

Programme Specification: Undergraduate

For students starting in Academic Year 2019/2020

1. Course Summary

Names of programme(s) and award title(s)	BA (Hons) Economics and Marketing BA (Hons) Economics and Marketing with International Year (see Annex A for details) BA (Hons) Economics and Marketing with Work Placement Year (see Annex B for details) BA (Hons) Economics and Marketing with Entrepreneurship Year (see Annex C for details)
Award type	Single Honours
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 International Year, Work Placement Year or Entrepreneurship Year between years 2 and 3
Location of study	Keele University – main campus
Accreditation (if applicable)	Please see the section on Accreditation
Regulator	Office for Students (OfS)
Tuition Fees	UK/EU students: Fee for 2019/20 is £9,250* International students: Fee for 2019/20 is £14,320** The fee for the international year abroad is calculated at 15% of the standard year fee The fee for either the work placement year or entrepreneurship year is calculated at 20% of the standard year fee
Additional Costs	Please refer to the Additional costs section

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/>

** We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

2. What is a Single Honours programme?

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

3. Overview of the Programme

The Economics modules on this programme 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. In the marketing modules you will explore markets, brands and consumers, appreciate their behaviours and learn how to understand and communicate with them. Taught by staff across the Keele Business School, 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, whilst also providing a firm foundation for those wishing to pursue postgraduate study. In addition to subject-specific knowledge, you will be taught a range of generic, transferable skills such as analytical/critical/reasoning ability, advanced literacy (essay-writing, presentations) and numeracy (statistics, data analysis and presentation), time-management and capacity for independent study. In other words, in addition to the subject-specific and vocational element, the degree equips graduates with intellectual, professional and personal resources upon which they can draw throughout their lives.

The four-year Placement Year option provides students with the opportunity to undertake a professionally focused placement, minimum 30 weeks full time (1,050 hours), or equivalent, between Levels 5 and 6 of their degree programme. 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.

The four-year entrepreneurship option provides students with the enhanced opportunity to undertake a year-long placement within Keele's Innovation Hub, working on developing their own business idea (minimum 30 weeks full-time (1,050 hours) or equivalent) between the 2nd and 3rd year of their degree programme.

The four-year International Year option provides students with the opportunity to undertake a year-long study abroad programme taught in English at an international university between Levels 5 and 6 of their degree programme in a subject relevant to their degree. Students will gain substantial experience of study in a different culture to their own and additionally benefit from the opportunity to develop their knowledge and networks in specialist areas of Economics and Marketing relevant to both international and home settings.

4. Aims of the Programme

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

- Study Economics, Marketing and to a lesser extent related disciplines in some depth;
- Understand, evaluate and combine theoretical and empirical models and analysis relevant to contemporary developments in Economics and Marketing;
- Acquire a critical understanding of the role and impact of organisation's activities in society, including the responsibilities and challenges that can arise in a variety of sectors.
- Develop the knowledge and skills for independent:
 - a. sophisticated analysis and reasoning using relevant economic and marketing concepts and methods
 - b. in-depth understanding and formulation of proposals concerning practical problems and policies;
 - c. conduct of their own research exercising appropriate levels of scholarship;
 - d. Develop independence and self- confidence in their own work and the ability to cooperate with

others.

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:

- Key concepts in Economics related to the functioning of markets, the behaviour of actors such as individuals/households and firms and the effects of government intervention in the economy.
- Up-to-date factual knowledge about the economy and public policy;
- A variety of theoretical, analytical and empirical methods in Economics.
- A range of tools and methods for the formulation and presentation of economic arguments, the analysis of real-world problems and the evaluation and formulation of policy proposals.
- Key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption.
- The role and impact of marketers on their operations, ethics and strategies
- Issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change

Subject specific skills

Successful students will be able to:

- Demonstrate advanced reasoning capabilities, using surveys of existing theories, critical and analytical thinking and formal tools and methods including graphical, mathematical and statistical/econometric tools.
- Demonstrate familiarity with the main empirical (statistical/econometric) methods of economic research and the ability to use professional software tools for the analysis of real economic and business data.
- Demonstrate an ability to organise, present and communicate their reasoning, policy analysis and accompanying data in an effective way.
- Write in a scholarly manner.
- Utilise a variety of theories to analyse developments in marketing approaches to, and understanding of, consumer
- Utilise and critically review a variety of methods of marketing communication and apply these to case study material and real life marketing dilemmas as appropriate
- Apply logical reasoning based on knowledge of marketing to a variety of theoretical and applied topics and problems affecting consumers
- Organise, present and analyse data using a methodology appropriate to social research
- Frame a research problem and execute the research after evaluating the appropriateness of a given approach
- Consider the ethical challenges faced by marketers in the decision making process

Key or transferable skills (including employability skills)

Successful students will be able to:

- Demonstrate effective skills in problem-solving
- Express themselves and communicate clearly, fluently and effectively in a variety of ways (written as

well oral)

- Work effectively with information technology and use spreadsheet software in the analysis of quantitative data;
- Manage their own learning, reflect on and plan their own academic work
- Communicate using a variety of medium to a range of audiences
- Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects
- Work effectively with information technology, literature searches, library resources
- Demonstrate effective skills in problem-solving
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills

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** 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;
- **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. Other opportunities for directed independent study are available in our computer laboratories which are equipped with Bloomberg information terminals and Sage accounting software allowing students to interact with real world data and situations;
- Students may undertake **Web-based self-study** exercises using the University's virtual learning environment (KLE). The KLE gives students easy access to a wide range of resources and research tools and permits the use of online discussion, quizzes and 'blogs' in teaching and learning whilst permitting

students to develop improved IT knowledge;

- 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 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 (e.g. those held in the Bloomberg terminals) 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);
- In addition, students who complete the placement programme will further their subject knowledge and a variety of skills, including self-management, versatility and adaptability in a new environment.

7. Teaching Staff

Currently Keele Business School comprises subject expertise in Management, HRM, Marketing, Finance, Economics and IB, Accounting. Most staff members have teaching qualifications and those that do not are actively working to attain them. The majority of staff have PhD qualifications and a number have professional qualifications. All members of staff seek to ensure that module content represents up to date standards and legislation and reflects current relevant research, including the results of their own research.

The school maintains a strong commitment to excellence and innovation in teaching and research. Teaching is informed by research with teaching staff presenting and publishing academic papers at national and international conferences, in books and in internationally ranked journals.

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 three 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;
- Elective modules – a free choice of modules that count towards the overall credit requirement but not the number of subject-related credits.

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

Year	Compulsory	Optional		Electives	
		Min	Max	Min	Max
1	90	0	30	0	30
2	75	15	45	0	30
3	45	45	75	0	30

Module lists

Year 1 (Level 4)

Compulsory modules	Module Code	Credits	Semester
Marketing Principles	MAN-10019	15	1
Introduction to Microeconomics	ECO-10028	15	1
Quantitative Methods I	ECO-10026	15	1
Consumer Behaviour 1	MAN-10031	15	2
Introductory Macroeconomics	ECO-10029	15	2
Quantitative Methods II	ECO-10027	15	2
Optional modules	Module Code	Credits	Semester
Accounting Principles	MAN-10015 ¹	15	1
Management in Context	MAN-10018 ²	15	1
Business Law	LAW-10027	15	1
Academic English for Business Students (Part 1)	ENL-90003 ³	15	1
Financial Accounting	MAN-10024 ^{4,5}	15	2
British and Global Economy	ECO-10025	15	2
Multinational Enterprise Business Perspectives	MAN-10026 ⁶	15	2

Module lists:

- (1) You are required to take this module if you wish to study Finance 1 (ECO-20041) or Cost and Management Accounting (MAN-20049) in Year 2
- (2) You need to choose this module if you wish to choose Employee Resourcing (HRM-20017) at Level 5
- (3) Open only to non-native speakers of English and successful completion of ENL-10031 (EAP 1) with a score of over 60%, or ENL-90006 (EAP 2), or equivalent or by recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
- (4) Prerequisite: Accounting Principles (MAN-10015)
- (5) You need to choose this module if you wish to choose Cost and Management Accounting (MAN-20049)
- (6) Recommended for those wishing to take a Placement Year

Year 2 (Level 5)

Compulsory modules	Module Code	Credits	Semester
Consumer Behaviour 2	MAN-20097	15	1
Intermediate Microeconomics	ECO-20046	15	1
Statistics with Bloomberg	ECO-20049	15	1
Digital and Marketing Communications	MAN-20085	15	2
Open Economy Macroeconomics	ECO-20037	15	2
Optional modules	Module Code	Credits	Semester
Services Marketing	MAN-20060	15	1
Banking	ECO-20045	15	1
Finance 1	ECO-20007 ¹	15	1
Professional Development	MAN-20090 ²	15	1
Cost and Management Accounting	MAN-20049 ³	15	1
Employee Resourcing	HRM-20017 ⁴	15	1
Academic English for Business Students (Part 1)	ENL-90003 ⁵	15	1
Academic English for Business Students (Part 2)	ENL-90004 ⁶	15	1
Marketing in Society	MAN-20062	15	2
Marketing Research	MAN-20059 ⁷	15	2
Finance 2	ECO-20051 ⁸	15	2
Introduction to Econometrics	ECO-20042 ⁹	15	2
Contemporary Issues in Economics	ECO-20040	15	2
Corporate Governance and Social Responsibility	MAN-20082	15	2
Social Enterprise and Alternative Organising	MAN-20093	15	2

Module lists:

- (1) Prerequisite: Accounting Principles (MAN-10015)
- (2) Recommended for those wishing to take a Placement Year
- (3) Prerequisite Financial Accounting (MAN-10024)
- (4) Prerequisite: Management in Context (MAN-10018). You need to choose this module if you wish to take Discrimination and Equal Opportunities at Work (HRM-30030) in year 3.
- (5) Open only to non-native speakers of English and successful completion of ENL-10031 (EAP 1) with a score of over 60%, or ENL-90006 (EAP 2), or equivalent or by recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
- (6) Open only to NON-NATIVE SPEAKERS OF ENGLISH after successful completion of AEB1 (Academic English for Business 1) with a score of under 60% or equivalent. Cannot be taken with other ENL- module (English Language module) in the same academic year
- (7) Required for those wishing to take Marketing Insights ISP (MAN-30058) in year 3
- (8) Prerequisite: Finance 1 (ECO-20007)
- (9) This Module is prerequisite for Applied Econometrics (ECO-30050) AND Data Analysis (ISP) ECO-30051 in year 3

For students undertaking a four-year version of the programme, the work placement, entrepreneurship year or international year options are taken between the second and third years of the programme. The work 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; a summary of the Work Placement Year is provided at Annex B; and a summary of the Entrepreneurship Year is provided at Annex C.

Year 3 (Level 6)

Compulsory modules	Module Code	Credits	Semester
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Strategic Marketing Management	MAN-30063	15	1
Advanced Topics in Microeconomics	ECO-30047	15	1
Marketing and Globalisation	MAN-30060	15	2
Optional modules	Module Code	Credits	Semester
Consuming Cultures	MAN-30049	15	1
Contemporary Retail Environments	MAN-30053	15	1
Digital Marketing in Practice	MAN-30067	15	1
International Finance	ECO-30037	15	1
Applied Econometrics	ECO-30050 ¹	15	1
Dynamic Macroeconomics	ECO-30033	15	1
SME Live project	MAN-30072	15	1
Academic English for Business Students (Part 2)	ENL-90004 ²	15	1
Advanced Business English Communication	ENL-90005 ³	15	1
Brands and Branding	MAN-30059	15	2
Labour Economics	ECO-30032	15	2
Industrial Organisation	ECO-30046 ⁴	15	2
Choose ONE of the following ISP Modules:			
Analysing Company Performance (ISP)	MAN-30064 ⁵	15	2
Data Analysis (ISP)	ECO-30051 ⁶	15	2
Marketing Insights (ISP)	MAN-30058 ⁷	15	2
Module lists:			
(1) Prerequisite: Introduction to Econometrics (ECO-20042)			
(2) Open only to NON-NATIVE SPEAKERS OF ENGLISH after successful completion of AEB1 (Academic English for Business 1) with a score of under 60% or equivalent. Cannot be taken with other ENL- module (English Language module) in the same academic year.			
(3) Open only to THIRD-YEAR NON-NATIVE SPEAKERS OF ENGLISH on successful completion of AEB2 or EAP4; or AEB1 or EAP3 with a score of over 60%; or equivalent. Cannot be taken with other ENL- module (English Language module) in the same academic year			
(4) Prerequisite: Intermediate Microeconomics (ECO-20046)			
(5) Prerequisite: Accounting Principles (MAN10015)			
(6) Prerequisite: Introduction to Econometrics ECO-20042.			
(7) Prerequisite Marketing Research (MAN-20059)			

Students may choose to study elective modules which are offered as part of other programmes in the Faculty of Humanities and Social Sciences and across the University. These include:

- Modules in other subjects closely related to Economics and Marketing
- Modules in other subjects in which they may have a particular interest
- Modules designed to help students for whom it is not their first language to improve their use of English for Academic Purposes
- Modern foreign languages modules at different levels in French, German, Spanish, Russian, Japanese and Chinese (Mandarin)
- Modules related to the development of graduate attributes, student volunteering, and studying abroad as part of the University's exchange programme

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

Learning Outcomes

The table below sets out what students learn in each year of the Programme, the modules in which that learning takes place, and the main ways in which students are assessed on their learning. In Year 1 (Level 4) and Year 2 (Level 5) these learning outcomes are achieved in the compulsory modules which all students are required to take. Some of these outcomes may also be achieved or reinforced in elective modules together with other outcomes not stated here. In Year 3 (Level 6) the stated outcomes are achieved by taking any of the modules offered in each semester.

Year 1 (Level 4)

Subject Knowledge and Understanding		
Learning Outcome <i>Successful students will be able to demonstrate knowledge and understanding of:</i>	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Key concepts in Economics related to the functioning of markets, the behaviour of actors such as individuals/households and firms and the effects of government intervention in the economy	Introductory Microeconomics ECO-10028 Introductory Macroeconomics ECO-10029	Coursework; unseen examination; online tasks; essay
Up-to-date factual knowledge about the economy and public policy	Introductory Microeconomics ECO-10028 Introductory Macroeconomics ECO-10029	Coursework; unseen examination; online tasks; essay
A variety of theoretical, analytical and empirical methods in economics	Introductory Microeconomics ECO-10028 Introductory Macroeconomics ECO-10029 Quantitative Methods I ECO-10026 Quantitative Methods II ECO-10027	Coursework; unseen examination; online tasks; essay
A range of tools and methods for the formulation and presentation of economic arguments, the analysis of real-world problems and the evaluation and formulation of policy proposals	Introductory Microeconomics ECO-10028 Introductory Macroeconomics ECO-10029	Coursework; unseen examination; online tasks; essay
Key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination
The role and impact of marketers on their operations, ethics and strategies	Marketing Principles MAN-10019	Essay; unseen examination

Subject Specific Skills		
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 familiarity with the main empirical (statistical/econometric) methods of economic research and the ability to use professional software tools for the analysis of real economic and business data	Introductory Microeconomics ECO-10028 Introductory Macroeconomics ECO-10029 Quantitative Methods I ECO-10026 Quantitative Methods II ECO-10027	Coursework; unseen examination; online tasks; essay
Demonstrate familiarity with the main empirical (statistical/econometric) methods of economic research and the ability to use professional software tools for the analysis of real economic and business data	Introductory Microeconomics ECO-10028 Introductory Macroeconomics ECO-10029 Quantitative Methods I ECO-10026 Quantitative Methods II ECO-10027	Coursework; unseen examination; online tasks; essay
Demonstrate an ability to organise, present and communicate their reasoning, policy analysis and accompanying data in an effective way	Introductory Microeconomics ECO-10028 Introductory Macroeconomics ECO-10029	Coursework; unseen examination; online tasks; essay
Demonstrate the ability to write in a scholarly manner	Introductory Microeconomics Introductory Macroeconomics ECO-10029	Coursework; unseen examination; online tasks; essay
Utilise a variety of theories to analyse developments in marketing approaches to, and understanding of, consumers	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination
Utilise and critically review a variety of methods of marketing communication and apply these to case study material and real life marketing dilemmas as appropriate	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination
Apply logical reasoning based on knowledge of marketing to a variety of theoretical and applied topics and problems affecting consumers	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination
Organise, present and analyse data using a methodology appropriate to social research	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination

Frame a research problem and execute the research after evaluating the appropriateness of a given approach	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination
Consider the ethical challenges faced by marketers in the decision making process	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination

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 effective skills in problem-solving	Accounting Principles MAN-10015	Online test; report; unseen examination
Express themselves and communicate clearly, fluently and effectively in a variety of ways (written as well oral)	Introductory Microeconomics ECO-10028 Introductory Macroeconomics ECO-10029	Unseen examination
Work effectively with information technology and use spreadsheet software in the analysis of quantitative data	Quantitative Methods I ECO-10026	Class test; unseen examination
Manage their own learning, reflect on and plan their own academic work	Quantitative Methods I ECO-10026 Quantitative Methods II ECO-10027 Introductory Microeconomics ECO-10028 Introductory Macroeconomics ECO-10029	Class test; unseen examination
Communicate using a variety of medium to a range of audiences	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination
Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination
Work effectively with information technology, literature searches, library resources	Quantitative Methods I ECO-10026 Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination
Demonstrate effective skills in	Marketing Principles MAN-10019	Essay; unseen examination

problem-solving	Consumer Behaviour I MAN-10031	
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	Marketing Principles MAN-10019 Consumer Behaviour I MAN-10031	Essay; unseen examination

Year 2 (Level 5)

Subject Knowledge and Understanding		
Learning Outcome <i>Successful students will be able to demonstrate knowledge and understanding of:</i>	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Demonstrate knowledge and understanding of key concepts in Economics related to the functioning of markets, the behaviour of actors such as individuals/households and firms and the effects of government intervention in the economy	Intermediate Microeconomics ECO-20046 Open Economy Macroeconomics ECO-20037	Unseen examination; online tasks; essay
Show familiarity with up-to-date factual knowledge about the economy and public policy;	Intermediate Microeconomics ECO-20046 Open Economy Macroeconomics ECO-20037	Unseen examination; online tasks; essay
Utilise a variety of theoretical, analytical and empirical methods in economics;	Intermediate Microeconomics ECO-20046 Open Economy Macroeconomics ECO-20037 Statistics with Bloomberg ECO-20049 Introduction to Econometrics ECO-20042	Coursework; unseen examination; online tasks; essay
Use a range of tools and methods for the formulation and presentation of economic arguments, the analysis of real-world problems and the evaluation and formulation of policy proposals.	Intermediate Microeconomics ECO-20046	Coursework; unseen examination; online tasks; essay
Key concepts, models, theories, analytical tools and debates relevant to contemporary	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Presentation; unseen examination; essay

developments in marketing and consumption		
The role and impact of marketers on their operations, ethics and strategies	Digital and Marketing Communications MAN-20085	Presentation; unseen examination
Issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Presentation; unseen examination; essay

Subject Specific Skills		
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 advanced reasoning capabilities, using surveys of existing theories, critical and analytical thinking and formal tools and methods including graphical, mathematical and statistical/econometric tools;	Intermediate Microeconomics ECO-20046 Open Economy Macroeconomics ECO-20037	Unseen examination; online tasks; essay
Demonstrate familiarity with the main empirical (statistical/econometric) methods of economic research and the ability to use professional software tools for the analysis of real economic and business data;	Statistics with Bloomberg ECO-20049 Introduction to Econometrics ECO-20042	Coursework; unseen examination; online tasks; essay
Demonstrate the ability to organise, present and communicate their reasoning, policy analysis and accompanying data in an effective way;	Intermediate Microeconomics ECO-20046 Open Economy Macroeconomics ECO-20037 Statistics with Bloomberg ECO-20049 Introduction to Econometrics ECO-20042	Coursework; unseen examination; online tasks; essay
Demonstrate the ability to write in a scholarly manner.	All modules at this level	Coursework; unseen examination; online tasks; essay
Utilise a variety of theories to analyse developments in marketing approaches to, and understanding of, consumers	Consumer Behaviour II MAN-20097	Essay; unseen examination

Utilise and critically review a variety of methods of marketing communication and apply these to case study material and real life marketing dilemmas as appropriate	Digital and Marketing Communications MAN-20085	Presentation; unseen examination
Apply logical reasoning based on knowledge of marketing to a variety of theoretical and applied topics and problems affecting consumers	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Presentation; unseen examination; essay
Organise, present and analyse data using a methodology appropriate to social research	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Presentation; unseen examination; essay
Frame a research problem and execute the research after evaluating the appropriateness of a given approach	Digital and Marketing Communications MAN-20085	Presentation
Consider the ethical challenges faced by marketers in the decision making process	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Unseen examination; essay

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 effective skills in problem-solving	Open Economy Macroeconomics ECO-20037 Intermediate Microeconomics ECO-20046 Statistics with Bloomberg ECO-20049 Introduction to Econometrics ECO-20042	Essay; unseen examination
Express themselves and communicate clearly, fluently and effectively in a variety of ways (written as well oral)	Open Economy Macroeconomics ECO-20037 Intermediate Microeconomics ECO-20046	Essay; unseen examination; online tests
Work effectively with information technology and use spreadsheet software in the analysis of quantitative data	Statistics with Bloomberg ECO-20049 Introduction to Econometrics ECO-20042	Essay; unseen examination; online tests
Manage their own learning, reflect on and plan their own academic work	Open Economy Macroeconomics ECO-20037 Intermediate Microeconomics ECO-20046	Essay; unseen examination

Communicate using a variety of medium to a range of audiences	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Presentation; unseen examination; essay
Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Presentation; unseen examination; essay
Work effectively with information technology, literature searches, library resources	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Presentation; unseen examination; essay
Demonstrate effective skills in problem-solving	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Presentation; unseen examination; essay
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	Digital and Marketing Communications MAN-20085 Consumer Behaviour II MAN-20097	Presentation; unseen examination; essay

Year 3 (Level 6)

Subject Knowledge and Understanding		
Learning Outcome <i>Successful students will be able to demonstrate knowledge and understanding of:</i>	Module in which this is delivered	Principal forms of assessment (of the Level Outcome) used
Key concepts in Economics related to the functioning of markets, the behaviour of actors such as individuals/households and firms and the effects of government intervention in the economy	Advanced Topics in Microeconomics ECO-30047 Data Analysis ISP ECO-30051	Essay; unseen examination
Up-to-date factual knowledge about the economy and public policy;	Advanced Topics in Microeconomics ECO-30047 Data Analysis ISP ECO-30051 Applied Econometrics ECO-30050	Essay; unseen examination
A variety of theoretical, analytical and empirical methods in economics;	Data Analysis ISP ECO-30051	Report
A range of tools and methods for	Advanced Topics in	Essay; unseen examination

the formulation and presentation of economic arguments, the analysis of real-world problems and the evaluation and formulation of policy proposals.	Microeconomics ECO-30047 Data Analysis ISP ECO-30051 Analysing Company Performance ISP MAN-30064	
Key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; essay; unseen examination
The role and impact of marketers on their operations, ethics and strategies	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; essay; unseen examination
Issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; essay; unseen examination

Subject Specific Skills		
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 advanced reasoning capabilities, using surveys of existing theories, critical and analytical thinking and formal tools and methods including graphical, mathematical and statistical/econometric tools	Data Analysis ISP ECO-30051 Analysing Company Performance MAN-30064 Advanced Topics in Microeconomics ECO-30047	Coursework; unseen examination; online tasks; essay
Demonstrate familiarity with the main empirical (statistical/econometric) methods of economic research and the ability to use professional software tools for the analysis of real economic and business data	Data Analysis ISP ECO-30051 Analysing Company Performance MAN-30064	Coursework; unseen examination; online tasks; essay
Demonstrate an ability to organise, present and communicate their reasoning, policy analysis and accompanying data in an effective way	Data Analysis ISP ECO-30051 Analysing Company Performance MAN-30064 Advanced Topics in Microeconomics ECO-30047	Coursework; unseen examination; online tasks; essay
Demonstrate an ability to write in a	All modules at this level	Coursework; unseen examination;

scholarly manner		online tasks; essay
utilise a variety of theories to analyse developments in marketing approaches to, and understanding of, consumers	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; essay; unseen examination
Utilise and critically review a variety of methods of marketing communication and apply these to case study material and real life marketing dilemmas as appropriate	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; essay; unseen examination
Apply logical reasoning based on knowledge of marketing to a variety of theoretical and applied topics and problems affecting consumers	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; essay; unseen examination
Organise, present and analyse data using a methodology appropriate to social research	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060 Marketing Insights MAN-30058	Group presentation; individual presentation, unseen case-study exam; essay; unseen examination
Frame a research problem and execute the research after evaluating the appropriateness of a given approach	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060 Marketing Insights MAN-30058	Group presentation; individual presentation, unseen case-study exam; essay; unseen examination
Consider the ethical challenges faced by marketers in the decision making process	Strategic Marketing Management MAN-30063 Marketing and Globalisation MAN-30060	Group presentation; unseen case-study exam; essay; unseen examination

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 effective skills in problem-solving	Advanced Topics in Microeconomics ECO-30047 Data analysis (ISP) ECO-30051	Coursework; Examination; Report
Express themselves and communicate clearly, fluently and effectively in a variety of ways (written as well oral)	All Modules	Coursework; Examination; Report
Work effectively with information technology and use spreadsheet software in the analysis of	Data analysis (ISP) ECO-30051	Report

quantitative data;		
Communicate using a variety of medium to a range of audiences	All Modules	Coursework; Examination; Report
Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects	all compulsory modules at this level	Coursework; Examination;
Work effectively with information technology, literature searches, library resources	all compulsory modules at this level	Coursework; Examination;
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	all compulsory modules at this level	Coursework; Examination;

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 Economics and Marketing (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 Economics and Marketing.
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

Economics and Marketing 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 Economics and Marketing with international year. Students who do not complete, or fail the international year, will be transferred to the three-year Economics and Marketing programme.

Economics and Marketing 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 Economics and Marketing with placement year. Students who do not complete, or fail the placement year, will be transferred to the three-year Economics and Marketing programme.

Economics and Marketing with Entrepreneurship Year: in addition to the above students must pass a non-credit bearing module covering the entrepreneurship year in order to graduate with a named degree in

Economics and Marketing with entrepreneurship year. Students who do not complete, or fail the entrepreneurship year, will be transferred to the three-year Economics and Marketing programme.

10. How is the Programme assessed?

The wide variety of assessment methods used within Economics and Marketing 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 Economics and Marketing:

- 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 via the Keele Learning Environment (KLE) as Computer based tests assess your subject knowledge and your ability to apply it in a more structured and focused way compared to essays
- Final examinations, in different formats, test your knowledge and understanding of the module. Examinations may consist of essay, short answer, multiple choice questions and computational answers depending on the module
- Individual report, where you produce a document that sets out your response to the task, including your recommendations and conclusions
- 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
- Work Placement reflection on work placement activity and development of employability skills

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	20%	18%	17%
Guided independent Study	80%	82%	83%
Placements	0%	0%	0%

12. Accreditation

Various Modules taught in this Programme, particularly accounting, finance and a small number of economics Modules, are accredited by certain professional bodies such as ACCA (Association of Chartered Certified Accountants) and CIMA (Chartered Institute of Management Accountants). Accreditation implies that if a student has taken the Modules referred to, they will be offered exemptions from some of the training and exams that these professional bodies require in order to confer membership and/or chartered status. Please ask the KBS Office for a list of the Modules that are accredited by professional bodies.

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/>

Course Regulations

A student who has completed a semester abroad will not normally be eligible to transfer onto the International Year option.

A student is not allowed to study both the International Year option and the Work Placement Year or Entrepreneurship 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
Economics and Marketing	CCC	None	26 points including Standard Level Maths or Maths Studies at 5 or above	MMM	Obtain Access to Higher Education Diploma with 96 UCAS points including a minimum of 15 Level 3 credits at Distinction.	GCSE English Language at C (or 4), GCSE Maths at B (or 6)

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 tutors are responsible for providing support for learning on the modules. They also give individual feedback on module assessments and more general feedback on examinations.
- Every student is allocated to a personal tutor who is responsible for reviewing and advising on students' academic progress.
- Personal tutors also act as a first point of contact for students on non-academic issues that may affect their learning and can refer students on to a range of specialist health, welfare and financial services co-ordinated by the University's Student Services.
- Student Voice Representatives – provide a focus for issues at module and year level to be raised.
- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. 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.
- All members of teaching staff on the Economics and Marketing Programme are available to see students during office hours, if available, and by appointment.

Placement Tutor: Whilst students will be expected to find their own placements, KBS has a placement officer who will assist in providing support throughout the placement process. In addition to this, students undertaking the placement degree programme will be provided with an academic tutor, based at Keele. Support offered will ensure the appropriateness of the placement prior to starting the Placement Year, and email/telephone/face-to-face contact throughout the placement at regular intervals.

16. Learning Resources

Teaching takes place in a variety of lecture theatres and tutorial rooms all of which have appropriate audio-visual equipment. Copies of set texts are available in the campus library with an increasing number available as e-books, together with electronic access to a wide variety of relevant academic journals.

All modules make extensive use of the Keele Learning Environment meaning that students have access to detailed module materials (lecture notes, tutorial activities, journal articles and so on) anywhere and anytime that they have access to the internet.

Statistics/econometrics and other software is installed in a variety of PC labs and in the Bloomberg information terminals.

17. Other learning opportunities

Study abroad (semester)

Students on the Economics and Marketing 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 Year

Students have the opportunity to apply directly for the 4-year Economics and Marketing 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. 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.

International students who require a Tier 4 visa must check with the Immigration Compliance Team prior to commencing any form of placement.

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

Entrepreneurship Year

Students have the opportunity to apply directly for the 4-year Economics and Marketing with Entrepreneurship 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 Entrepreneurship Year. To be eligible for the Entrepreneurship year, students must have a good University attendance record. They must also demonstrate a viable new business idea and suitability to undertake entrepreneurial activity. This will be assessed during Year 2, through submission of a proposal, presentation and interview.

Students who require a Study Visa to undertake the programme in the UK (including Tier 4) are not able to add in an Entrepreneurship Year due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (Visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category.

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

Enhanced Degree: With Language Competency/With Advanced Language Competency

Economics and Marketing students successfully completing a series of language elective modules have the opportunity to gain an enhanced degree title including their language competency such as, "BA (Hons)

Economics and Marketing with competency in Japanese". Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing minimum stage 6 in the chosen language, will be awarded an enhanced degree title with the designation 'with competency in [Language]'. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing stage 10 in the chosen language, will be awarded an enhanced degree title with the designation 'with advanced competency in [Language]'.

18. Additional costs

Work Placement Year Costs

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

Activity	Estimated cost
Field courses - compulsory	£0
Field courses – optional	£0
Equipment	£0
Travel	£0
Other additional costs- optional ICAEW resources	£20
Total estimated additional costs	£20

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 undergraduate programme.

19. Quality management and enhancement

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

- The Learning and Teaching Committee of the Keele Business School is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the Economics and Marketing 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 Economics and Marketing 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 Economics and Marketing Programme 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 Economics and Marketing Programme is considered and acted on at regular meetings of the Student Staff Voice 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/qa/externalexaminers/currentexternalexaminers/>

20. The principles of programme design

The Economics and Marketing Programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

- a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:
<http://www.qaa.ac.uk/quality-code>
- b. QAA Subject Benchmark Statement: Economics (2015) and Business and Management (2015)
http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-economics-15.pdf?sfvrsn=69e3f781_8
http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_8
- c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

21. Document Version History

Date of first approved version (v1.0): 20th December 2018

Revision history

Version number ¹	Author	Date	Summary of and rationale for changes
2.0		March 2019	Addition of Entrepreneurship Year option

¹ 1.1, 1.2 etc. are used for minor changes and 2.0, 3.0 etc. for major changes (as defined in the University's Guidance on processes supporting curriculum changes)

Annex A

Economics and Marketing with International Year

International Year Programme

Students registered for Single Honours Economics and Marketing may either be admitted for or apply to transfer during their period of study at Level 5 to the Single Honours 'Economics and Marketing with International Year'. Students accepted onto this programme 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 Single Honours Economics and Marketing 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 'Single Honours Economics and Marketing 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 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 tutor, 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:

- i) Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments

- ii) Discuss the benefits and challenges of global citizenship and internationalisation
- iii) Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.

In addition, students who complete 'Single Honours Economics and Marketing with International Year' will be able to:

- iv) Apply new Economics and Marketing practices appropriate to the location of international study.
- v) Converse in the technical language of the Economics and Marketing sector and solve problems in different cultural and economic environments

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 'Single Honours Economics and Marketing 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 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 Economics or Marketing 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.

Annex B

Economics and Marketing with Work Placement Year

Work Placement Year summary

Students registered for Single Honours Economics and Marketing may either be admitted for or apply to transfer during their studies to the Single Honours 'Economics and Marketing with Work Placement Year'. 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 BA Economics and Marketing 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 'BA Economics and Marketing with Work Placement Year'.

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:

1. The opportunity to carry out a long-term placement based learning experience (minimum 30 weeks equivalent of full-time work) between Years 2 and 3 (Levels 5 and 6) of their degree programme.

Entry Requirements for the Work Placement Year

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 (minimum 30 weeks full time (1,050 hours), or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Passed all Year-1 and Year-2 Semester 1 modules
- 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 the Work Placement Year if already enrolled on either the International Year (see Annex A) and an Entrepreneurship Year (see Annex C).

If for any reason you feel you may not fulfil these criteria, please contact Sharon Farrow, Student Placement Officer via email at s.farrow@keele.ac.uk or book an appointment online www.keele.ac.uk/careerhub-login

Student Support

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

Students are responsible for securing their own placement, however our dedicated Student Placement Officer is able to support student job searches, and will also network with a range of employers in order to source suitable opportunities.

Support includes one to one appointments, group sessions, weekly placement bulletins, and job application and interview preparation (CV reviews, mock interviews etc.).

Students are supported throughout their placement by the administrative lead and academic lead of the placement module. There is regular contact between the University, the student and the employer throughout the placement. A key element within the placement year is a visit that usually takes place mid-way through the placement and it is undertaken by a staff member of Keele Business School. Students also have access to various guides in terms of their assessment via KLE as well as the opportunity for 1-2-1 virtual meetings with the academic lead to discuss their progress.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete 'Economics and Marketing with Work Placement Year' 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;
- ii) develop, through practice on placement, the employment-related skills identified through their SWOT analysis and Intended Learning Outcomes;
- iii) reflect on and apply academic themes, concepts and theory as explored at Level 4 and Level 5 to complex real situations on work placement;
- iv) reflect on and critically evaluate their learning from the work placement and previous learning;
- v) explain how their chosen professional or placement sector operates and what skills are needed to develop their career.

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (MAN-30068) which involves:

- i) the submission of two portfolios of evidence, one at the beginning of the placement (usually after six weeks into the placement) and one at the end of the placement and before the start of the final year of undergraduate studies.

Course Regulations

Students registered for the 'Economics and Marketing with Work Placement Year' are subject to course 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 'Placement Year module (MAN-30068)

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.

Eligibility for student finance will depend on the type of placement and 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.

Annex C

Economics and Marketing with Entrepreneurship Year

Entrepreneurship Year summary

Students registered for Economics and Marketing may either be admitted for or apply to transfer during their studies to the Single Honours 'Economics and Marketing with Entrepreneurship Year'. Students accepted onto this programme will have an extra year of study (the Entrepreneurship Year) located within the Incubation hub at Keele after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the Entrepreneurship Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Entrepreneurship Year will normally revert to the 3-year Economics and Marketing 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 'Economics and Marketing with Entrepreneurship Year'.

Entrepreneurship Year Programme Aims

In addition to the programme aims specified in the main body of this document, the Entrepreneurship Year aims to provide students with:

- The opportunity to develop a business idea into a live enterprise project within Keele's incubator for a minimum of 30 weeks (full-time equivalent work) but can be longer with access to expertise from Entrepreneurs in Residence.

Entry Requirements for Entrepreneurship Year

Students have the opportunity to apply directly for the 4-year 'with entrepreneurship 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 entrepreneurship. Students who fail to pass the entrepreneurship year, and those who fail to meet the minimum requirements of the entrepreneurship year module (minimum 30 weeks full time (1,050 hours), or equivalent activity within the incubator), will be automatically transferred onto the 3-year degree programme.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- A suitable business idea and demonstration of ability to benefit from time in the incubator, assessed through the submission of a proposal, presentation and interview during year 2.
- Students who require a Study Visa to undertake the programme in the UK (including Tier 4) are not able to add in an Entrepreneurship Year due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (Visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category.

Students may not register for Entrepreneurship Year if already enrolled on either the International Year (see Annex A) or a Work Placement Year (see Annex B)

Student Support

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

Students are supported throughout the year by the administrative lead and academic lead of the entrepreneurship module. There will also be a programme of support offered by the Entrepreneurs in Residence.

Students also have access to various guides in terms of their assessment via KLE as well as the opportunity for 1-2-1 meetings with the academic lead to discuss their progress.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete 'Economics and Marketing with Entrepreneurship Year' will be able to:

- Create an innovative business venture and critically evaluate its potential viability
- Demonstrate understanding of the barriers to start-up enterprise growth and success
- Evaluate and apply a range of strategic decisions to maximise the viability of the start up
- Reflect on one's own entrepreneurial knowledge, skills, behaviour, and learning process

These learning outcomes will be assessed through the non-credit bearing Entrepreneurship Year module (MAN-30075) which involves:

- i) the submission of a portfolio of evidence demonstrating the activities and learning taken place during the year and a detailed synopsis of how the business idea has progressed.

Course Regulations

Students registered for the 'Economics and Marketing with Entrepreneurship Year' are subject to course specific regulations (if any) and the University regulations. In addition, during the Entrepreneurship Year, the following regulations will apply:

- Students undertaking the Entrepreneurship Year must successfully complete the zero-credit rated 'Entrepreneurship Year' module (MAN-30075)

Students will be expected to behave professionally in terms of:

- (i) conforming to the work practices of the incubation hub

Additional costs for the Entrepreneurship Year

Tuition fees for students on the Entrepreneurship Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Entrepreneurship 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 accommodation, food and personal costs.