

Course Information Document: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	DipHE Accounting and Finance
Award type	UG Diploma of HE
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 5
Normal length of the programme	2 years
Maximum period of registration	The normal length as specified above plus 2 years
Location of study	Jiangxi University of Applied Sciences
Accreditation (if applicable)	n/a
Regulator	Office for Students (OfS)
Tuition Fees	38,800RMB

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.

In reference to Section D (Fees) of your Student Agreement; the tuition fees payable during the duration of your programme will be set by and be subject to the terms of Jiangxi University of Applied Sciences. The tuition fee payable will be communicated to you by Jiangxi University of Applied Sciences and you are responsible for paying the tuition fee when due.

2. What is a DipHE and Dual Award Programme?

The Diploma of Higher Education (DipHE) programme described in this document is delivered over two years, and totals 240 credits at Diploma level. After receiving the DipHE, students can use it for entry to the third year of a related degree course in Keele University if a student wishes to carry on studying for an undergraduate degree.

NB: this award is part of a dual partnership arrangement where upon successful completion students also receive, in addition to the Keele award, a Diploma in Big Data and Accounting awarded by Jiangxi University of Applied Science (JUAS).

This programme is part of a dual award collaboration between Keele University and JUAS. Students who successfully complete the programme as described in this Programme Specification will be awarded a DipHE in Accounting and Finance from Keele University. Students that successfully complete the Keele modules as part of this programme and additional JUAS modules, will be awarded a Diploma in Big Data and Accounting from JUAS. This Programme Specification describes the award details for the DipHE in Accounting and Finance from Keele University. Students will receive a separate Programme Specification for the JUAS award. Both awards draw on the teaching and research strengths of both Keele and JUAS. The main teaching language is English, although some JUAS modules may be taught in Mandarin. Students will primarily study at JUAS.

3. Overview of the Programme

The DipHE Accounting and Finance is a Diploma in Higher Education that provides students with a thorough grounding in the twin disciplines of Accounting and Finance. Accounting and Finance are strongly vocational subjects, they draw upon principles from a range of the further social sciences, including economics, law and business. This Diploma aims to provide essential knowledge for the understanding of business behaviour, accounting and finance strategy and corporate performance. The programme is designed to provide a broad undergraduate education but will be especially useful for students seeking a rewarding career in accountancy, finance or business management.

This programme, delivered jointly by Keele University and JUAS, provides a unique international learning experience, with students able to access learning resources and academic expertise from both Keele University and JUAS.

The Diploma is academically rigorous and delivered in a challenging but supportive learning environment. It 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 onward study to degree level. In addition to subject-specific knowledge, you will have the opportunity to develop a range of generic, transferable skills such as analytical/critical/reasoning ability, literacy (essay-writing, presentations) and numeracy (statistics, data analysis and presentation), time-management and capacity for independent study. In other words, the diploma equips students with intellectual, professional and personal resources upon which they can draw throughout their lives.

Accounting in more detail

Accounting is a satisfyingly progressive area of study, starting with the core principles of financial and management accounting, the logical and methodical preparation of financial statements, building upon these to an intermediate level in the second year of the diploma. The study of core topics is supported by other critical areas such as Business Law and the contemporary topic of Corporate Governance and Social Responsibility.

Finance in more detail

Finance is the study of financial markets, institutions and participants, their behaviour, strategies and market outcomes from a variety of perspectives. The study of Finance offered here possesses a clear and coherent intellectual structure based mainly on Economics but also engages with other subjects such as accounting, mathematics, and quantitative methods. Based on a theoretical framework, the discipline also makes extensive use of empirical techniques and analysis that find application in a wide-range of practical real world problems. You will study the decision-making and behaviour of investors and other participants of financial markets, and the effects of government policies and regulation. Finance provides essential knowledge for the understanding of business behaviour, strategy and performance, particularly of financial firms.

4. Aims of the programme

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

- Study accounting and finance as disciplines and their interactions with other social sciences;
- Gain a knowledge and understanding of the design, operation and validation of accounting and financial statements and systems and how they are affected by individuals, organisations, markets and society;
- Develop awareness of current issues in accounting and finance;
- Achieve an understanding of professional practice in the area of accountancy and finance;
- Demonstrate knowledge and skills that enable you to develop independence and self-confidence in your work and the ability to cooperate with others.

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 the key accounting and finance concepts and their applications to a wider business and social context;
- Demonstrate knowledge and understanding of conceptual and theoretical foundations of modern accounting and finance in an international context.

Subject specific skills

Successful students will be able to:

- Prepare, read and interpret accounting statements and financial information;
- Make non-trivial and independent use of relevant software tools;
- Apply logical analysis of induction and deduction to forming and applying assumption-based models in accounting and finance;
- Produce and evaluate business proposals;
- Utilise a variety analytical methods in accounting and finance;
- Utilise a range of tools, including verbal, graphical, mathematical and economic to support the representation and interpretation of ideas in accounting and finance.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Demonstrate effective skills in problem-solving;
- Develop the independent learning ability required for continuing professional and academic development;
- Demonstrate an ability to work effectively with information technology and use spreadsheet software in the analysis of quantitative data;
- Demonstrate an ability to manage their own learning, reflect on and plan their own academic work.

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 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.

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 but are not limited to the following:

- **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 questions, 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.
- Students may undertake **Web-based self-study** exercises using the resources of both Keele and JUAS.

Students are also provided with opportunities to talk through any particular areas of difficulty, and any special learning needs they may have, with their academic mentors or module lecturers on a one-to-one basis.

7. Teaching Staff

Three groups of staff teach on this programme: 1) staff from Keele University, who design and moderate the Keele modules and the programme; 2) Keele Associate Tutors in China, who deliver the Keele modules and; 3) staff from JUAS who teach the state compulsory modules and the JUAS modules as part of the JUAS award.

The Keele Business School and JUAS comprise of professors, lecturers and teaching fellows with expertise in Accounting and Finance. Most staff members have teaching qualifications and those that do not are encouraged to attain them. Most staff have PhD qualifications and a number have professional qualifications. Both Keele and JUAS maintain 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.

Both Universities will attempt to minimise changes to their 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. Both Universities 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 at both universities typically runs from September to June and is divided into two semesters. At JUAS, during semester 1 of the JUAS award, students can generally expect to attend scheduled teaching sessions between the beginning of September and end of December, with examinations in January, followed by a winter vacation (including Chinese New Year). The second semester of the JUAS award begins in early March and finishes in June, followed by examinations.

The Keele programme and Keele modules will not start until late February or early March, which will count as the first semester for the Keele award, which will normally run until May or June. The second semester of the Keele programme will then start in late September with teaching until mid-December and examinations in January. The number of weeks of teaching will vary from programme to programme, but you can generally expect to attend scheduled teaching sessions between February and December for the Keele modules and award, and September and (end of) June for the JUAS modules and award.

Our diploma programmes are organised into modules. At Keele, 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.

Students must complete 240 credits across the two years with 120 credits at each FHEQ level.

An outline of the structure of the programme is provided in the tables below. There is one type of module delivered as part of your Keele degree programme:

Compulsory modules - a module that you are required to study on this course.

A summary of the credit requirements per year is as follows, with a minimum of 120 subject credits required for each year. Students will also study a range of JUAS credit-bearing modules from year 1 onwards. For further information on the content of the modules currently offered that contribute towards the Keele award, please visit:

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

Year	Compulsory	Optional	
		Min	Max
Level 4	120	0	0
Level 5	120	0	0

Module Lists

Level 4

The first semester of the diploma concentrates on JUAS specific modules considered introductory subject modules from JUAS (non-Keele credit bearing) and undertake a small number of modules which are compulsory for all university students in China (in Mandarin) (non-Keele credit bearing).

From the second semester students will begin to study Keele modules alongside JUAS modules (this will count as semester 1 for the Keele award and the programme set out in this Programme Specification) alongside JUAS modules (non-Keele credit bearing). This Keele Level 4 year starts in semester 2 of year 1 and continues into semester 1 of year 2.

Compulsory modules	Module Code	Credits	Period
Quantitative Methods I	ECO-10026	15	Semester 1
Business Law	LAW-10027	15	Semester 1
Accounting Principles	MAN-10015	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Quantitative Methods II	ECO-10027	15	Semester 2
Introductory Macroeconomics	ECO-10029	15	Semester 2
Introduction to International Business	MAN-10023	15	Semester 2
Financial Accounting	MAN-10024	15	Semester 2

Students will study the following modules from JUAS prior to and during the Keele Level 4 year:

From September 2023 to January 2024	From February 2024 to July 2024
Ideology, Morality and Law	An Introduction to Mao Zedong Thought and the Socialist Theory
Social Studies	Social Studies
Practical English I	Labor Education
Practical English II	Advanced Mathematics 1
Labor Education	P.E.II
Advanced Mathematics	Basic Computer Skills
Military Theory	Monetary Finance
P.E. I	Financial Management
Mental Health Education for College Students	
Economic Law	
Statistics	

Level 5

The Keele Level 5 year starts in semester 2 of year 2 and continues into semester 1 of year 3. Students will continue to study a range of Keele modules as well as JUAS modules (non-Keele credit bearing).

Compulsory modules	Module Code	Credits	Period
Finance I	ECO-20007	15	Semester 1
Banking	ECO-20045	15	Semester 1
Cost and Management Accounting	MAN-20049	15	Semester 1
Academic English for Business Students (2)	ENL-90004	15	Semester 1-2
Introduction to Econometrics	ECO-20042	15	Semester 2
Finance 2	ECO-20051	15	Semester 2
Intermediate Financial Accounting	MAN-20051	15	Semester 2
Corporate Governance and Social Responsibility	MAN-20082	15	Semester 2

Students will study the following modules from JUAS prior to and during the Keele Level 5 year:

From September 2024 to January 2025	From February 2025 to July 2025
Labor Education	Labor Education
Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era	Innovation and Entrepreneurship Education for College Students
Basic Application of Python	Application of EXCEL in Finance
Financial Statement Analysis	Python Practice of Data Analysis and Mining

From September 2025 to January 2026	From February 2026 to July 2026
	Exercitation

9. Final and intermediate awards

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

Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	120 credits	You will require at least 120 credits at level 4 or higher

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:

The variety of assessment methods used on this programme at JUAS and 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 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

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.

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
Year 1 (Level 4)	19%	81%	0%
Year 2 (Level 5)	18%	82%	0%

12. Accreditation

This programme does not have accreditation from an external body.

An application will be made to gain accreditation for this DipHE programme in Accounting and Finance from Professional Accounting Bodies.

13. University Regulations

Keele University's academic regulations will apply to this programme except for those modules contributed to the programme by JUAS, in which case the JUAS academic regulations will apply. Variations to the Keele University academic regulations are set out separately in a bespoke set of Programme Regulations. Keele University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about Keele 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'.

14. Additional Costs

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.

Version History

This document

Date Approved: 20 March 2025

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2024/25	XIAFEI LI	04 June 2024	
1.1	2023/24	XIAFEI LI	25 September 2023	Change of semester for ENL-90003 and ENL-90004
1	2023/24	XIAFEI LI	20 September 2023	
1	2022/23	XIAFEI LI	15 September 2023	