

Course Information Document: Undergraduate For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	MSci Business Management
Award type	Single Honours (Masters)
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Normal length of the programme	4 years
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	No accreditation at present. Future opportunities for accreditation will be considered.
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Fee for 2024/25 is £9,250*</p> <p>International students:</p> <p>Fee for 2024/25 is £21,900**</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>

Please note this document applies to Level 5 (Year 2) and Level 6 (Year 3) students only in 2025/26. Level 7 (Year 4) students should refer instead to the MSci Management document.

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/>

** These fees are for new students. 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 an Integrated Master's programme?

Integrated master's awards - which are common in science, mathematics and engineering - are delivered through a programme that combines study at the level of a bachelor's degree with honours with study at master's level. As such, a student graduates with a master's degree after a single four-year programme of study.

3. Overview of the Programme

The Integrated Masters in Business Management programme has been designed to build on the unique offering of Keele Business School and to maximise opportunities for experiential and personalised learning.

The mission of Keele Business School (KBS) is to prepare responsible global citizens to become the next generation of professional and business leaders. We develop talent, broaden horizons and harness new technologies so that our graduates will go on to manage and lead with confidence in dynamic, unpredictable, complex and diverse workplaces and social environments. We benefit from the co-location of KBS with the Smart Innovation Hub, an incubation space that offers opportunities for entrepreneurs to grow their businesses through collaboration with our leading academics, talented students, and other like-minded businesses. Our six educational pillars - creativity, innovation, enterprise, sustainability, ethical and inclusive practices, digital fluency - underpin our mission and provide a scaffold for the Integrated Masters in Business Management.

Over four years of study, you'll be able to tailor your programme, including progressive experiential activity, culminating in a Master's degree qualification. Experiential opportunities come thick and fast in years 2 and 3 with options for semesters abroad, work placements, entrepreneurship project, and consulting projects. The programme offers the flexibility for you to design your own programme, follow pathways of learning taking in modules from KBS and the wider University to build knowledge and skills in preparation for your final (4th) year research/applied dissertation, and to match your interests and career aspirations. As part of these pathways, you can choose to foreground any of the six educational pillars of KBS or opt for a broad introduction to all pillars. Likewise, you may consolidate your learning around specific management disciplines, or choose a more interdisciplinary approach that exposes you to different viewpoints from management and beyond.

The Integrated Masters in Business Management equips you with a broad knowledge of management concepts, theories and techniques. It offers a critical understanding of the role and impact of organisations and their value chains on society and the environment. It develops your cognitive, intellectual and practical skills to succeed within the contemporary work market. It not only offers opportunities for experiential learning, but through access to modules beyond KBS also allows you to draw insights from complementary disciplines to better understand organisations and the environment in which organisations work.

KBS will be completing an undergraduate review of modules during 20/21, for implementation in 22/23 and so there is likely to be changes to the modules on offer in subsequent years.

4. Aims of the programme

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

- Understand, evaluate and critically reflect on a range of concepts, theories and techniques relevant to contemporary developments in management;
- Acquire a critical understanding of the role and impact of organisations and their value chains on society and the environment, across sectors and at a regional, national and international level;
- Develop a range of cognitive, intellectual and practical skills through engagement in a progressive series of problem-based learning opportunities in the classroom and beyond;
- Engage in enrichment and experiential opportunities such as work placements, study abroad and working on live projects;
- Personalise their learning with tailored progressive pathways preparing them for employment or further academic study;
- Evaluate and apply methods of social scientific research and appreciate the limitations of different methodologies; and
- Develop an ability to draw insights from relevant complementary disciplines in order to explore and better understand organisations and work.

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:

- Sociological and management approaches to the study of organisations;
- The role of activity and impacts of managers and the people they employ, their operations and strategies within and extending beyond the organisation; and
- Wider issues that affect or are affected by the environment in which organisations operate, such as: globalisation; sustainability; inclusivity and ethics; innovation; and digitalisation.

Subject specific skills

Successful students will be able to:

- Use a variety of concepts, theories, tools and techniques to analyse contemporary developments in management in a regional, national and international contexts;
- Apply cognitive, intellectual and practical skills to authentic, problem-based management challenges in the classroom and beyond through experiential learning opportunities; and
- Evaluate and apply methods of social scientific research and appreciate the limitations of different methodologies.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Communicate information, together with analysis, argument and commentary, in a form appropriate to the intended audience;
- Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects; and
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.

The 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 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 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. For example, our computer laboratories are equipped with Bloomberg information terminals and Sage accounting software allowing students to interact with real world data and situations.
- **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.
- **Online 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.

From year two, you will have the opportunity to engage with experiential learning opportunities including:

- An **entrepreneurship project**, which offers you time and space to develop your own business idea. You will have access to the Smart Innovation Hub and over the 12 weeks you will be expected to work on a portfolio of evidence to present to academics and where appropriate to external stakeholders.
- A **consultancy project**, where you develop and apply your knowledge and skills in practical context. You will work for 8 -12 weeks on a consultancy project for an organisational matter that will be chosen by KBS.
- In your final year, you will have the opportunity to do a **research dissertation** where you will use the knowledge and skills from the programme to undertake an original extended piece of research, which can be applied in nature.

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 Academic Mentors 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 and independent study allow students to gain a systematic knowledge and understanding of contemporary challenges in management and the role of organisations and their value chains;
- Tutor led seminars, problem based tutorials and computer lab classes invite students to apply their knowledge and skills from the programme to problem based management challenges. These opportunities allow students to ask questions about and suggest answers to management challenges in a responsible way; to present - and get feedback on - their own ideas to academics, external stakeholders and peers using appropriate channels of communication.
- Directed independent study and online self study encourage students to take responsibility for their own learning. Enquiry based learning is based on the idea that knowledge acquired is better retained.
- Experiential learning opportunities allow students to develop and apply their knowledge in a manner akin to 'authentic mastery': not just knowing what you know, but applying what you know.

7. Teaching Staff

The Integrated Masters in Business Management is delivered by Keele Business School. KBS staff have extensive teaching, research and work experience in their respective fields. KBS academics are supported by practitioners who provide guest lectures, case studies, problem based tasks, and who oversee assessments. Most permanent staff have PhDs or other higher degrees or professional qualifications. All staff members have teaching qualifications - or are working toward them - and engage in continuing professional development as academic teachers. Dedicated administrative support is also provided.

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, with the exception of the Masters level year that runs into three 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, and from May/June to September at the final year of your studies. 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 two 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.

Global Challenge Pathways

This programme includes the option for you to take a Global Challenge Pathway. These modules offer you an

exciting opportunity to work with students and staff from different disciplines to explore topical global issues such as power and conflict, health inequalities, climate change, generative AI, social justice, global citizenship, and enterprise from different perspectives.

Global Challenge Pathways can either be taken as one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6. For more information about our Global Challenge Pathways please visit: <https://www.keele.ac.uk/study/undergraduate/globalchallengepathways/>

Languages

Alternatively, you could choose to study a modern Language. Language modules are available separately for students at Level 4. At Levels 5 and 6 they are included within the Global Challenge Pathways.

If you choose the Language Specialist pathway, you will automatically be enrolled on a Semester 2 Modern Language module as a continuation of your language of choice. Undertaking a Modern Languages module in Semester 2 is compulsory if you wish to continue to the Language Specialist Global Challenge Pathway the following academic year.

For more information about Languages option modules available to you please visit the following webpages.

For new (Level 4) students please visit: <https://www.keele.ac.uk/study/languagecentre/>

For current (Level 5 and Level 6) students please visit: <https://www.keele.ac.uk/students/academiclife/global-challenge-pathways/>

For further information on the content of modules currently offered, please visit: <https://www.keele.ac.uk/recordsandexams/modulecatalogue/>

A summary of the credit requirements per year is as follows.

Year	Compulsory	Optional	
		Min	Max
Level 5	60	60	60
Level 6	75	45	45
Level 7	90	30	30

Module Lists

Level 5

Compulsory modules	Module Code	Credits	Period
Organisational Behaviour	MAN-20055	15	Semester 1
Professional Academic Development 2	MAN-20199	15	Semester 1
Entrepreneurship Project (Level 5)	MAN-20109	30	Semester 2

Optional modules	Module Code	Credits	Period
Intermediate Microeconomics	ECO-20046	15	Semester 1
Employee Resourcing	HRM-20017	15	Semester 1
Cost and Management Accounting	MAN-20049	15	Semester 1
Taxation	MAN-20054	15	Semester 1
Managing in the Multinational Corporation	MAN-20084	15	Semester 1
Consumer Behaviour 2	MAN-20097	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Academic English for Business Students (2)	ENL-90004	15	Semester 1-2
Contemporary Issues in Economics	ECO-20040	15	Semester 2
Introduction to Econometrics	ECO-20042	15	Semester 2
Managing Human Resources	HRM-20015	15	Semester 2
Intermediate Financial Accounting	MAN-20051	15	Semester 2
Operations and Quality Management	MAN-20053	15	Semester 2
Corporate Governance and Social Responsibility	MAN-20082	15	Semester 2
International Supply Chain Management	MAN-20083	15	Semester 2
Digital and Marketing Communications	MAN-20085	15	Semester 2
Social Enterprise and Alternative Organising	MAN-20093	15	Semester 2

Level 5 Module Rules

1. ENL-90003: Open only to non-native speakers of English on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
2. ENL-90004 Academic English for Business Students (Part 2): open only to NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
3. MAN-20084 Managing in the Multinational Corporation: prerequisite either Global Business Environments (MAN-10022) OR Introduction to International Business (MAN-10023)
4. MAN-20085 Digital and Marketing Communications: prerequisite MAN-10019 Marketing Principles

Level 6

Compulsory modules - Students take 60 credits of compulsory modules (plus 15 credits of research methods to continue at level 7).

Students take 45 credits of optional modules from KBS and beyond, including a maximum of 30 credits from University language modules.

Compulsory modules	Module Code	Credits	Period
Business Strategy	MAN-30048	15	Semester 1
Consultancy Project (Level 6)	MAN-30081	45	Semester 2
Research Methods	MAN-40192	15	Semester 2-3

Optional modules	Module Code	Credits	Period
Dynamic Macroeconomics	ECO-30033	15	Semester 1
Advanced Topics in Microeconomics	ECO-30047	15	Semester 1
Advanced Business English Communication	ENL-90005	15	Semester 1
Employee Development	HRM-30029	15	Semester 1
Pay and Performance Management	HRM-31119	15	Semester 1
Advanced Financial Reporting	MAN-30041	15	Semester 1
Management Accounting	MAN-30045	15	Semester 1
Contemporary Retail Environments	MAN-30053	15	Semester 1
Comparative Business Cultures	MAN-30056	15	Semester 1
Marketing Insights - ISP	MAN-30058	15	Semester 1
Digital Marketing in Practice	MAN-30067	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Academic English for Business Students (2)	ENL-90004	15	Semester 1-2
Managing Diversity	MAN-30037	30	Semester 1-2
Industrial Organisation	ECO-30046	15	Semester 2
Data Analysis - ISP	ECO-30051	15	Semester 2
Researching Contemporary Issues in HRM - ISP	HRM-31120	15	Semester 2
The Audit Framework	MAN-30039	15	Semester 2
Advanced Management Accounting	MAN-30046	15	Semester 2
Contemporary Issues in Management	MAN-30047	15	Semester 2
Marketing and Globalisation	MAN-30060	15	Semester 2
Managing International Projects	MAN-30065	15	Semester 2
Enterprise Business Plan	MAN-30070	15	Semester 2
The Political Economy of Trade Relations	MAN-30111	15	Semester 2

Level 6 Module Rules

1. ECO-30051 - pre-requisites ECO-20041
2. ENL-90003: Open only to non-native speakers of English on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
3. ENL-90004 Academic English for Business Students (2): Open only to NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
4. ENL-90005 Advanced Business English Communication: Open only to THIRD-YEAR NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
5. MAN-40192 - pre-requisite for MAN-40301 (core for those who wish to continue their studies at level 7)
6. HRM-31120 - pre-requisites HRM-20015 and/or HRM-20017.
7. Students can take one ISP: MAN-30058, MAN-30037, ECO-30051, HRM-31120 (please check pre-requisites).

Level 7

Compulsory modules - Students take 90 credits of compulsory modules.

Students take 30 credits of optional modules from KBS.

Compulsory modules	Module Code	Credits	Period
Leadership	MAN-40056	15	Semester 1
Enterprise and Innovation Portfolio	MAN-40162	30	Semester 1-2
Dissertation - Management	MAN-40301	45	Semester 1-2

Optional modules	Module Code	Credits	Period
Performance Management	ACC-40006	15	Semester 1
Professional Skills and Practice in HRM	HRM-40041	15	Semester 1
International Business Context	MAN-40114	15	Semester 1
International Strategic Management	MAN-40116	15	Semester 1
Contemporary Marketing Research	MAN-40122	15	Semester 1
Entrepreneurship and Innovation for Sustainable Development	MAN-40206	15	Semester 1
Multinational Accounting and Control	ACC-40002	15	Semester 2
Employee Relations and Reward	HRM-40045	15	Semester 2
Entrepreneurship	MAN-40018	15	Semester 2
Creativity and Personal Development	MAN-40058	15	Semester 2
Contemporary Challenges in Global Business	MAN-40118	15	Semester 2
Branding	MAN-40126	15	Semester 2
Developing an Investable Business Plan	MAN-40170	15	Semester 2

Level 7 Module Rules

1. MAN-40192: MAN-40301 pre-requisite

9. Final and intermediate awards

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

Master's Degree	480 credits	You will require at least 120 credits at levels 4, 5, 6 and 7 You must accumulate at least 360 credits in your main subject (out of 480 credits overall) to graduate with a named single honours degree in this subject.
Honours Degree	360 credits	You will require at least 120 credits at levels 4, 5 and 6 You must accumulate a minimum of 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.
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:

- Essays, including those based on case study material, test the quality and application of subject knowledge. In addition, they allow students to demonstrate their ability to carry out basic research and to communicate their ideas effectively in writing in an appropriate scholarly style using the Harvard, or recognised alternative, system of referencing.
- Management reports test a student's knowledge of different research methodologies and the limits and provisional nature of knowledge. They also enable students to demonstrate their ability to formulate research questions and to answer them using an appropriate strategy.
- 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
- Oral presentations assess a student's subject knowledge and understanding. They also test the ability to work effectively as members of a team, to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- Portfolios, for example on the entrepreneurship module, where you assemble pieces of work to demonstrate your engagement with and understanding of a topic, either individually or in a group
- Consultancy projects and Entrepreneurship reports test a student's ability to work independently and with business clients on a project of benefit to the organisation. In doing so, the student will develop an appropriate research methodology and demonstrate mastery of the subject by applying to a business context. Through the final report and presentation, the student will demonstrate the ability to draw together all the strands of a particular argument into the approach to the solution to a business problem.
- Dissertations test a student's ability to work independently, to formulate a research topic and questions, to develop an appropriate research methodology, and to demonstrate mastery of the topic through a critical engagement with the literature, the quality of its presentation and the ability to draw together all the strands of a particular argument into the approach to the solution to an academic question.

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
Year 1 (Level 4)	15.8%	75.2%	8.9%
Year 2 (Level 5)	16%	82.7%	1.3%
Year 3 (Level 6)	14%	86%	0%
Year 4 (Level 7)	10%	90%	0%

12. Accreditation

This programme does not have accreditation from an external body.

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/>

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. Other Learning Opportunities

The Integrated Masters in Management offers opportunities for experiential learning. Students have the opportunity to engage with an entrepreneurship project at level 5, a consulting project at level 6, and dissertation or placement project at level 7.

Entrepreneurship project

The aim of the Entrepreneurship Project is to allow you time and space to develop your own business idea. In the second semester of year 2, you will have access to facilities and expertise for a period of 8-12 weeks. During this time, you will be required to complete a portfolio of evidence, presentation to an external stakeholder to your project and a reflective piece which will constitute the module's summative assessment.

Consultancy project

The aim of the Consultancy Project is to encourage and enable you to reflect on an applied research placement and to develop and apply your knowledge and skills within organisations. In years 3, you will work for 8-12 weeks on a consultancy project for an organisational matter chosen by Keele Business School. The consultancy period plus a consultancy report, presentation, reflective piece and an organisation/company assessment will constitute the module's summative assessment.

Placement project

For a Placement Project it will be your responsibility, with the support of the Faculty's Placement Lead, to find and secure the placement which can last for 8-12 weeks. The placement should be a paid work placement at a suitable level for your year of study. During your time on the placement you will be required to complete an extended project on behalf of the organisation. The project report, presentation and a reflective piece and an organisation assessment will constitute the module's summative assessment.

Management dissertation

The Management Dissertation provides you with the opportunity to undertake a substantial piece of independent research in your chosen subject field. The dissertation draws on the intellectual and analytical skills and knowledge developed during the course and provides an opportunity for you to develop your interests in a particular area and to demonstrate an ability to undertake individual, independent research. The content of the dissertation is unique to the subject, company or organisation that the student studies, therefore there is no precise indicative content for individual dissertations. This will be agreed between the student and the subject specialist supervisor.

15. Additional Costs

There are additional costs associated with the placement. Students will be responsible for organising their own placement, with the support of the University careers and employability services. 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 University careers and employability services.

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: 05 March 2025

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2024/25	SUNDAY ADEBOLA	31 May 2024	
1	2023/24	PETER LEE	08 February 2023	