

## Course Information Document: Undergraduate

### For Academic Year 2025/26

#### 1. Course Summary

<b>Names of programme and award title(s)</b>	BA (Hons) Business and Management [Top-Up Degree]
<b>Award type</b>	Single Honours
<b>Mode of study</b>	Full-time
<b>Framework of Higher Education Qualification (FHEQ) level of final award</b>	Level 6
<b>Normal length of the programme</b>	1 year
<b>Maximum period of registration</b>	The normal length as specified above plus 1 year
<b>Location of study</b>	Keele Campus
<b>Accreditation (if applicable)</b>	n/a
<b>Regulator</b>	Office for Students (OfS)
<b>Tuition Fees</b>	<p><b>UK students:</b></p> <p>Fee for 2025/26 is £9,535*</p> <p><b>International students:</b></p> <p>Fee for 2025/26 is £17,700**</p>

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

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

\*\* 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 a Single Honours programme?

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

#### 3. Overview of the Programme

Business Management is an established subject in the Social Sciences providing students with an opportunity to develop a scientifically informed overview of the management of a range of different types of organisations, including conventional and alternative business forms. A feature of the programme is the encouragement for students to think critically about what they learn, challenge received wisdom, and to think for themselves about the validity of the theories to which they are exposed and to seek evidence to support or refute them.

The Business and Management top-up programme provides direct access to Level 6 for students arriving to Keele University through less conventional routes such as Further Education colleges, and international students in programmes that include one year abroad. It builds on the existing Business Management programme delivered by Keele Business School and developed from our commitment to the responsibilities of businesses and their managers to wider social improvement. As a signatory to the Principles of Responsible Management Education, we promote reflection on a broad range of issues that have informed research interests here for over 20 years, including the promotion of gender equality, developing socially responsible practices and respect for difference and diversity.

The Business and Management top-up degree at Keele provides students with an opportunity to complete a quality education with high staff support level. In addition, students will have the opportunity to work collaboratively with entrepreneurs and business owners in the new Smart Innovation Hub, designed to support the creation and growth of new businesses and encourage more innovation-led business growth. The unique environment also aims to stimulate a new, more collaborative approach to business and management research which will benefit businesses locally and globally.

Our undergraduate programme is taught by colleagues from across the School and exposes students to new areas of research and development in the discipline. The Level 6 programme concentrates on the qualitative study of contemporary topics related to organisations and their strategies, including business cultures and international perspectives. This is supported by optional modules offering students the possibility to deepen the knowledge in specific areas such as marketing or business ethics. Students will be also working on an Individual Study Project (ISP) aimed at reinforcing their research, management and consultancy skills. The programme is academically rigorous and is delivered in a supportive and challenging learning environment.

Our Business and Management top-up programme offers students a range of choice in selecting areas of study according to their interests, so that their personal and academic development is enhanced following the knowledge gained in their prior studies. It will provide solid foundations for either business careers or further study. Our teaching also allows students to engage directly with real problems faced by large scale, small scale and alternative organisations in the classroom, exposing students to a variety of experiences and challenges to help them develop the knowledge, self-confidence and self-awareness to pursue their future goals.

## **4. Aims of the programme**

The aims of the programme are to:

- develop a critical understanding of organisations, cultures and structures, their management and wider economic, environmental and social contexts
- instil an understanding of responsible leadership
- provide preparation for and development of a wide range of careers, including in business and management
- develop relevant skills and attributes which enhance employability and equip graduates to become impactful global and inclusive citizens as well as reflective independent and collegial lifelong learners

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.
- Develop a critical understanding of the role and impact of organisation's activities in society, including the responsibilities and challenges that can arise in a variety of sectors, as well as the responsibility for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.
- Develop an understanding of the ways in which organisations operate the role of managers in changing external and internal environments and in organisational activity.
- Acquire business acumen and skills required for employment in a wide range of roles within business and organisations, supplementing the skills and knowledge acquired within the accompanying subject area.
- Develop an ability to draw from relevant complementary disciplines in order to explore and better understand organisations and work.
- Acquire a range of relevant key skills (such as communication, working with others, self-improvement and problem solving) in preparation for employment or further study, and to become an effective global citizen.
- Develop the capability to investigate and learn independently in social science disciplines, to gather relevant information and to evaluate, question and creatively synthesise this information in critical analysis.
- Develop familiarity with suitable scholarship techniques, the methods of social scientific research and the limitations of different methodologies.

## 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

In alignment with the BA Business Management degree, successful students on the Level 6 top-up programme will be able to:

- Demonstrate a broad, analytical and highly integrated knowledge and understanding of organisations, the business environment in which they operate and their management.
- Appraise the activities and impacts of managers, their operations, business policy, ethics, and strategies.
- Critically evaluate the impact of the global business environment has upon organisations, their strategy, behaviour, management and sustainability.
- Critically examine issues familiar to social sciences that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change.

### Subject specific skills

Successful students will be able to:

- Utilise a variety of theories to analyse developments in the management and operations of organisations.
- Demonstrate creativity to enable you to see the world in new and different ways, to challenge assumptions and orthodoxy in business.
- Generate and apply original and imaginative ideas and solutions to problems within business, the economy and society.
- Appreciate the need for freedom, equality and justice in fostering cooperation among diverse partners across organisational and social boundaries.
- Utilise a variety of methods of communicating ideas in business including graphical, poster-based, and essay exposition.
- Organise, present, and analyse data using a methodology appropriate to social research.
- Apply logical reasoning based on knowledge of management to a variety of theoretical and applied topics and problems affecting organisations.
- Frame a research problem, deciding upon the quality and limitations of a given approach.

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

Successful students will be able to:

- Communicate using a variety of media to a range of audiences.
- Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.
- Work effectively with information technology, literature searches, and library resources.
- Demonstrate effective skills in problem-solving.
- 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 are commensurate to level 6 type of modules. 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.
- **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.
- **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 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.
- Other opportunities for directed independent study are available in our computer laboratories which are equipped with Bloomberg information terminals and Sage accounting software allowing students to interact with real world data and situations.

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.

## 7. Teaching Staff

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

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

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

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

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

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

There are 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;

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

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

Year	Compulsory	Optional	
		Min	Max
Level 6	60	60	60

## Module Lists

### Level 6

Compulsory modules	Module Code	Credits	Period
Business Strategy	MAN-30048	15	Semester 1
Comparative Business Cultures	MAN-30056	15	Semester 1
Contemporary Issues in Management	MAN-30047	15	Semester 2
Managing International Projects	MAN-30065	15	Semester 2

Optional modules	Module Code	Credits	Period
Academic English for Business Students (2)	ENL-90004	15	Semester 1
Advanced Business English Communication	ENL-90005	15	Semester 1
Contemporary Retail Environments	MAN-30053	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Managing Diversity - ISP	MAN-30071	30	Semester 1-2
Marketing and Globalisation	MAN-30060	15	Semester 2
Business Ethics	MAN-30121	15	Semester 2
Enterprise Business Plan - ISP	MAN-30123	30	Semester 2

### Level 6 Module Rules

Students must choose one module from the following: MAN-30071 Managing Diversity - ISP, MAN-30123 Enterprise Business Plan - ISP.

\* ENL-90003 Academic English for Business Students (1): 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.

\* 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.

\*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.

## 9. Final and intermediate awards

This is a Level 6 only programme so students are not eligible for intermediate awards. On completion of the 120 credits at Level 6, students will graduate with a BA (Hons) Business and Management degree. If a student leaves the award prior to completion of the relevant credits no qualification will be awarded. Module credits will be awarded on successful completion of the relevant modules.

## 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. Additionally, 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.
- **Final examinations**, with an open book format, 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 and Group presentations**, where you (individually or in collaboration with fellow students) present your findings to other students on the module and the module tutor.
- **Individual and Group reports**, where you (on your own or collaborating with fellow students) produce a document that sets out your response to the task, including your recommendations and conclusions.
- **Portfolios** where you assemble pieces of work to demonstrate your engagement with and understanding of a topic, either individually or in a group.
- **Independent Study Project (ISP)** where you demonstrate your ability to apply appropriate research techniques to answer a research question related to real business and management issues, and present your results effectively in writing using appropriate scholarly referencing style (Harvard).

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

	<b>Scheduled learning and teaching activities</b>	<b>Guided independent Study</b>	<b>Placements</b>
<b>Year 3 (Level 6)</b>	15.1%	84.9%	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. Additional Costs**

Forecast costs are reviewed on an annual basis to ensure they remain representative. Where additional costs are in direct control of the University we will ensure increases do not exceed 5%.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this 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	ABHISHEK BEHL	03 July 2024	