

Course Information Document: Undergraduate

For Academic Year 2025/26

1. Course Summary

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

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

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

2. What is a DipHE Programme and Dual Award Programme?

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

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

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

3. Overview of the Programme

The DipHE Economics and Finance programme is a Diploma in Higher Education programme that provides students with a thorough grounding in the twin disciplines of Economics and Finance. Based on a rich theoretical structure, Economics explains the economic behaviour of households, firms and government and covers a wide-range of applications associated with the operation of markets and government policy. Drawing both on Economics and on Accounting, Finance analyses the decision-making of investors and corporations and the workings of financial markets with a wide range of practical applications. The two disciplines share a lot of common ground and students will benefit from the complementary perspectives by building more in-depth understanding. Both Economics and Finance find extensive applications in a wide-range of real-world problems and policy-related issues related to business behaviour, government policy as well as the world of the financial markets; thus, this diploma opens up a wider range of career possibilities in the private/business sector, finance, the public sector, and non-profit organizations.

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

The Programme is academically rigorous and delivered in a challenging but supportive learning environment. It equips students with a range of skills and capabilities that are highly valued by prospective employers. In addition to subject-specific knowledge, you will be taught a range of generic, transferable skills such as analytical/critical/reasoning ability, advanced literacy and numeracy (statistics and data analysis), time-management and capacity for independent study. In other words, the diploma equips graduates with intellectual, professional and personal resources upon which they can draw throughout their lives.

Economics in more detail

Economics begins from the core principle that economic agents (households, firms) aim to achieve the best outcome for themselves ('utility' or profits) subject to the constraints they face; in other words, they form their 'smartest' behaviour and strategy depending on the economic environment that surrounds them. From this powerful central idea, Economics then builds theories that explain the economic behaviour of households, firms and government; their decisions to spend, produce, invest or hire labour; the determination of market outcomes such as output, inflation, interest rates, the wage rate, the stock market and exchange rates; and the effects of government policies on such outcomes. This framework is applied in a wide range of areas of economic and social life, and this will be reflected in the module choice on offer (see below). The programme uses critical reasoning, analytical and mathematical/statistical techniques to address a wide range of real world problems and policy related issues and you will become familiar with professional software tools to analyse and interpret data.

Students in this programme will study essentials of Economics such as Microeconomics and Macroeconomics at various levels; quantitative, mathematical and statistical methods.

Finance in more detail

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

4. Aims of the Programme

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

- Describe and explain a diverse range of real-world finance and economics phenomena in terms of a small set of unifying principles;
- Understand, evaluate and combine theoretical models and analysis with up-to-date factual knowledge about the economy and business behaviour, both 'real' (i.e., non-financial) and financial;
- Understand, evaluate and combine theoretical and empirical models and analysis with up-to-date factual knowledge about the economy, finance and public policy;
- Develop the knowledge and skills for independent:
 - sophisticated analysis and reasoning using relevant economic and finance concepts and methods;
 - understanding and formulation of proposals concerning practical problems and policies;
 - conduct of your own research exercising appropriate levels of scholarship;
- Acquire knowledge and skills that enable you to develop independence and self- confidence in your own-work and the ability to cooperate with colleagues;
- Become familiar with the main quantitative methods of economic research and develop the ability to use professional software tools for the analysis of real economic and business data.

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:

- Apply economic and related, mainly accounting, reasoning to a variety of topics in the economy, business behaviour, government policy and finance;
- Utilise a variety of theory-based and model-based analytical methods for use in economics or finance;
- Become familiar with a range of methods used for the verbal, graphical, mathematical and econometric representation of economic ideas, and the capability to analyse and interpret relevant economic or financial data.

Subject specific skills

Successful students will be able to:

- Demonstrate familiarity with analytical, quantitative methods and critical ability and their applications in economic and financial problem-solving and decision-making;
- Organise, present and analyse data drawing appropriate inference;
- Express themselves clearly, fluently and effectively by writing in a scholarly manner.

Key or transferable skills (including employability skills)

Successful students will be able to:

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

Keele Graduate Attributes

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

6. How is the Programme Taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include 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.
- **Directed independent study** where students are referred to specific materials or asked to research and find information independently, which may extend to undertaking an independent research project under the supervision of an experienced tutor.
- Students may undertake **Web-based self-study** exercises using the resources of both Keele and JUAS.

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 tutor 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 are the main conduit for the dissemination of subject-based material and lecture-based teaching promotes the associated Learning Outcomes;
- Tutor-led seminars aim to develop students' analytical and critical thinking, give opportunities for problem-solving, presentations and the conduct of teamwork and as such contribute towards the fulfilment of a variety of Learning Outcomes related to subject knowledge, subject-related-skills and generic skill development;
- Computer-based classes enable students to acquire (subject-related and generic) skills associated with collecting, analysing and interpreting business data;
- Directed independent study in own time, making use of a variety of resources such as own library, Library facilities, the University's virtual learning environment (KLE) and the wider Internet, promotes subject knowledge; subject-related skills such as analytical thinking and problem solving; and generic skills such as self-management, the conduct of independent scholarly and research work, and IT literacy;
- A variety of methods of assessment develop students' ability to express themselves in a scholarly manner, fluently, confidently and in a variety of ways (orally and in writing).

7. Teaching Staff

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

The Keele Business School and JUAS comprise of professors, lecturers and teaching fellows with expertise in economics and finance. Most staff members have teaching qualifications and those that do not are encouraged to attain them. Most staff have PhD qualifications and a number have professional qualifications. Both Keele and JUAS maintain a strong commitment to excellence and innovation in teaching and research. Teaching is informed by research with teaching staff presenting and publishing academic papers at national and international conferences, in books and in internationally ranked journals. All members of staff seek to ensure that module content represents up to date research, including the results of their own research.

Both Universities will attempt to minimise changes to their core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard. Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. Both Universities will endeavour to ensure that any impact on students is limited if such changes occur.

8. What is the structure of the Programme?

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

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

Our diploma programmes are organised into modules. At Keele, each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort.

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

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

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

A summary of the credit requirements per year is as follows, with a minimum of 120 subject credits required for each year. Students will also study a range of JUAS credit-bearing modules from year 1 onwards.

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

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

Module Lists

Level 4

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

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

Compulsory modules	Module Code	Credits	Period
Quantitative Methods I	ECO-10026	15	Semester 1
Introductory Microeconomics	ECO-10028	15	Semester 1
Accounting Principles	MAN-10015	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Quantitative Methods II	ECO-10027	15	Semester 2
Introductory Macroeconomics	ECO-10029	15	Semester 2
Introduction to International Business	MAN-10023	15	Semester 2
Financial Accounting	MAN-10024	15	Semester 2

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

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

Level 5

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

Compulsory modules	Module Code	Credits	Period
Finance I	ECO-20007	15	Semester 1
Banking	ECO-20045	15	Semester 1
Intermediate Microeconomics	ECO-20046	15	Semester 1
Academic English for Business Students (2)	ENL-90004	15	Semester 1-2
Open Economy Macroeconomics	ECO-20037	15	Semester 2
Contemporary Issues in Economics	ECO-20040	15	Semester 2
Introduction to Econometrics	ECO-20042	15	Semester 2
Finance 2	ECO-20051	15	Semester 2

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

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

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

9. Final and Intermediate Awards

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

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

10. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- **Essays** including those based on case study material, test the quality and application of subject knowledge. In addition they allow you to demonstrate your ability to carry out basic bibliographic research and to communicate your ideas effectively in writing in an appropriate scholarly style using the Harvard system of referencing. Essays may be individual or based on working in a group and may also include a computational aspect
- **Class tests** taken either conventionally or online as Computer based tests assess your subject knowledge and your ability to apply it in a more structured and focused way compared to essays
- **Final examinations**, in different formats, test your knowledge and understanding of the module. Examinations may consist of essay, short answer, multiple choice questions and computational answers depending on the module
- **Individual report**, where you produce a document that sets out your response to the task, including your recommendations and conclusions
- **Group presentation**, where you collaborate with a group of fellow students and present your findings to other students on the module and the module tutor
- **Portfolios** where you assemble pieces of work to demonstrate your engagement with and understanding of a topic, either individually or in a group

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

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)	20%	80%	0%
Year 2 (Level 5)	18%	82%	0%

12. Accreditation

This programme does not have accreditation from an external body.

An application will be made to gain accreditation for this Diploma in Higher Education from Professional Accounting Bodies.

13. University Regulations

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

<http://www.keele.ac.uk/student-agreement/>

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

14. Additional Costs

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

Version History

This document

Date Approved: 24 March 2025

Previous documents

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