

Programme Specification: Undergraduate

For students starting in Academic Year 2017/2018

1. Course Summary

Names of programme(s) and award title(s)	International Business International Business with Placement Year International Business with International Year (see Annex A for details)
Award type	Dual Honours/Minor <i>NB:</i> Students who study their two Principal subjects in humanities and/or social science subjects will be awarded the degree of Bachelor of Arts (with Honours) (BA Hons). All students who study a science Principal subject are candidates for the degree of Bachelor of Science (with Honours) (BSc Hons) irrespective of their second Principal subject.
Mode of study	Full time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Duration	3 years 4 years with either the Placement Year or International Year between years 2 and 3
Location of study	Keele University – main campus
Accreditation (if applicable)	Not applicable
Regulator	Office for Students (OfS)
Tuition Fees	UK/EU students: Fee for 2017/18 is £9,250* International students: Fee for 2017/18 is £13,000** <i>or</i> £14,150** <i>(if combined with a laboratory-based Principal Subject)</i>

* 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/>

** 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/>

	The fee for the placement year is calculated at 20% of the standard year fee The fee for the international year abroad is calculated at 15% of the standard year fee
Additional Costs	Refer to section 18

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.

2. What is a Dual Honours programme?

Dual Honours degrees are degrees that are taken in two different subjects, resulting in an *X and Y* degree title, for example *International Business and Finance*. If you are taking a Dual Honours programme, these will be the two subjects you applied for. These are referred to as your Principal Subjects.

In a Dual Honours degree you must take at least 120 credits in each Principal Subject, accrued over all three levels of study, with at least 30 credits in Year 1 (Level 4) and at least 45 credits in each of Years 2 and 3 (Levels 5 and 6) in each of two Principal Subjects. The remaining available credits can be filled with modules from these subjects or other subjects entirely.

What is a Major/Minor programme?

Major/Minor degrees are degrees that are taken in two different subjects, much like a Dual Honours degree, except that you will specialise in the Major subject. In a Major/Minor degree you will need at least 225 credits in your Major subject over your three years of study with at least two modules (30 credits) taken each year in your Major Subject, although some Principal Subjects will require you to take more than this and this will be stated in the relevant programme specification. You will also need 90 credits in your Minor subject with a minimum of 30 credits (two modules) taken in Year 1 (Level 4) and 45 credits (three modules) taken in Year 2 (Level 5).

It should be noted that the aims of the Programme may not fully be met in the case of students who choose to take International Business as their Minor subject. Nor will these students necessarily be able to demonstrate that they have achieved all of the Programme's learning outcomes.

3. Overview of the Programme

International Business provides both coherent overviews and intellectual challenges to the analysis of business and management in general and especially at the international level. The subject engages with many other principal subjects at Keele, including law, human resource management, human geography, finance, politics and psychology. Although International Business as a subject has a relatively short history, little of modern society from universities and hospitals to factories and services remain unaffected by the policies, principles and practices founded by industry pioneers of the late 1800s. The persistent question International Business seeks to answer is to what extent should 100-year old concepts of management continue to scope and shape the business of both commerce and public life in the context of the internationalisation of an increasingly politicised world. International Business at Keele takes a critical perspective on what goes on in organisations generally and especially in relation to global business activities, along with a thorough exploration of the 'nuts and bolts' of fundamental business skills and knowledge.

International Business is a relatively new undergraduate programme based on the experience of two decades of management teaching and research at Keele. The programme at Keele offers an authentic, blend of management knowledge and methods designed to give students leading-edge opportunities in the highly competitive world of business. The programme draws on seminal thinkers, practitioners and world famous companies and industries. Teaching and research in International Business at Keele moves between the basic techniques and practices used in particular functions of management (such as accounting, marketing, human

resource management) and a concern with understanding these techniques within their given international, historical and cultural contexts.

The four-year Placement option provides students with the opportunity to undertake a year-long professionally focused placement (minimum 30 weeks full-time (1,050 hours) or equivalent) between the 2nd and 3rd year of their degree programme in a sector relevant to their degree. Students will gain substantial experience of a professional working environment relevant to their future career aspirations allowing for familiarisation of professional practice, enhanced skill development, and reflection upon programme content.

4. Aims of the Programme

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

- Become familiar with the main structures and functions of international organisations and their operations in diverse markets
- Develop an understanding of how international businesses respond to changing external and internal developments affecting the business environment
- Reflect critically on the practices of international and multinational organisations
- Develop the capability to undertake and report on your own research using relevant concepts and methods in management in a well-balanced and concise manner, exercising appropriate levels of scholarship
- Acquire knowledge and skills that enable you to develop independence and self-confidence in your work and the ability to cooperate with colleagues

The four-year Placement option provides students with the opportunity to undertake a professionally focused placement (minimum 30 weeks full time [1,050 hours], or equivalent, between the 2nd and 3rd year of their degree programme.

5. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to demonstrate knowledge and understanding of:

- local and international organisations, the external environment in which they operate and how they are managed
- markets and the agents that operate in markets, organisations, the people they employ and their operations, business policy and strategies
- issues affecting the local and global business environment such as globalisation itself, innovation, corporate social responsibility and diversity

Subject specific skills

Successful students will be able to:

- Utilise a variety of theories to analyse developments in the world of international business and the management of national and multinational organisations

- Utilise different methods of communicating ideas in business and management including graphical, poster-based, and essay exposition
- Apply logical reasoning based on knowledge of business and management to a variety of theoretical and applied topics
- Organise, present and analyse data drawing appropriate inference, working within groups where appropriate
- Be able to frame a research problem, deciding upon the factors that may be considered fixed for the purpose of the problem at hand

Key or transferable skills (including employability skills)

Successful students will be able to:

- Communicate and make effective oral presentations
- Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others; gain a degree of understanding about different leadership styles and their impacts upon projects
- Work with numerical data from a wide range of sources
- Work effectively with information technology
- Demonstrate effective skills in problem-solving
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity and intellectual integrity

Keele Graduate attributes

Engagement with this programme will enable you to develop your intellectual, personal and professional capabilities. At Keele, we call these our ten Graduate Attributes and they include independent thinking, synthesizing information, creative problem solving, communicating clearly, and appreciating the social, environmental and global implications of your studies and activities. Our educational programme and learning environment is designed to help you to become a well-rounded graduate who is capable of making a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in after your studies are completed.

Further information about the Keele Graduate Attributes can be found here: <http://www.keele.ac.uk/journey/>

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** where the lecturer provides students with a framework for reading and independent study.
- **Tutorials and seminars** in groups of up to 20 students where key issues can be explored and discussed in more depth. Students are expected to play a full part, and often, to lead these discussions. Some tutorials and seminars consist largely of student presentations and many are based on the application of ideas to case studies drawn from the media and research.
- **Independent study** based on directed reading from text books, research monographs, and academic journals.
- **Web-based learning** using the University's virtual learning environment (KLE). The KLE is used to give students easy access to a wide-range of resources and research tools, and as a platform for online discussions, quizzes and blogs.
- **Independent research** supervised and supported by a member of staff.
- **Work placement**

In addition, students who complete the placement programme will conduct a skills audit in relation to their 'fit' to sector skill demands, whilst critically evaluating their learning from the placement context.

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 Personal Tutors or module lecturers on a one-to-one basis.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

- **Lectures and independent study** allow students to gain a systematic understanding of international business and how its methods of analysis may be used to investigate a variety of contemporary social problems
- **Seminars, tutorials and online discussions** provide opportunities for students to ask questions about, and suggest answers to issues and problems in a responsible way, and to present their own ideas to members of staff and other students using an appropriate medium of communication
- **Seminars, tutorials and web-based activities** encourage students to reflect on their own learning and take responsibility for its development by addressing areas of difficulty, perhaps by discussing them with their fellow students or by getting additional help from a member of staff
- Undertaking a **research dissertation** with the support of an experienced and active researcher allows students to formulate relevant research questions and devise a feasible and methodologically sound strategy for answering them

7. Teaching Staff

Currently our core teaching staff comprises professors, senior lecturers, senior teaching fellows, teaching fellows and lecturers (a number of whom are specialist in International Business). The School maintains a strong commitment to excellence and innovation in teaching and research. All current permanent staff have PhDs or other higher degrees in their subject area.

All current part-time lecturers have higher degrees or professional qualifications. The vast majority of staff actively-engage in research which is published in leading international journals. All staff members engage with continuing professional development as academic teachers. All established staff have substantial teaching experience and/or formal teaching qualifications. All probationary appointments receive an intensive training programme on Teaching in Higher Education.

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 course to course, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April.

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 four types of module delivered as part of this programme. They are:

- Compulsory core module – a module that you are required to study on this course;
- Optional core module – these allow you some limited choice of what to study from a list of modules;

- Programme approved elective module – subject-related modules that count towards the number of subject credits required by your degree;
- Free-standing elective module – a free choice of modules that count towards the overall credit requirement but not the number of subject-related credits.

Students can choose to take programme approved electives - electives offered by their programme or from elsewhere inside or outside the School, subject to satisfying any module pre-requisites. Students are encouraged to use this choice of electives to broaden their knowledge and skills throughout the three years of their degree.

Year 1 (Level 4)

Core modules	Credits	Elective modules	Credits
Management in Context	15	Accounting Principles	15
Global Business Environments	15	Introductory Microeconomics	15
Introduction to International Business	15	Business Law	15
		British and Global Economy	15
		Quantitative Methods I	15
		Financial Accounting	15
		Foundations of Human Resource Management	15
		Marketing Principles	15
		Quantitative Methods II	15
		Multinational Enterprise Business Perspectives	15

Year 2 (Level 5)

Core modules	Credits	Elective modules	Credits
Organisational Behaviour	15	Social Theory at Work	15
Managing in the Multinational Corporation	15	Corporate Governance and Social Responsibility	15
Optional Core / Programme Approved Elective modules			
Operations and Quality Management	15		
International Supply Chain Management	15		

NB: For students undertaking a four-year version of the programme, the placement or international year options are taken between the second and third years of the programme. The placement year encourages reflection on programme content from the first two years and represents a chance to put programme material into practice. A summary of the International Year is provided at Annex A.

Year 3 (Level 6)

Core modules	Credits	Elective modules	Credits
Business Strategy	15	Leading Change and Entrepreneurship	15
Comparative Business Cultures	15	Marketing and Globalisation	15
Contemporary Issues in Management	15	New Business Plan (ISP)*	15
Managing International Projects	15		

*ISP = Independent Study Project. You are required to take one ISP in your final year

In addition to the elective modules listed in the table, students may choose to study modules which are offered as part of other programmes in the Management School, the Faculty of Humanities and Social Sciences or from across the University. These include:

- Modules in related subjects in which they may have a particular interest such as Economics, Finance, History, International Relations, and Law.
- Modules designed to help students for whom English is not their first language to improve their use of English for academic purposes.
- Modern foreign languages modules at different levels, including in French, German, Japanese, Russian, and Spanish.
- Freestanding modules in subjects of general interest.
- Freestanding modules related to student volunteering or studying abroad as part of the University's exchange programme employability skills and personal development.

For students undertaking the four-year programme, the placement is delivered between the second and third years of the programme and this encourages reflection on programme content from the first two years and represents a chance to put programme material into practice.

For further information on the content of modules currently offered please visit:

www.keele.ac.uk/recordsandexams/az

Learning Outcomes

Year 1 (Level 4)

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to demonstrate knowledge and understanding of:</i>		
Theories underpinning international trade, investment and management strategies	Introduction to International Business	Group presentation; essay; exam
The peculiarities and distinctiveness of running international organisations	Introduction to International Business	Group presentation; essay; exam
The relevance of international competition in business strategy and key business functions	Introduction to International Business	Group presentation; exam
The evolution of global business environments and the historical development management and current topical debates in the field	Global Business Environments;	Group presentation; annotated bibliography; essay
	Management in Context	Group presentation; annotated bibliography; essay
Key drivers and inhibitors of globalisation	Global Business Environments;	Group presentation; annotated bibliography; essay

Communicate, orally, theories and research materials in relation to a number of management related issues	Management in Context	Presentation
Explain how different aspects of management have developed historically and relate historical aspects of management to the contemporary workplace	Management in Context	Essay; presentation
Explain how they present enduring problems in terms of work organisation and the management of employees	Management in Context	Essay; presentation
Identify and compare the effects of differing perspectives on large-scale international business activity	Global Business Environments; Introduction to International Business	Essay Group presentation; essay; exam
Apply tutor and peer feedback on business activity resulting from student work	Introduction to International Business	Group presentation, essay
Explain the arguments relating to the operation of large-scale business activities	Introduction to International Business; Global Business Environments	Group presentation; essay, exam Group presentation; annotated bibliography; essay

Subject Specific Skills		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Engage convincingly in contemporary debates in the areas of globalisation, societal impacts, cultural adaptation, technology development, and transfer and sustainability	Introduction to International Business	Essay; exam
Begin to develop a critical perspective on their basic understanding of international business and management	Introduction to International Business; Management in Context	Group presentation; essay Essay
Employ relevant conceptual tools to analyse and explain the complexity of political, legal, economic, financial, social, cultural and technological business environments	Global Business Environments; Management in Context	Group presentation; annotated bibliography; essay Group presentation; annotated bibliography; essay
Identify relevant research materials and apply their content to various aspects of management	Management in Context	Annotated bibliography; essay

Communicate, orally, theories and research materials in relation to a number of management and international business related issues	Introduction to International Business; Global Business Environments; Management in Context	Group presentation Group presentation Group presentation
Identify the main points of key texts and use them in developing arguments and making judgements about management issues	Management in Context; Global Business Environments; Introduction to International Business	Essay; presentation; tutorial exercises Essay; presentation; tutorial exercises Essay; presentation; tutorial exercises
Key or Transferable Skills (graduate attributes)		
Learning Outcome <i>Successful students will be able to:</i>	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Demonstrate an understanding of academic scholarship and good research practice	Management in Context; Introduction to International Business; Global Business Environments	On-line activities and multiple choice test; annotated bibliography; essay annotated bibliography; essay annotated bibliography; essay
Skills to use appropriate bibliographic search tools to find relevant materials in hard copy and electronic formats	Management in Context; Introduction to International Business; Global Business Environments	Annotated Bibliography; essay Essay Annotated Bibliography; essay
Reflect on and plan their own learning by acting appropriately on feedback	Management in Context; Global Business Environments; Introduction to International Business	Essay; presentation; Essay; presentation; Essay; presentation
Evaluate and make use of theories in analysing and resolving problems	Management in Context; Introduction to International Business	Essay; presentation; Essay; presentation; examination
Communicate complex arguments effectively supported by appropriate evidence both orally and in writing	Management in Context; Introduction to International Business Global Business Environments	Essay; presentation Essay; examination Essay; presentation
Develop and sustain effective approaches to learning and study, including time management, creativity and intellectual integrity	Management in Context; Introduction to International Business	Essay; presentation Essay; presentation

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to demonstrate knowledge and understanding of:</i>		
The relevant issues in organisational behaviour and International Business theory	Organisational Behaviour Management in the MNC;	Essay; examination Case study analysis; essay
Analyse MNC operations from rational, cultural and political perspectives	Managing in the MNC; Operations and Quality Management; International Supply Chain Management	Case study analysis; essay Essay; tutorial; examinations Group presentations; examination
Understand the complexities of MNCs operations such as in cross-border mergers and acquisitions; international joint ventures, knowledge transfer	Managing in the MNC	Case study analysis; essay
A range of different perspectives on traditional theories of organisational behaviour	Organisational Behaviour	Essay; exam
A range of theories and practice for international supply chain management	International Supply Chain Management	Group presentations; exam
Contemporary issues in operating supply chains and operations in international business	International Supply Chain Management Operations and Quality Management	Group presentations; exam Essay; exam
The wider societal perspectives on quality management, operations and international supply chain such as the impact of ISO certification and Corporate Social Responsibility	Operations and Quality Management International Supply Chain Management	Essay; exam Group presentations; exam
The role of quality management as a 'pervasive issue' in organisations, in the public, private and not for profit sectors and its contribution to the future development of such organisations	Operations and Quality Management	Essay; exam
Subject Specific Skills		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Evaluate theories of organisational behaviour, the international operations of organisations, including their ethical governance, and their methods of managing quality	Managing in the MNC; Organisational Behaviour; Operations and Quality Management; International Supply Chain Management	Case study analysis; essay Essay; exam Essay; exam Group presentations; exam

Assess the applicability of the theories studied to empirical studies of organisational behaviour , operations and quality management	Organisational behaviour; Operations and Quality Management; Managing in the MNC	Essay; Examination Essay; exam Case study analysis; essay
Relate case studies of organisations to theories of organisations and their behaviour, including approaches to the management of quality, governance and regulation, ethics and international trade	Managing in the MNC; Organisational Behaviour; Operations and Quality Management; International Supply Chain Management	Case study analysis; essay Essay; exam Group presentations; exam

Key or Transferable Skills (graduate attributes)		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Demonstrate an ability to collate, prepare, evaluate and disseminate a variety of types of material relevant to 'real world' business environments and processes	All modules, but specifically: Management in the MNC; Organisational Behaviour;	Essay; examination; tutorial exercises and case studies
Develop ICT skills in utilising the KLE and using the Internet to access relevant module information	Organisational Behaviour; Managing in the MNC; Operations and Quality Management; International Supply Chain Management	Essay; examination Essay; examination
Develop written communication skills in completing both assignments	Managing in the MNC; Organisational Behaviour Operations and Quality Management	Essay; examination Essay; examination
Develop time management skills to schedule study and meet submission deadlines	Managing in the MNC; Organisational Behaviour Operations and Quality Management International Supply Chain Management	Essay; examination Essay; examination

Placement Year (Level 6)

During the placement year, students undertake a placement (minimum 30 weeks full time [1,050 hours] or equivalent) in an organisation relevant to their International Business programme and career aspirations.

Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		

Evaluate their own employability skills (via a SWOT Analysis) together with an analysis of sector skill demands to create Intended Placement Outcomes in order to develop the skill areas which they have identified as being weak or needing further enhancement;	Placement Module	Portfolio
Develop, through practice on placement, the employment-related skills identified through their SWOT analysis and Intended Learning Outcomes	Placement Module	Portfolio
Effectively communicate ideas, thoughts and outcomes through written and oral skills;	Placement Module	Portfolio
Work effectively in a team and individually in a professional environment;	Placement Module	Portfolio
Utilise generic and specific skills gained during their training for and in the workplace environment.	Placement Module	Portfolio

Year 3 (Level 6)

Subject Knowledge and Understanding		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Identify, analyse and critically evaluate business strategies in case study firms, institutions and industries, particularly within international contexts	Business Strategy; International Business Strategies;	Essay; examination Case study; examination
Identify a suitable case study for research and analyse the business strategy using appropriate theoretical models and insights	Business Strategy; Comparative Business Cultures	Essay; tutorial exercises Poster presentation; essay
Critically evaluate the implications of a chosen business strategy for a given firm	Business Strategy; International Business Strategies	Essay; examination Case study; examination
Critically explain the implications of a given theoretical model or insight for business strategy in practice	Business Strategy; International Business Strategies;	Essay; examination Case study; examination
Apply knowledge of management and organisation theory to explicate aspects of contemporary organisations	International Business Strategies	Case study; examination

Subject Specific Skills		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Describe and make critical judgements about developments at the forefront of research in business strategy and organisation	Business Strategy International Business Strategies	Essay; examination Case study; examination
Communicate ideas informed by contemporary research and new developments in business strategy, leadership, innovation and organisation	Business Strategy; International Business Strategies;	Essay; examination Case study; examination
Explain the reasons for differences in business strategies and assess the strengths and weaknesses of different strategies	Business Strategy International Business Strategies	Essay Case study

Key or Transferable Skills (graduate attributes)		
Learning Outcome	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
<i>Successful students will be able to:</i>		
Work productively in a largely unstructured context exercising initiative and personal responsibility	Business Strategy	Essay Presentation; essay
Undertake appropriate further training of an academic or professional nature	Business Strategy	Essay, Examination
Take responsibility of their own learning and seek for additional information, manage their time and make use of a range of sources for information to understand a problem	All modules, but specifically Business Strategy International Business Strategies	Essay; examination case study; examination
Evaluate the implications of contemporary cultural forms, improve their visual literacy and explore the economic and social implications of new media and cultural forms	Comparative Business Cultures	Poster presentation

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. The number of International Business credits you require depends on whether International Business is taken as a Dual
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		<p>or Minor subject.</p> <p>Dual Honours: You will require at least 120 credits in both International Business and your other principal subject (out of 360 credits overall), with at least 30 credits in Year 1 (Level 4) and at least 45 credits in each of Years 2 and 3 (Levels 5 and 6) in each of your two Principal Subjects. You will also be required to take at least one Independent Study Project in your final year.</p> <p>Minor Route: You will require at least 90 credits in International Business Studies and at least 225 credits in your other Major subject over the course of the degree. Students taking International Business as a Minor subject must obtain at least 30 credits in International Business in Year 1 (level 4) and 45 credits in International Business in Year 2 (level 5).</p>
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 Business with Placement Year: in addition to the above students must pass a non-credit bearing module covering the placement year in order to graduate with a named degree in International Business with placement year. Students who do not complete, or fail the placement year, will be transferred to the three-year International Business programme.

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

10. How is the Programme assessed?

The wide variety of assessment methods used within International Business 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 within International Business:

- **Unseen closed and open book examinations** in different formats test students' knowledge and understanding of the subject. Examinations may consist of essay, short answer and/or multiple choice questions, and paper comprehension
- **Essays** allow you to demonstrate your ability to articulate ideas clearly using argument and reasoning skills and with close reference to the contexts and critical concepts covered in the modules. Essays also develop and demonstrate research and presentation skills (including appropriate scholarly referencing)
- **Laboratory reports** – structured proformas and full lab reports are formal summaries of work carried out in the laboratory and test students' understanding of the practical aspects of the programme and develop the skills necessary to enable students to present and analyse their results
- **Dissertations** enable students to explore in depth an area of particular interest through a substantial piece of focused research and writing, and test their ability to formulate and answer research questions
 - **Oral and poster presentations and reports** assess individual students' subject knowledge and

understanding. They also test their ability to work effectively as members of a team, to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development

- **Short research papers** test student’s knowledge of different research methodologies and the limits and provisional nature of economic knowledge. They also enable students to demonstrate their ability to formulate research questions and to answer them using an appropriate strategy
- **Portfolios** may consist of a range of different pieces of work but routinely include a requirement that students provide some evidence of critical reflection on the development of their own learning

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	Year 1 (Level 4)	Year 2 (Level 5)	Year 3 (Level 6)
Scheduled learning and teaching activities	19%	18%	17%
Guided independent Study	81%	82%	83%
Placements	0%	0%	0%

Placement Year	
Scheduled Learning and Teaching Activities	0%
Guided Independent Study	0%
Placements	100%

12. Accreditation

This programme does not have accreditation from an external body.

13. 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/>

Students should note that it is not possible to take both the Placement Year and the International Year options. Also, a student who has completed a semester abroad will not normally be eligible to transfer onto the International Year option.

14. What are the typical admission requirements for the programme?

Subject	A-level	Subjects not included	International Baccalaureate	BTEC	Access to Higher Education Diploma	GCSE requirements
International Business (Dual Honours)	BBB/ ABC	Critical Thinking	32 points including Standard Level Maths or Maths Studies at 4 or above.	DDM	Obtain Access to Higher Education Diploma with 30 Level 3 credits at Distinction	Maths @ C (or 4) English Lang @ C (or 4)

Applicants who are not currently undertaking any formal study or who have been out of formal education for more than 3 years and are not qualified to A-level or BTEC standard may be offered entry to the University's Foundation Year Programme.

Applicants for whom English is not a first language must provide evidence of a recognised qualification in English language. The minimum score for entry to the Programme is Academic IELTS 6.0 or equivalent.

Please note: All non-native English speaking students are required to undertake a diagnostic English language assessment on arrival at Keele, to determine whether English language support may help them succeed with their studies. An English language module may be compulsory for some students during their first year at Keele.

Accreditation of Prior Learning (APL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here:

<http://www.keele.ac.uk/qa/accreditationofpriorlearning/>

15. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

- Module and tutorial group leaders are responsible for providing support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual feedback on in-course assessments and more general feedback on examinations.
- The School operates a system of Year Tutors who assume responsibility for monitoring overall student progress through the subject, undertake progress reviews and provide a general point of contact for students in the subject-area. They may be consulted on a wide range of issues and, among other things, commonly may be approached to provide a reference for job and other applications.
- There is a Programme Director responsible for all aspects of coordination of the undergraduate business and management programmes. S(he) may be consulted on a wide range of issues and, among other things, commonly may be approached to provide a reference for job and other applications.
- The University allocates every student to a personal tutor who is responsible for reviewing and advising on students' academic progress in their degree studies. Personal tutors act as a first point of contact for students on non-academic issues which may affect their learning and can refer students to a range of specialist health, welfare and financial services co-ordinated by the University's Student Support & Development Services.

Students for whom English is not their first language are offered language classes, facilities and services by the University's English Language Unit. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.

Careers: In addition to the University's central Careers service there is a specific Management School careers tutor. Students are encouraged to seek the careers tutor for any help with deciding on postgraduate courses and funding opportunities, discussing career options, discussing option choices in relation to specific career routes,

and for help and assistance in applying for jobs and placement. Within the Keele Learning Environment there is a dedicated page to careers including several subject specific careers sites.

Placement Tutor: All students undertaking the placement degree programme will be provided with an academic tutor, based at Keele. Students will be expected to find their own placement however, support will be provided throughout the placement process. This will involve support ensuring the appropriateness of the placement prior to starting the placement year, and email/telephone/face-to-face contact with the academic tutor throughout the placement at regular intervals.

All members of teaching staff on the International Dual Honours Programme are available to see students during advertised weekly office hours and at other times by appointment.

16. Learning Resources

International Business is taught in modern teaching rooms across the University, all of which are equipped with computers, internet access and electronic whiteboards or projection equipment. Rooms may be arranged either in traditional lecture format or more informally to allow students to work together in small groups. Quantitative modules in the Programme are well-supported via computer laboratories located in the Library and the School multi-functional IT suite. These provide access to industry-standard software, such as Excel and Stata for data analysis.

The learning resources available to students on the Programme include:

- The extensive collection of business and management materials relevant to undergraduate study held in the University Library. Built up over an extensive period of delivering business and management at this level, these materials include books, journals and government publications.
- Much of this material is also accessible online to Keele students from anywhere in the world with a University username and password.
- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources – video, audio and text-based – accessible from external providers via the internet.
- Datastream, an industry standard source of economic and business data, is available via a computer – link located in multi-functional IT suite. This, together with complementary cross-sectional datasets for individuals and households, provide a ready source of information for dissertation and other purposes.

17. Other learning opportunities

Study abroad (semester)

Students on the International Business programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities.

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 studying in Erasmus+ destinations 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 at Annex A.

Work placement

Students have the opportunity to apply directly for the 4-year International Business with Placement Year degree programme or to transfer onto the 4-year degree 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 their year-long placement. To be eligible for the placement year, students must have a good University attendance record. They must also have passed all Year 1 and Year 2 Semester 1 modules with an overall module average of $\geq 60\%$. Students must have met the progression requirements to proceed to their final year of study prior to commencing a placement.

Students wishing to take the placement year should meet with the Programme Director to obtain their signature to confirm agreement before they will be allowed to commence their placement.

18. Additional costs

International Business Placement Year Costs

Students will be responsible for organising their own placement, with the support of the placement tutor. This allows students to choose when and where to carry out their placement within the programme framework, taking into consideration the potential living and travel expenses, for which they are responsible. Students are encouraged to consider the potential costs incurred in carrying out the placements at the time of setting these up. Further guidance and support on these considerations is available from the placement tutor.

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 textbooks, inter-library loans and potential overdue library fines, print and graduation.

We do not anticipate any further additional costs for this undergraduate programme.

19. Quality management and enhancement

The quality and standards of learning in International Business are subject to a continuous process of monitoring, review and enhancement.

- The Learning and Teaching Committee of Keele Management School is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the International Business Programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year and as

part of the University's Curriculum Annual Review and Development (CARD) process.

- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Internal Quality Audit (IQA) process.

Student evaluation of, and feedback on, the quality of learning on every International Business module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of the Curriculum Annual Review and Development (CARD) process.
- Findings related to the International Business Programmes from the annual National Student Survey (NSS), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students in all three years of the International Business Programme is considered and acted on at regular meetings of the Programmes Staff/Student Liaison Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/ga/externalexaminers/currentexternalexaminers/>

20. The principles of programme design

The International Business Programmes described in this document have been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

- UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:
<http://www.qaa.ac.uk/quality-code>
- QAA Subject Benchmark Statement: Business and Management (2015)
http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_8
- Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

21. Document Version History

Version history	Date	Notes
Date first created	October 2016	
Revision history	V1.1 (July 2017)	Removed out-of-date references to library costs [minor – no reissue]
	V1.2: May 2019	Changes to elective modules at Level 6 [minor change]
Date approved		

Annex A

International Business with International Year

Please note: in order to be eligible to take the International Year option your other subject must also offer this option. Please refer to the information published in the course document for your other subject.

International Year Programme

Students registered for Dual Honours International Business may either be admitted for or apply to transfer during their period of study at Level 5 to the Dual Honours programme in both their principal subjects, providing that they meet the progression criteria outlined in this document. Students accepted onto the International Year programme will have an extra year of study 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 Dual Honours programme without the International Year 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 'International Business with International Year'.

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 60% across all modules at Level 5 is normally required)
- 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 personal tutor, 1st and 2nd year tutors and programme director)

Student Support

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

- Phone or Skype conversations with Study Abroad tutors, in line with recommended Personal Tutoring 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:

- a. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
- b. Discuss the benefits and challenges of global citizenship and internationalisation
- c. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.

In addition, students who complete 'International Business with International Year' will be able to:

- i) Design, plan and critically evaluate research projects with respect to International Business, recording relevant information accurately and systematically and be able to reflect on a range of sources in a critical manner.
- ii) Integrate, apply and develop enhanced principles relating to the analysis of International Business, to recognise, describe and explain cultural phenomena across national boundaries and reflect critically upon problems relating to contemporary society and culture.

Please note that students on Dual Honours programmes with International Year must meet the subject-specific learning outcomes for BOTH their principal subjects.

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.

Course Regulations

Students registered for the 'International Business with International Year' are subject to the course 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 areas.

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 International Business module with significant overlap to Level 6 modules to be studied 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 studying in Erasmus+ destinations 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.