBA with Placement: 18 to 24 months Entry points: September, January and May
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Not applicable
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Fee for full-time study in 2026/27 is £14,700</p> <p>International students:</p> <p>Fee for full-time study in 2026/27 is £18,200</p> <p>The fee for the placement is calculated at 20% of the regulated Home undergraduate tuition fee for that year of study.</p>

This programme document applies from May 2025 onwards.

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.

2. Overview of the Programme

The Keele MBA is designed to equip you with the knowledge and practical skills needed to succeed in leadership roles within today's complex, global business environment. Combining academic rigour with practical business engagement, the programme ensures you can apply theoretical knowledge to real-world challenges effectively.

Taught on Keele's campus, the MBA benefits from its location within Keele Business School and the Innovation Park, providing direct connections with businesses and industry leaders. You will engage in interactive workshops, live business projects, and experiential learning activities, gaining the practical experience and professional skills highly valued by employers.

The programme emphasises ethics, sustainability, and innovation, preparing you to become a responsible leader

who can navigate contemporary business challenges. Keele provides a supportive and inclusive environment, encouraging both personal and professional growth throughout your studies.

If you choose the MBA with Placement route, you will undertake a Placement after completing the taught elements of the degree. While securing the Placement is your responsibility, Keele offers guidance and support to help you identify opportunities. This experience allows you to apply your academic knowledge in a practical setting, develop professional skills, enhance your industry understanding, and support your transition into advanced professional roles.

The Keele MBA provides a comprehensive, campus-based learning experience designed to help you lead, influence, and make an impact in the global business landscape.

3. Aims of the programme

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

- Develop as a future leader with the knowledge, skills, and behaviours needed to lead contemporary organisations ethically and sustainably.
- Apply strategic, critical, and creative thinking to solve complex business challenges and make sound decisions.
- Gain comprehensive insight into key management and leadership disciplines and how business functions interconnect to drive performance.
- Engage in practical experiences through industry projects, real-world scenarios, and interactive workshops that bridge theory and application.
- Lead with confidence, adaptability, and a commitment to creating sustainable value in diverse organisational contexts.

4. 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 critical knowledge and understanding of:

- Principles of strategic leadership, business ethics, and decision-making in diverse organisational contexts, particularly within sustainable business frameworks.
- The impact of innovation, digital transformation, and change management on business operations and sustainability.
- Financial strategies, economic theories, and resource management practices for informed strategic decision-making in operational excellence.
- The dynamics of high-performing teams, inclusive leadership, and organisational culture essential for achieving operational success.
- Contemporary business knowledge to develop and implement effective strategic solutions.

Subject specific skills

Successful students will be able to:

- Develop strategic plans and contribute to high-performance outcomes using analytical and conceptual thinking within the context of sustainability and operational excellence.
- Support collaborative projects and change initiatives to foster an innovative and adaptive environment.
- Engage effectively with stakeholders through communication, negotiation, and influencing strategies to build professional relationships.
- Use digital tools and data analysis to inform strategic decision-making and enhance business processes.
- Apply financial analysis and resource management principles, including budgeting and forecasting, to support strategic objectives.
- Promote an inclusive and collaborative culture that values diversity, well-being, and team performance, contributing to sustainable business practices.
- Advocate for ethical practices and corporate social responsibility in line with governance, sustainability, and operational excellence goals.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Communicate effectively in both written and verbal formats to convey ideas and strategic insights.
- Collaborate within diverse teams to build relationships and achieve shared objectives.
- Adapt to new challenges with a proactive and flexible approach.
- Solve problems using critical thinking and creative analysis.
- Manage time and prioritise tasks efficiently to meet project deadlines.
- Demonstrate leadership potential by contributing to team motivation and direction, particularly in sustainability and operational excellence.
- Use digital tools to enhance work productivity and decision-making

For students on MBA with Placement:

Successful students will be able to:

- demonstrate the ability to apply advanced theoretical knowledge and skills gained during the MBA programme to a professional business environment,
- critically evaluate workplace practices and contribute to organisational objectives.

Keele Graduate attributes

The Keele Graduate Attributes are the qualities (skills, values and mindsets) which you will have the opportunity to develop during your time at Keele through both the formal curriculum and also through co- and extra-curricular activities (e.g., work experience, and engagement with the wider University community such as acting as ambassadors, volunteering, peer mentoring, student representation, membership and leadership of clubs and societies). Our Graduate Attributes consist of four themes: **academic expertise, professional skills, personal effectiveness, and social, environmental and ethical responsibility**. You will have opportunities to engage actively with the range of attributes throughout your time at Keele: through your academic studies, through self-assessing your own strengths, weaknesses, and development needs, and by setting personal development goals. You will have opportunities to discuss your progress in developing graduate attributes with, for example, Academic Mentors, to prepare for your future career and lives beyond Keele.

5. How is the programme taught?

Each intake begins with a comprehensive induction designed to prepare you for the journey ahead. During this induction, you will meet the academic team, key programme staff, and fellow students. The induction provides an overview of the course structure, content, and expectations, ensuring you are well-prepared for your studies. It also introduces you to Keele's wide range of support services, including academic assistance, careers guidance, and personal development resources. This foundation helps you transition smoothly into the programme, fostering a sense of community and providing clarity on how to succeed.

The Keele MBA is delivered primarily in person, with the majority of teaching conducted on Keele's campus. The programme is structured into 8-week blocks, allowing you to focus intensively on one module at a time and fully engage with the learning material. Each block usually includes 6 weeks of teaching, centred on practical application and immersive learning, and 2 weeks of assessment support to help you prepare effectively for assignments. While the core delivery takes place on campus, certain activities, such as employer engagement and guest visits, may occur off-campus or online, further enhancing your learning by providing direct exposure to real-world environments and fostering professional networks.

The initial module, undertaken at the very start of the MBA programme, introduces you to the fundamentals of business activity and supports the development of your communication skills for business contexts. Designed as a foundation for your studies, this module ensures you begin your journey equipped with the essential knowledge and tools needed to succeed academically and professionally. You will then progress to specialist modules that explore various areas of management and leadership, providing in-depth knowledge and skills tailored to these critical domains. The programme culminates in a capstone project, allowing you to integrate and apply what you have learned to a significant, practical challenge, demonstrating your ability to lead and manage in complex business environments.

A unique highlight of the Keele MBA is the MBA Companions Scheme, which integrates experienced business professionals into the curriculum. These business companions work closely with you, providing real-world insights, and sharing best practices throughout your learning journey. The scheme bridges the gap between theoretical concepts and practical applications, helping you tackle contemporary business challenges and gain a deeper understanding of the business world. This interactive and experiential teaching approach combines face-to-face instruction with direct business engagement, enabling you to develop critical skills such as leadership, problem-solving, and adaptability through workshops, real-world projects, and case studies. Opportunities to collaborate with peers and business companions further enrich the learning experience and support the development of professional networks.

Keele's Virtual Learning Environment (KLE) supplements the in-person teaching with additional resources and materials to ensure continuous support throughout your studies. Assessments are designed to reflect real-world business scenarios, enabling you to translate academic learning into actionable solutions, and/or bespoke tasks to your professional identity and development. Study skills support is embedded within each module, helping you prepare for assessments and benefit from formative feedback. Additional resources, including academic writing and research support, are also available to assist with your learning.

For students on the MBA with Placement route, the programme provides an opportunity to apply your learning in a supervised, real-world setting, further enhancing your professional development. Keele's academic mentors and a dedicated careers team are available to support you throughout your journey. Keele Business School's co-location with the Innovation Park provides unique opportunities to collaborate with businesses and gain insights into contemporary business practices. The programme is also supported by Keele's Employability and Placement Team and the Business School's dedicated careers advisors, who help you explore placement opportunities, develop employability skills, and connect with industry professionals.

To support your transition to postgraduate study, the programme includes the Advanced Business English Communications module, designed to enhance your communication skills for academic and professional contexts. Keele's strong focus on supporting your success ensures that study skills, academic writing, and research support are embedded within the programme to help you achieve your goals. The Keele MBA equips you with the knowledge, skills, and professional networks preparing you for a rewarding career with a strong foundation in leadership, problem-solving, and adaptability.

6. Teaching Staff

The programme is taught by a team of highly qualified academic staff, most of whom hold doctoral degrees (PhDs or equivalent) in relevant fields. Many also possess advanced qualifications in Teaching and Learning in Higher Education, with most being Fellows, Senior Fellows, or Principal Fellows of Advance Higher Education. This reflects their commitment to maintaining the highest educational standards and fostering an engaging learning environment.

Our faculty members are not only experienced educators but also active researchers and scholars. Their work is published across a variety of academic and professional outlets, ensuring that the teaching you receive is informed by the latest developments in the field. Some staff members also specialise in research on teaching methodologies, ensuring that the programme benefits from innovative and effective pedagogical practices. By studying under these accomplished educators, you will gain cutting-edge knowledge and insights that prepare you for success in today's business landscape.

Students benefit directly from this expertise through opportunities to engage with active researchers and connect theory with practice. The supportive learning environment includes regular discussions with academic mentors and module lecturers, ensuring your individual learning needs are met. Additionally, the integration of research into teaching provides opportunities for you to engage with contemporary challenges and develop advanced critical thinking skills.

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.

7. What is the structure of the programme?

The Keele MBA programme is designed to offer flexibility and inclusivity, with three main intakes each year: September, January and May. This approach accommodates a diverse range of students, providing multiple opportunities for entry.

The programme comprises 180 credits of taught modules, delivered over a 12-month period. If you enrol on the MBA with Placement route, you will have the opportunity to undertake a Placement lasting 6 to 12 months after completing the taught modules. This Placement extends the overall programme duration to a maximum of 24 months, allowing for an additional year of industry engagement.

Module Structure

The taught modules are structured into 8-week blocks, with each module worth either 15 or 30 credits. The first two modules, *Understanding Business Contexts and Initial Practical Experience* and *Advanced Business English Communications*, are each worth 15 credits and are delivered alongside each other. This approach ensures that you build a strong foundational understanding of key business concepts while developing advanced communication skills from the outset.

Subsequent modules are delivered one at a time, allowing for focused, immersive learning over the 8-week period. Each block includes:

- 6 weeks of teaching focused on immersive learning and practical application.
- 2 weeks of assessment support to guide you in completing your assessments effectively.
- All modules are compulsory, ensuring a comprehensive learning experience that builds the skills and knowledge needed for leadership and business success.
- The programme concludes with the Capstone Project (*Consultancy Project or Strategic Business Proposal*), which allows you to synthesise your learning and apply it to a real-world business challenge or strategic proposal.

Module Sequencing

- **Starting Point:** All students begin the MBA with two foundational modules: *Understanding Business Contexts and Initial Practical Experience* and *Advanced Business English Communications*. These modules establish essential business knowledge and provide early exposure to practical learning experiences.
- **Progression:** Following the foundational modules, you will continue with the core modules offered according to the rolling delivery schedule (see below).
- **Capstone Requirement:** The final module in the taught programme is the *Consultancy Project or Strategic Business Proposal*, where you apply your accumulated knowledge to a strategic or real-world business challenge.

All modules on this programme are compulsory.

Module Delivery and Lists

May 2025 cohort

Code	Title	Period	Start date	Credits
ENL-40017	Advanced Business English Communication for Postgraduates	SEM2	19th May 2025	15
MAN-40415	Understanding Business Contexts and Initial Practical Experience	SEM2	19th May 2025	15
MAN-40357	Strategic Leadership for a Sustainable Business	SEM3	14th July 2025	30
MAN-40359	Innovation and Change Management in a Digital Age	SEM1	29th September 2025	30
MAN-40355	Achieving Excellence through Managing Operations	SEM1	24th November 2025	30
MAN-40353	People and Culture: Building High-Performance Organisations	SEM2	9th February 2026	30
MAN-40409	Capstone Project	SEM2	6th April 2026	30

September 2025 cohort

Code	Title	Period	Start date	Credits
ENL-40017	Advanced Business English Communication for Postgraduates	SEM1	29th September 2025	15
MAN-40415	Understanding Business Contexts and Initial Practical Experience	SEM1	29th September 2025	15
MAN-40355	Achieving Excellence through Managing Operations	SEM1	24th November 2025	30
MAN-40353	People and Culture: Building High-Performance Organisations	SEM2	9th February 2026	30
MAN-40357	Strategic Leadership for a Sustainable Business	SEM2	13th April 2026	30
MAN-40359	Innovation and Change Management in a Digital Age	SEM2	8th June 2026	30
MAN-40409	Capstone Project	SEM3	3rd August 2026	30

January 2026 cohort

Code	Title	Period	Start date	Credits
ENL-40017	Advanced Business English Communication for Postgraduates	SEM2	26th January 2026	15
MAN-40415	Understanding Business Contexts and Initial Practical Experience	SEM2	26th January 2026	15
MAN-40357	Strategic Leadership for a Sustainable Business	SEM2	13th April 2026	30
MAN-40359	Innovation and Change Management in a Digital Age	SEM2	8th June 2026	30
MAN-40355	Achieving Excellence through Managing Operations	SEM3	3rd August 2026	30
MAN-40353	People and Culture: Building High-Performance Organisations	SEM1	28th September 2026	30
MAN-40409	Capstone Project	SEM1	23rd November 2026	30

May 2026 cohort

Code	Title	Period	Start date	Credits
ENL-40017	Advanced Business English Communication for Postgraduates	SEM2	25th May 2026	15
MAN-40415	Understanding Business Contexts and Initial Practical Experience	SEM2	25th May 2026	15
MAN-40355	Achieving Excellence through Managing Operations	SEM3	3rd August 2026	30
MAN-40353	People and Culture: Building High-Performance Organisations	SEM1	28th September 2026	30
MAN-40357	Strategic Leadership for a Sustainable Business	SEM1	23rd November 2026	30
MAN-40359	Innovation and Change Management in a Digital Age	SEM2	8th February 2027	30
MAN-40409	Capstone Project	SEM2	5th April 2027	30

September 2026 cohort

Code	Title	Period	Start date	Credits
ENL-40017	Advanced Business English Communication for Postgraduates	SEM1	28th Sept 2026	15
MAN-40415	Understanding Business Contexts and Initial Practical Experience	SEM1	28th Sept 2026	15
MAN-40355	Achieving Excellence through Managing Operations	SEM2	5th April 2027	30
MAN-40353	People and Culture: Building High-Performance Organisations	SEM3	31st May 2027	30
MAN-40357	Strategic Leadership for a Sustainable Business	SEM1	23rd November 2026	30
MAN-40359	Innovation and Change Management in a Digital Age	SEM2	8th February 2027	30
MAN-40409	Capstone Project	SEM2	26th July 2027	30

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Level 7

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Principles of strategic leadership, business ethics, and decision-making in diverse organisational contexts, particularly within sustainable business frameworks.	- Strategic Leadership for a Sustainable Business - Understanding Business Contexts and Initial Practical Experience
The impact of innovation, digital transformation, and change management on business operations and sustainability.	- Innovation and Change Management in a Digital Age - Achieving Excellence through Managing Operations
Financial strategies, economic theories, and resource management practices for informed strategic decision-making in operational excellence.	- Achieving Excellence through Managing Operations - Understanding Business Contexts and Initial Practical Experience
The dynamics of high-performing teams, inclusive leadership, and organisational culture essential for achieving operational success.	- People and Culture: Building High-Performance Organisations - Strategic Leadership for a Sustainable Business
Contemporary business knowledge to develop and implement effective strategic solutions.	- Understanding Business Contexts and Initial Practical Experience - Consultancy Project or Strategic Business Proposal

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Develop strategic plans and contribute to high-performance outcomes using analytical and conceptual thinking within the context of sustainability and operational excellence.	- Strategic Leadership for a Sustainable Business - Achieving Excellence through Managing Operations
Support collaborative projects and change initiatives to foster an innovative and adaptive environment	- Innovation and Change Management in a Digital Age - Consultancy Project or Strategic Business Proposal
Engage effectively with stakeholders through communication, negotiation, and influencing strategies to build professional relationships	- Strategic Leadership for a Sustainable Business - People and Culture: Building High-Performance Organisations
Use digital tools and data analysis to inform strategic decision-making and enhance business processes	- Innovation and Change Management in a Digital Age - Achieving Excellence through Managing Operations
Apply financial analysis and resource management principles, including budgeting and forecasting, to support strategic objectives	- Achieving Excellence through Managing Operations
Promote an inclusive and collaborative culture that values diversity, well-being, and team performance, contributing to sustainable business practices	- People and Culture: Building High-Performance Organisations - Strategic Leadership for a Sustainable Business
Advocate for ethical practices and corporate social responsibility in line with governance, sustainability, and operational excellence goals	- Strategic Leadership for a Sustainable Business - Consultancy Project or Strategic Business Proposal

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Communicate effectively in both written and verbal formats to convey ideas and strategic insights.	- All modules, particularly emphasised in Consultancy Project or Strategic Business Proposal and Strategic Leadership for a Sustainable Business
Collaborate within diverse teams to build relationships and achieve shared objectives	- People and Culture: Building High-Performance Organisations - Consultancy Project or Strategic Business Proposal
Adapt to new challenges with a proactive and flexible approach	- Innovation and Change Management in a Digital Age - Understanding Business Contexts and Initial Practical Experience
Solve problems using critical thinking and creative analysis	- Innovation and Change Management in a Digital Age - Consultancy Project or Strategic Business Proposal
Manage time and prioritise tasks efficiently to meet project deadlines	- Achieving Excellence through Managing Operations - Consultancy Project or Strategic Business Proposal
Demonstrate leadership potential by contributing to team motivation and direction, particularly in sustainability and operational excellence	- Strategic Leadership for a Sustainable Business - People and Culture: Building High-Performance Organisations
Use digital tools to enhance work productivity and decision-making	- Innovation and Change Management in a Digital Age - Achieving Excellence through Managing Operations

8. Final and intermediate awards

Master's Degree Master of Business Administration (MBA)	180 credits	You will require at least 150 credits at Level 7
Postgraduate Diploma	120 credits	You will require at least 90 credits at Level 7
Postgraduate Certificate	60 credits	You will require at least 40 credits at Level 7

Placement option: in addition to the above students must pass a non-credit bearing module covering the placement in order to graduate with a named award including the 'with Placement' wording.

9. How is the Programme Assessed?

The Keele MBA programme is assessed through a range of methods designed to support the development of knowledge, skills, and practical application. Assessments have a significant applied quality, ensuring that students can integrate theory with practice in real-world scenarios. The wide variety of assessment methods used on this programme reflects the comprehensive set of knowledge and skills that students develop as they progress through their studies.

Assessments are constructed with clear criteria and aim to provide timely, regular, and constructive feedback. This feedback helps to clarify concepts, address areas for improvement, and enhance overall performance. The programme includes both summative and formative assessments to ensure robust learning and continuous development:

Summative assessments are designed to measure the achievement of learning outcomes, with marks awarded to reflect student attainment.

Formative assessments enable students to monitor their progress, helping teaching staff identify and address any specific learning needs.

Students benefit from feedback on all summative assessments, typically provided within three working weeks of

submission. This feedback includes guidance on how to improve the quality of their work. Informal feedback is also provided during tutorial and seminar discussions, fostering an environment of continuous learning and growth.

Representative assessment methods used in the Keele MBA include:

- **Case study analysis** to apply theoretical knowledge to practical business scenarios.
- **Strategic business reports and proposals** to develop skills in research, analysis, and strategic planning.
- **Presentations and group projects** to cultivate communication, teamwork, and stakeholder engagement.
- **Reflective journals and essays** to encourage personal reflection and critical thinking.

10. Accreditation

This programme does not have accreditation from an external body.

11. 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/>

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

12. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme:

<https://www.keele.ac.uk/study/>

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here:

<https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

13. How are students supported on the programme?

Support for student learning is provided in a variety of ways to ensure a positive and enriching academic experience:

- Module tutors are responsible for supporting your learning within specific modules. They provide individual feedback on assessments and more general feedback on examinations to help you improve and succeed.
- Each student is assigned an Academic Mentor who monitors and advises on academic progress. Academic Mentors also serve as the first point of contact for non-academic issues that might impact your learning and can refer you to specialist health, welfare, and financial services coordinated by the University's Student Services.
- The Student Experience Support Officer and Disability and Inclusion Tutor are available to assist and support students with a range of challenges they may encounter throughout their studies.
- Dedicated careers advisors and the Employability and Placement Team offer tailored support to help you plan your career, develop your employability skills, and explore placement opportunities. This includes workshops, one-to-one guidance, and access to employer networking events.
- Keele's Library offers extensive learning resources, including access to academic journals, e-books, and databases. Students also benefit from a wide range of study spaces, online learning tools, and specialist staff who can assist with research and academic skills.
- Student Voice Representatives act as a channel for raising and addressing issues at the module and programme levels, ensuring that student concerns are heard and addressed.
- Students for whom English is not their first language can access a range of language classes, facilities, and services through the University's Language Centre. This includes credit-bearing modules on English for academic study, one-to-one tutorials for personalised help, and extensive self-study resources.
- All teaching staff on the programme are available during scheduled office hours and by appointment to provide additional support as needed.
- The Keele Postgraduate Association (KPA) is a dedicated branch of the Students' Union, specifically supporting postgraduate taught (PGT) and postgraduate research (PGR) students at Keele. The KPA is led by a team of representatives who work to ensure that the postgraduate student community is well-represented and supported in all aspects of university life.

14. Learning Resources

The Keele MBA features a unique **MBA Companions Scheme**, where each module is paired with a dedicated

business companion who collaborates with students throughout their learning journey. These companions are experienced professionals from various industries who provide valuable real-world insights, share best practices, and offer mentorship. The scheme ensures that students have the opportunity to engage directly with industry leaders, enhancing their understanding of contemporary business challenges and applying their learning to practical situations. By bridging academic theory with business practice, the MBA Companions Scheme fosters deeper industry engagement, enriches the student experience, and supports the development of relevant skills that employers seek.

Studying on our campus offers a diverse and dynamic learning environment, where you can access a range of study locations and facilities tailored to your academic needs. Keele University's campus is designed to support collaborative, independent, and immersive learning, ensuring that you have access to the right space to enhance your study experience.

- **Modern Teaching and Learning Spaces:** Keele Business School has modern classrooms and seminar rooms designed for interactive learning. These spaces are equipped with the latest technology, supporting both in-person and hybrid teaching methods. This setup allows you to engage actively with course material and participate in collaborative learning with peers.
- **Library and Study Areas:** Keele's main library is an excellent resource, featuring both quiet study spaces and group work areas. It provides access to a wealth of physical and digital resources, including academic journals, textbooks, and databases. There are also dedicated spaces for research, collaborative work, and self-study, making it easy to find an environment that suits your study preferences.
- **Computer Labs and IT Suites:** Our campus includes several computer labs and IT suites equipped with the software and tools you need to support your studies. Whether you need to use statistical packages, perform data analysis, or access industry-standard tools like Bloomberg, these facilities ensure you have the necessary resources for your academic work.
- **Campus-wide Wi-Fi:** Keele offers reliable Wi-Fi across campus, meaning you can study in a range of locations, from the library to informal study areas in cafes or outside on the campus grounds. This flexibility ensures you can work in an environment that suits your study style.
- **Collaboration Zones and Social Spaces:** Keele's campus also boasts a range of informal collaboration zones and social spaces where you can meet with peers, engage in group projects, or take a break between classes. These spaces are designed to encourage spontaneous collaboration, idea-sharing, and networking, enhancing your learning experience.
- **The Students' Union and Campus Events:** The Keele Students' Union provides additional spaces for social engagement and extracurricular activities. With clubs, societies, and regular events, it's a great place to network, develop new skills, and engage in the wider Keele community.
- **Dedicated Career and Placement Support:** In addition to study areas, the Careers and Placement Services are based on campus, providing resources and support to help you navigate the job market. Whether through workshops, one-to-one advice, or networking events, these services ensure that your career development is supported every step of the way.

15. Other Learning Opportunities

At Keele Business School, learning extends beyond the classroom, and we provide a range of opportunities designed to support your personal, academic, and professional development. These opportunities are integrated into the fabric of our campus life and offer real-world experiences that complement your formal studies.

- **Industry Partnerships and Guest Speakers:** Keele Business School has strong links with industry leaders, and students benefit from regular guest lectures, talks, and seminars hosted by professionals from a range of sectors. These sessions provide insights into current industry trends, challenges, and best practices, and offer valuable networking opportunities to help you connect with potential employers or mentors.
- **Student-Led Projects:** You can gain experience by participating in student-led projects, working alongside peers to address real-world business challenges. These projects often involve collaboration with external organisations, giving you the opportunity to engage with industry and practice skills such as teamwork, leadership, and project management.
- **Networking Events and Career Fairs:** Throughout the year, Keele University hosts a variety of networking events, career fairs, and recruitment events where you can meet potential employers, industry experts, and alumni. These events provide opportunities to learn about career options, gain advice from professionals, and make valuable connections for your future career.
- **Volunteering and Societies:** There are numerous opportunities for volunteering, both within the university and the local community. Volunteering can help you develop soft skills, build leadership experience, and make a positive impact. Additionally, Keele University offers a range of student societies, including business-related societies, where you can meet like-minded individuals, take part in extracurricular activities, and develop skills outside of your academic work.
- **International Opportunities:** Keele Business School offers international study opportunities, including exchanges and partnerships with universities around the world. This allows eligible students to broaden their academic and cultural horizons, experience global business practices, and enhance employability in an increasingly globalised world.
- **Research and Independent Study:** For those with an interest in academic research, there are

opportunities to engage in research projects, either independently or under the supervision of faculty members. This experience will deepen your understanding of your field of study and help you develop advanced analytical and research skills.

- **Personal and Professional Growth:** Keele's comprehensive student support services, including academic mentoring, career coaching, and personal development workshops, are designed to help you thrive both academically and personally. Whether through one-on-one coaching or group sessions, these resources ensure that you are equipped with the tools to succeed during your studies and beyond.

16. Additional Costs

Students on the Placement route will be responsible for organising their own placement, with support from the Placement Officer. This gives students the flexibility to choose when and where to complete their placement, while considering any associated living and travel expenses, which they will be responsible for covering. Students are encouraged to factor in these potential costs when arranging their placement. All placements are subject to visa compliance, and students should ensure they meet any visa requirements. Additional guidance and support on these matters will be provided by the Placement Officer throughout the process.

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 programme.

17. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual Postgraduate Taught Experience Survey (PTES), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students on the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/ga/externalexaminers/currentexternalexaminers/>

18. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:

<http://www.qaa.ac.uk/quality-code>

b. QAA Subject Benchmark Statement: [Subject Benchmark Statement: Master's Degrees in Business and Management](#)

c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

19. Annex - Placement

Master of Business Administration (MBA) with Placement

Placement Summary

Students can apply directly for the 'with Placement' degree programme, or transfer onto the 'with Placement' degree programme by the end of May or the end of October each academic year for students starting their studies in September or January, respectively.

International students can apply directly for the 'with Placement' degree programme. However, if they wish to transfer onto this programme while studying, they should discuss this with Immigration Compliance and Advice (ICA) and their Programme Director. If the transfer request can be approved in line with UK Visas and Immigration (UKVI) rules, students should be aware that a visa extension would be required.

Students accepted onto the 'with Placement' programme will complete an extra 6 - 12 months of study (the placement), depending on the duration of their placement, with a relevant placement provider after they have completed the taught component of their programme.

Admission to the Postgraduate Placement module is dependent on students i) achieving minimum academic standards and, ii) securing a placement via a competitive, employer-led selection process. The University does not guarantee placements for students who have registered for the 'with Placement' programme or for those who transfer on to the programme. All students will be provided with a detailed timeline, including deadlines, of the date by which their placement would need to be secured.

Students who successfully pass 180 credits plus the non-credit bearing Postgraduate Placement module will be awarded the degree title of 'XXXX with Placement'. Students who are unable to secure a placement, fail to satisfactorily complete their placement, or who fail the non-credit bearing Postgraduate Placement module will revert to the standard degree title of the one-year master's programme. Failure of the placement will be recorded on the student's final transcript.

Study at Level 7 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 'with Placement' option.

Placement Programme Aims

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

In-depth experience of a relevant workplace and the variety of ways in which their skills can be used in the world outside the university.

The opportunity to further develop their employability through skills development and reflection, enhanced organisational and sector knowledge, and networking and interpersonal communication.

Entry Requirements for the Postgraduate Placement Module

Admission to the Postgraduate Placement module is dependent on students i) achieving minimum academic standards and, ii) securing a placement via a competitive, employer-led selection process including successful application and interview. Therefore, the University cannot guarantee placements for students who have registered for the 'with placement' programme.

To be eligible to progress onto placement, students will need to have:

Passed all of their first Semester modules (i.e., obtained an average mark of $\geq 50\%$). Where no Semester 1 marks have been awarded, performance on individual assessments in these modules will be considered.

Completed an online Health and Safety training session prior to commencing their placement and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.

Secured a relevant placement via a competitive, employer-led selection process including successful application and interview.

Progression onto the Postgraduate Placement module is then conditional on passing all taught modules from the Spring and Autumn semesters, excluding the research project/dissertation.

Students with up to 30-credits of re-assessment awarded as first attempts owing to approved exceptional circumstances, and who otherwise meet the progression requirements, may progress onto the Postgraduate Placement module and retrieve their outstanding credits during their placement. All other students who have failed one or more modules will not be eligible to progress onto the Postgraduate Placement module. This applies even if they have assessment attempts remaining. These students will revert to the standard degree title of the one-year master's programme.

International students only:

Students wishing to transfer onto this programme should discuss this with Immigration Compliance and Advice (ICA) and their Programme Director. If the transfer request can be approved in line with UK Visas and Immigration (UKVI) rules, students should be aware that a visa extension would be required (this can be applied for within the UK) once the placement opportunity is confirmed. The cost of this would be the student's own responsibility, but ICA will be able to provide advice and guidance on the process.

International students who do not complete their placement or cannot secure a placement opportunity, but who do pass 180 credits of the taught element of the course, will be transferred to the non-placement version. This will be reported to UKVI as "early completion" and their Student Visa would be cancelled. UKVI would not issue any refund for overpaid Immigration Health surcharge in this instance.

Provided students have passed 180 credits of the course and met all other eligibility criteria, they will still be eligible to apply for the Graduate Route.

Student Support

Students will be supported whilst on their placement via the following methods:

Regular contact between the student and a named member of staff from the Placement and Project Managers (PPM) team who will be assigned to the student as their placement supervisor. The placement supervisor will be in regular contact with the student throughout the year and be on hand to provide advice (pastoral or academic). If the student has any academic queries whilst on placement they will be signposted to the relevant member of academic staff (i.e., Academic Mentor, Programme Director or module leader)

Formal contact with the student during the placement. The placement supervisor will meet once with the student, and their line manager (physically / virtually) at the midway point of their placement. Additional meetings may be arranged if required.

Placement providers will be issued with guidance on how to raise concerns about students as part of the placement approval process.

Learning Outcomes

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

Understand and discuss the variety of ways in which skills developed during their study can be deployed in non-academic contexts.

Develop broader organisational/sector understanding and reflect upon their activities in this context.

Assess their own strengths and weaknesses in an employment context.

Articulate their placement skills and experiences effectively and through a variety of means (verbal and written)

These learning outcomes will be assessed through the non-credit bearing Postgraduate Placement module which provides a structure to ensure that students make the most of the placement as an integrated learning experience. Students will complete an initial skills audit and placement plan when they begin their placement and submit a final placement portfolio which includes a reflective diary completed during placement.

Regulations

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

Students undertaking the 'with Placement' programme must successfully complete the zero-credit rated module 'Postgraduate Placement'.

In order to ensure a high-quality placement experience, each placement provider will sign a tripartite learning agreement (analogous to a service level agreement), and a health and safety checklist.

Once a student has been accepted by a placement organisation, the student will submit a placement proposal and will be assigned a placement supervisor (from the PPM team). The placement supervisor will be responsible for ensuring that the placement experience meets the required criteria, the placement organisation meets all health and safety expectations, and a tripartite learning agreement is signed by all parties.

The placement student will also sign up to an agreement outlining their responsibilities in relation to the requirements of each organisation.

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 University and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

Additional costs for the Placement

Tuition fees for students on the 'with Placement' programme will be charged at 20% of the standard Undergraduate annual tuition fees for that year of study, as set out in Section 1.

Students will be responsible for meeting 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. Students are required to confirm eligibility with their student finance provider. As part of the placement approval process, all students will be referred to the Student Financial Support team for advice and guidance regarding scholarships, bursaries and access to additional funding.

International students who require a 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.

Version History

This document

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Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2025/26	AIKATERINI KOSKINA	19 June 2025	
1	2024/25	AKRUM EKARA HELFAYA	10 June 2024	
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