

Course Information Document: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	BSc (Hons) Data Science with Applied Business Informatics BSc (Hons) Data Science with Applied Business Informatics with International Year (see Annex for details) BSc (Hons) Data Science with Applied Business Informatics with Work Placement Year (see Annex for details)
Award type	Single Honours
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Normal length of the programme	3 years; 4 years with either the International Year or Placement Year between years 2 and 3
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	n/a
Regulator	Office for Students (OfS)
Tuition Fees	UK students: Fee for 2024/25 is £9,250* International students: Fee for 2024/25 is £20,700** The fee for the international year abroad is calculated at 15% of the standard year fee The fee for the work placement year is calculated at 20% of the standard year fee

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 on the specific subject area of Data Science and its applications in a Business context. In keeping with Keele's commitment to breadth in the curriculum, the programme gives students the opportunity to study modules from two Schools (Computing and Mathematics and the Keele Business School) as part of a 360-credit Honours degree. Thus it enables you to gain, and be able to demonstrate, a distinctive range of graduate attributes.

3. Overview of the Programme

The Data Science Degree with Applied Business Informatics is a programme for students with an interest in the application of data science and computing to a wide range of theoretical and real world problems placed within a business context. Data driven computer systems are now vital to business as well as other areas such as government, science and society, and there is much demand for graduates with the professional understanding and practical skills to harness software and hardware technologies to solve real-world data analytics problems and develop the data analysis systems of the future. Many of the recent advances in these areas can be attributed to developments in computing and data science, and this trend is likely to increase in speed and impact.

The programme explores the theoretical underpinnings of the data science discipline and places an emphasis on practical data analytics, computer programming and software development within a business context. There are no specific subject requirements for entry to the programme, and no previous experience of computing or computer programming is assumed. Any mathematical knowledge needed beyond GCSE level is taught either by tailored mathematics modules developed for data science or as part of the data science and computing modules included in the programme.

This programme prepares students to apply modern Data Science to the business world and more specifically to the financial world. Students will have insights into modern finance theory and how they are implemented to value financial assets, markets and financial risk. Students on this programme will be uniquely placed to exploit the phenomenal increase in data management.

4. Aims of the programme

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

- Develop your intellectual, practical and additional transferable skills, to enable you to gain a sound academic grounding in the discipline of Data Science and relevant aspects of Computer Science, Mathematics and Business.
- Develop an understanding of the professional issues relevant to your working life.
- Provide insights into the use of data to model financial assets and financial markets. Moreover, students will gain insights into the use of Data Science by Financial Regulators.
- Develop an understanding of the professional issues relevant to your working life.
- Include areas of teaching at the leading edge of the discipline, as informed by subject research, discipline and industry trends and market requirements.

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)
- Work experience abilities and skills

Subject knowledge and understanding

Successful students will be able to:

- The context of Data Science and the Data Science community in relation to computer science, statistics and software engineering. How differing schools of thought in these disciplines have driven new approaches to data systems.
- How Data Science operates within the context of data governance, data security, and communications. How Data Science can be applied to improve an organisation's processes, operations and outputs. How data and analysis may exhibit biases and prejudice.
- How ethics and compliance affect Data Science work, and the impact of international regulations (including the General Data Protection Regulation). Recognise the professional, economic, social, environmental, moral and ethical issues involved in the sustainable exploitation of data science and computer technology and be guided by the adoption of appropriate professional, ethical and legal practices.
- How data can be used systematically, through an awareness of key platforms for data and analysis in an

organisation, including:

- Data processing and storage, including on-premise and cloud technologies.
- Database systems including relational, data warehousing & online analytical processing, "NoSQL" and real-time approaches; the pros and cons of each approach.
- Data-driven decision making and the good use of evidence and analytics in making choices and decisions.
- How to design, implement and optimise analytical algorithms - as prototypes and at production scale - using:
 - Statistical and mathematical models and methods.
 - Advanced and predictive analytics, machine learning and artificial intelligence techniques, simulations, optimisation, and automation.
 - Applications such as computer vision and Natural Language Processing.
 - An awareness of the computing and organisational resource constraints and trade-offs involved in selecting models, algorithms and tools.
 - Development standards, including programming practice, testing, source control.
- The data landscape: how to critically analyse, interpret and evaluate complex information from diverse datasets:
 - Sources of data including but not exclusive to files, operational systems, databases, web services, open data, government data, news and social media.
 - Data formats, structures and data delivery methods including "unstructured" data.
 - Common patterns in real-world data.
- Understanding the fundamentals of selected topics in business context, which are important for the development of effective applications of AI and data science in a business context (e.g. finance, accounting, international business operations).
- Understanding the business context of AI and data science applications, including the ethical, psychological and social aspects of such applications.

Subject specific skills

Successful students will be able to:

- Identify and clarify problems an organisation faces, and reformulate them into Data Science problems. Devise solutions and make decisions in context by seeking feedback from stakeholders. Apply scientific methods through experiment design, measurement, hypothesis testing and delivery of results. Collaborate with colleagues to gather requirements.
- Perform data engineering: create and handle datasets for analysis. Use tools and techniques to source, access, explore, profile, pipeline, combine, transform and store data, and apply governance (quality control, security, privacy) to data.
- Identify and use an appropriate range of programming languages and tools for data manipulation, analysis, visualisation, and system integration. Select appropriate data structures and algorithms for the problem. Develop reproducible analysis and robust code, working in accordance with software development standards, including security, accessibility, code quality and version control.
- Use analysis and models to inform and improve organisational outcomes, building models and validating results with statistical testing: perform statistical analysis, correlation vs causation, feature selection and engineering, machine learning, optimisation, and simulations, using the appropriate techniques for the problem.
- Implement data solutions, using relevant software engineering architectures and design patterns. Evaluate Cloud vs. on premise deployment. Determine the implicit and explicit value of data. Assess value for money and Return on Investment. Scale a system up/out. Evaluate emerging trends and new approaches. Compare the pros and cons of software applications and techniques.
- Find, present, communicate and disseminate outputs effectively and with high impact through creative storytelling, tailoring the message for the audience. Use the best medium for each audience, such as technical writing, reporting and dashboards. Visualise data to tell compelling and actionable narratives. Make recommendations to decision makers to contribute towards the achievement of organisation goals.
- Develop and maintain collaborative relationships at strategic and operational levels, using methods of organisational empathy (human, organisation and technical) and build relationships through active listening and trust development.
- Use project delivery techniques and tools appropriate to their Data Science project and organisation. Plan, organise and manage resources to successfully run a small Data Science project, achieve organisational goals and enable effective change.
- The ability to incorporate business specific factors and features in the design and development of applications of AI and data science in a business setting.

Key or transferable skills (including employability skills)

Successful students will have the opportunity to develop:

- An inquisitive approach: the curiosity to explore new questions, opportunities, data, and techniques; tenacity to improve methods and maximise insights; and relentless creativity in their approach to solutions.
- Empathy and positive engagement to enable working and collaborating in multi-disciplinary teams, championing and highlighting ethics and diversity in data work.
- Adaptability and dynamism when responding to varied tasks and organisational timescales, and pragmatism in the face of real-world scenarios.
- Consideration of problems in the context of organisation goals.
- An impartial, scientific, hypothesis-driven approach to work, rigorous data analysis methods, and integrity in presenting data and conclusions in a truthful and appropriate manner.
- A commitment to keeping up to date with current thinking and maintaining personal development. Including collaborating with the data science community.
- The ability to construct well-argued and grammatically correct documents. The ability to locate and retrieve relevant ideas, and ensure these are correctly and accurately referenced and attributed.
- Recognising factors in environmental and societal contexts relating to the opportunities and challenges created by data analytics and computing systems across a range of human activities.
- The ability to work with business data and apply appropriate techniques to deal with specific aspects of such data, such as privacy, security, collaboration, noise, high frequency, multiple correlations, high dimensionality and other relevant aspects.

Work experience abilities and skills

Successful students will be able to:

- Apply academic theory learnt as part of the taught degree to real-world scenarios.
- Reflect on their study activities and experiences and evaluate their learning in the context of the real world.
- Explain how the professional data science and analytics sector operates and identify the skills required to pursue careers within the sector.

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:

- **Traditional lectures** providing students with detailed notes, often supported by copies of lecture slides in print or electronic form.
- **Practical sessions** in computer laboratories often supported by copies of laboratory instruction sheets.
- **Web-based learning** using the University's virtual learning environment (KLE).
- **Tutorials and directed reading** on specific topics under the supervision of a member of academic staff.
- **Group project sessions** in which students develop a design for a software item to a level sufficient to allow implementation to follow.

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 allow students to gain a systematic knowledge and understanding of data science concepts and ideas and how to apply them to the development of software and information systems.
- Web-based learning and directed reading allow students to develop their interest in data science, their ability to reflect on their own learning and to take responsibility for its development.
- Group sessions enable students to develop their written and oral communication skills.
- Practical sessions and group work encourages students to work both independently and in collaboration with others as well as enabling them to solve problems in new or unfamiliar environments.

7. Teaching Staff

The academic staff currently comprises Professors, Readers, Senior Lecturers, Lecturers and Teaching Fellows, of whom a number are Associate Fellows, Fellows and Senior Fellows of the Higher Education Academy. Teaching will also involve demonstrators and session teachers who have significant experience in working in data science, computer science and business related research and delivering practicals to data science, computer science and business students. More information about the Data Science staff is available at <http://www.keele.ac.uk/scm/staff/>, more information about staff from the Business School is available at <https://www.keele.ac.uk/kbs/staff/>.

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.

Language modules: You are able to take up to 60 credits across your degree programme as Faculty Funded additional Modern Language modules in order to graduate with the Enhanced Degree Title. [Please see [link](#) for more information on Enhanced degree titles.]

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	90	30	30
Level 6	60	30	30

Module Lists

Level 5

Compulsory modules	Module Code	Credits	Period
Database Systems	CSC-20002	15	Semester 1
Computational and Artificial Intelligence I	CSC-20043	15	Semester 1
Fundamentals of Data Science	CSC-20075	15	Semester 1
Visualisation for Data Science	CSC-20069	15	Semester 2
Applied Deep Learning	CSC-20071	15	Semester 2
Professional Mathematics and Data Science	MAT-20037	15	Semester 2

Optional modules	Module Code	Credits	Period
Finance I	ECO-20007	15	Semester 1
Probability	MAT-20023	15	Semester 1
Software Engineering	CSC-20041	15	Semester 2
Human-Computer Interaction	CSC-20077	15	Semester 2
Introduction to Econometrics	ECO-20042	15	Semester 2

Level 5 Module Rules

Students must study either ECO-20007 or ECO-20042, and can select both of these modules if desired.

Level 6

Compulsory modules	Module Code	Credits	Period
Machine Learning Applications	CSC-30041	15	Semester 1
Data Ethics and Security	CSC-30045	15	Semester 1
Data Science Project	CSC-30065	30	Semester 1-2

Optional modules	Module Code	Credits	Period
Cyber Security	CSC-30057	15	Semester 1
International Finance	ECO-30037	15	Semester 1
Applied Financial Analysis	ECO-30045	15	Semester 1
Investment Management	ECO-30053	15	Semester 1
Studies in Mathematics Education	MAT-30057	30	Semester 1-2
Advanced Databases and Applications	CSC-30002	15	Semester 2
Computational and Artificial Intelligence II	CSC-30027	15	Semester 2
Risk Management with Derivatives	ECO-30048	15	Semester 2
Medical Statistics	MAT-30014	15	Semester 2

Level 6 Module Rules

Students must choose a minimum of 15 and a maximum of 30 credits of ECO prefixed modules.

9. Final and intermediate awards

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

Honours Degree	360 credits	You will require at least 120 credits at levels 4, 5 and 6 You must accumulate at least 270 credits in your main subject (out of 360 credits overall), with at least 90 credits in each of the three years of study, to graduate with a named single honours degree in this subject.
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

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

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

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:

- **Unseen examinations** in different formats test a student's knowledge and understanding of computer science topics. Such examinations are of two hours in length and contain compulsory and possibly also optional questions.
- **Class tests** are taken during the course of a module, usually in a lecture slot. They are intended to assess a student's current understanding and subject knowledge in that module in a structured and focused manner. Some taught compulsory modules may have class tests as part of the assessment profile.
- **Coursework** normally consists of assignments designed to assess student's knowledge and understanding of the module material. Some of these assignments may be computer based; others take the form of individual reports, essays or group projects.
- **Short reports:** for which students are required to write up their own account of small group studies and discussions on particular topics.
- **Dissertations** are formal reports of work carried out by students undertaking a project. Projects involve the integration and application of theoretical knowledge and problem-solving skills to an identified programming need and/or research problem within the discipline. Dissertations describe product and process in extended detail.
- **Oral presentations** and reports assess a student's ability to communicate their knowledge and understanding, both visually and orally, to both general and academic audiences.

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)	24%	76%	0%
Year 2 (Level 5)	24%	76%	0%
Year 3 (Level 6)	14%	86%	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

Study abroad (semester)

Students on the programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities. Please note that students cannot take both a Global Challenge Pathway (GCP) and the semester abroad option.

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

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

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

Study Abroad (International Year)

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

Work Placement Year

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

15. Additional Costs

Some travel costs may be incurred if an external project is undertaken in the third year. However, any such costs would be discussed with you before the project was selected. It would be possible for you to select an internal project that would not incur any additional costs.

Students taking the Work Placement Year option will be responsible for organising their own placement with the support of the module tutors. This allows students to choose when and where to carry out their work placement, taking into consideration the potential living and travel expenses incurred and the effect on other times available to earn money. Students are encouraged to consider the potential costs incurred in carrying out the work placements at the time of setting them up. Further guidance and support on these considerations is available from the module tutors.

For international students taking the Work Placement Year option there may be implications and additional costs incurred by this transfer relating to applying for a new student Visa from outside of the UK before the transfer takes place.

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

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

16. Annex - International Year

Data Science with Applied Business Informatics with International Year

International Year Programme
Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) at an international partner institution after they have completed Year 2 (Level 5) at Keele. Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the standard programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript. Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.
International Year Programme Aims
In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with: 1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject 2. Experience of a different culture, academically, professionally and socially
Entry Requirements for the International Year

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

The criteria to be applied are:

- Academic Performance: an average of 55% across all modules in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 55% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 55% requirement may progress to the International Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account.
- General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's Academic Mentor, 1st and 2nd year tutors and programme director)

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

Student Support

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

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

Learning Outcomes

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

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. Communicate effectively in an international setting;
5. Reflect on previous learning within an international context.

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

Regulations

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

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

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

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

Additional costs for the International Year

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

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

Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

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

17. Annex - Work Placement Year

Data Science with Applied Business Informatics with Work Placement Year

Work Placement Year summary

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

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

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

Work Placement Year Programme Aims

In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with the opportunity to carry out a long-term work-based learning experience (minimum 30 weeks equivalent of full-time work) in the computing sector between Years 2 and 3 (Levels 5 and 6) of their degree programme. The module will be underpinned by employability skills training (as part of their preparation during year 2), reflective assessment, employer and tutor evaluation and support from academic tutors.

Entry Requirements for the Work Placement Year

Admission to the Work Placement Year is subject to successful application, interview and references from appropriate staff. Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module, (* or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

* We recommend where possible students undertake a placement of between 9 - 12 months on a full-time basis to maximize academic and personal growth. However, the Work Placement Year mandates a minimum of 24 weeks in duration, ideally on a full-time basis, but no less than 21 hours per week. This enables those undertaking an unpaid placement to work on a part-time basis alongside.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Academic Performance (an average of 50% across all modules in Semester 1 at Level 5 is normally required. Places on the Work Placement Year are then conditional on achieving an average mark of 50% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 50% requirement may progress to the Work Placement Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- Students undertaking work placements will be expected to complete a Health and Safety checklist prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.
- (*International students only*) Due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

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

Student Support

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

- Regular contact between the student and a named member of staff who will be assigned to the student as their University supervisor. The University supervisor will be in regular contact with the student throughout the year, and be on hand to provide advice (pastoral or academic) and liaise with the Placement supervisor on the student's behalf if required.
- Two formal contacts with the student during the placement year: the University supervisor will visit the student in their placement organization at around 5 weeks after the placement has commenced, and then visit again (or conduct a telephone/video call tutorial) at around 15 weeks into the placement.
- Weekly supervision sessions will take place with the placement supervisor (or his/her nominee) throughout the duration of the placement.

Learning Outcomes

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

- Evaluate their own employability skills (via a SWOT Analysis).
- Create Intended Learning Outcomes (ILOs) for their placement in order to develop the skills areas which they have identified as being weak or needing further enhancement.
- Develop, through practice in the work place, the work-related skills identified through their SWOT analysis and ILOs.
- Apply academic theory learnt as part of the taught degree to real situations in the work place.
- Reflect on their work placement activities and experiences and evaluate the impact on their employability skills.
- Explain how the professional computing sector operates and identify the skills required to pursue careers within the sector.

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (CSC-30024) which is assessed by a Mid-Placement Portfolio, a Final Placement Portfolio and an Oral Presentation.

Regulations

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

- Students undertaking the Work Placement Year must successfully complete the zero-credit rated Work Placement Year module (CSC-30024)
- In order to ensure a high quality placement experience, each placement agency will sign up to a placement contract (analogous to a service level agreement).
- Once a student has been accepted by a placement organisation, the student will make a pre-placement visit and a member of staff identified within the placement contract will be assigned as the placement supervisor. The placement supervisor will be responsible for ensuring that the placement experience meets the agreed contract agreed with the University.
- The placement student will also sign up an agreement outlining his/her 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 School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

Additional costs for the Work Placement Year

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

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

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

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

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

This document

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Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2024/25	DANILA PRIKAZCHIKOV	23 August 2024	
1	2023/24	DANILA PRIKAZCHIKOV	19 January 2023	
1	2022/23	PAUL TRUMAN	13 May 2022	
1	2021/22	THEO KYRIACOU	08 February 2021	