

## Programme Specification: Undergraduate

### For students starting in Academic Year 2019/2020

#### 1. Course Summary

<b>Names of programme(s) and award title(s)</b>	BA (Hons) Marketing and Business Management BA (Hons) Marketing and Business Management with International Year (see Annex A for details) BA (Hons) Marketing and Business Management with Work Placement Year (see Annex B for details) BA (Hons) Marketing and Business Management with Entrepreneurship Year (see Annex C for details)
<b>Award type</b>	Single Honours
<b>Mode of study</b>	Full time
<b>Framework of Higher Education Qualification (FHEQ) level of final award</b>	Level 6
<b>Duration</b>	3 years 4 years with either the International Year, Work Placement Year or Entrepreneurship Year between years 2 and 3
<b>Location of study</b>	Keele University – main campus
<b>Accreditation (if applicable)</b>	Not applicable
<b>Regulator</b>	Office for Students (OfS)
<b>Tuition Fees</b>	<b>UK/EU students:</b> Fee for 2019/20 is £9,250*  <b>International students:</b> 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
<b>Additional Costs</b>	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 Marketing and Business Management. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules outside Marketing and Business Management, 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 Marketing and Business Management Programme is a Single Honours Degree that enables students to specialise in marketing within the broader context of studying management. The Marketing modules will help students to gain knowledge and understanding of the marketing approaches, techniques and strategies that are used by a range of organisations, including businesses and the not-for-profit, or public sector and whilst Management modules provide an opportunity to develop a scientifically informed overview of the management of a range of different types of organisation including conventional and alternative business forms. The Marketing and Business Management Programme engages with many other principal subjects at Keele, including law, human resource management, human geography, finance, politics and psychology.

Marketing and Business Management at Keele is delivered by Keele Business School and has been developed from our commitment to the responsibilities of business and their managers to wider social improvement. As a signatory to the Principles of Responsible Management Education, we promote reflection on a broad range of issues that have informed research interests here for over 20 years, including the promotion of gender equality, developing socially responsible practices and respect for difference and diversity.

The programme at Keele offers an authentic blend of Marketing and Business 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.

Our programme offers students a range of choice in selecting areas of study that can enhance their personal and academic development that provide sound foundations for either business careers or further study. Our teaching also allows students to engage directly with real problems faced by large scale, small scale and alternative organisations in the classroom, enabling students to engage with a variety of experiences and challenges to help them develop the knowledge, self-confidence and self-awareness to pursue their future goals.

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

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 2<sup>nd</sup> and 3<sup>rd</sup> year of their degree programme.

The four-year International study 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 Marketing and Business Management relevant to both international and home settings.

## **4. Aims of the Programme**

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

- Understand, evaluate, apply and critically reflect on a range of concepts, models, theories and tools relevant to contemporary developments in marketing, management and business.
- Develop an understanding of the ways in which organisations operate, the role of the changing

external and internal environment and the role of marketing in organisational activity.

- Develop an ability to draw from relevant disciplines (such as sociology, psychology and anthropology amongst others) in order to explore and better understand, study and research marketing, consumption, organisations and work.
- Acquire a critical understanding of the role and impact of organisational activities in society, the influence of the changing external environment and the relevant responsibilities and challenges that arise when working in these sectors.
- Develop the ability to investigate and learn independently across a variety of social scientific disciplines, to critically analyse a chosen topic, to gather relevant information, and to evaluate, question and creatively synthesise this information.
- Acquire a range of relevant key skills (such as communication, working with others, improving your own learning and performance and problem solving) in preparation for employment or further study.
- Develop familiarity with the main qualitative and quantitative methods of social scientific research and the ability to conduct and present original research in the field of Marketing and Business Management using suitable methods and scholarship techniques.

## **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)

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

- Key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption.
- The features of organisations, the external environment in which they operate and how they are managed.
- The role and impacts of managers, their operations, marketing practices, 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:

- Utilise a variety of theories to analyse developments in the management of organisations and their approaches to and understanding of consumers.
- Utilise and critically review a variety of methods of management and marketing communication and apply these to case study material and real life organisational/marketing dilemmas as appropriate.
- Apply logical reasoning based on knowledge of management and marketing to a variety of theoretical and applied topics and problems affecting organisations or 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 managers and marketers in the decision-making process.

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

Successful students will be able to:

- 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 and library resources.
- Demonstrate effective skills in problem-solving.
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.

### **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. These tutorials enable students to acquire and refine key accounting skills
- **Practical, computer laboratory based classes** where students acquire the hands-on skills associated with describing, analysing and interpreting business data
- **Directed independent study** where students are referred to specific materials or asked to research and find information independently, which may extend to undertaking an independent research project under the supervision of an experienced tutor. 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.

## **7. Teaching Staff**

Keele Business School comprises subject expertise in Management, HRM, Marketing, Finance, Economics and Accounting – professors, lecturers and teaching fellows. Most staff members have teaching qualifications and those that do not are actively working to attain them. A number of staff have PhD qualifications and a number have professional qualifications. 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	45	45	75	0	30
2	45	30	75	0	30
3	30	60	90	0	30

### Module lists

#### Year 1 (Level 4)

Compulsory modules	Module Code	Credits	Semester
Management in Context	MAN-10018	15	1
Marketing Principles	MAN-10019	15	1
Consumer Behaviour 1	MAN-10031	15	2
Optional modules	Module Code	Credits	Semester
<i>Choose a minimum of ONE from the following:</i>			
Global Business Environments	MAN-10022	15	1

Accounting Principles <sup>(1)</sup>	MAN-10015	15	1
Introductory Microeconomics	ECO-10028	15	1
Business Law	LAW-10027	15	1
The British and Global Economy	ECO-10025	15	1
Quantitative Methods 1 <sup>(2)</sup>	ECO-10026	15	1
Academic English for Business Students (Part 1) <sup>(3)</sup>	ENL-90003	15	1
<b>Choose a minimum of TWO from the following:</b>			
Foundations of Human Resource Management	HRM-10007	15	2
Quantitative Methods 2 <sup>(4)</sup>	ECO-10027	15	2
Multinational Enterprise Business Perspectives <sup>(5)</sup>	MAN-10026	15	2
Managing in a Changing Society	MAN10030	15	2
Introduction to International Business	MAN-10023	15	2
Financial Accounting <sup>(6)</sup>	MAN-10024	15	2
<b>Module rules:</b>			
1) Required for students wishing to take Financial Accounting (MAN-10024)			
2) Pre-requisite for Quantitative Methods 2 (ECO-10027)			
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 Quantitative Methods 1 (ECO-10026)			
5) Live company project, recommended for those wishing to take a Placement Year			
6) Prerequisite Accounting Principles (MAN-10015)			

## Year 2 (Level 5)

Compulsory modules	Module Code	Credits	Semester
Organisational Behaviour	MAN-20055	15	1
Digital and Marketing Communications	MAN-20085	15	2
Marketing Research	MAN-20059	15	2
Optional modules	Module Code	Credits	Semester
<b>Choose a minimum of ONE from the following:</b>			
Consumer Behaviour 2	MAN-20097	15	1
Services Marketing	MAN-20060	15	1
<b>Choose a minimum of ONE from the following:</b>			
Professional Development (1)	MAN-20090	15	1
Marketing in Society (2)	MAN-20062	15	1
Academic English for Business Students (Part 1) (2)	ENL-90003	15	1
Academic English for Business Students (Part 2) (3)	ENL-90004	15	1
<b>Optional Modules (No minimum required)</b>			
Social Enterprise and Alternative Organising	MAN-20093	15	2
<b>Module rules:</b>			
(1) Recommended for those wishing to take a Placement Year			
(2) 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.			
(3) 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.			

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)

<b>Compulsory modules</b>	<b>Module Code</b>	<b>Credits</b>	<b>Semester</b>
Marketing Insights ISP	MAN-30058	15	2
Marketing and Globalisation	MAN-30060	30	2
<b>Optional modules</b>	<b>Module Code</b>	<b>Credits</b>	<b>Semester</b>
<b>Choose a minimum of ONE from the following:</b>			
Strategic Marketing Management	MAN-30063	15	1
Business Strategy	MAN-30048	15	1
<b>Choose a minimum of ONE from the following:</b>			
Contemporary Retail Environments	MAN-30053	15	1
Consuming Cultures	MAN-30049	15	1
Digital Marketing in Practice	MAN-30067	15	1
<b>Choose a minimum of ONE from the following:</b>			
SME Live Project	MAN-30072	15	1
Comparative Business Cultures	MAN-30056	15	1
What's wrong with Entrepreneurship?	MAN-30073	15	1
Identity, Culture & Organisation	MAN-30040	15	1
Academic English for Business Students (Part 2) (1)	ENL-90004	15	1
Advanced Business English Communication (2)	ENL-90005	15	1
<b>Choose a minimum of ONE from the following:</b>			
Current Ideas in Marketing	MAN-30054	15	2
Brands and Branding	MAN-30050	15	2
Marketing Simulation Challenge	MAN-30069	15	2
Enterprise Business Plan	MAN-30071	15	2
<b>Module rules:</b>			
(1) 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.			
(2) 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.			

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

<b>Subject Knowledge and Understanding</b>		
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
<i>Successful students will be able to demonstrate knowledge and understanding of:</i>		
Key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption.	Marketing Principles MAN-10019 Consumer Behaviour1 MAN-10031	Essay; unseen examination
The features of organisations, the external environment in which they operate and how they are managed	Management in Context MAN-10018	Essay; presentation
The role and impacts of managers, their operations, marketing practices, ethics and strategies	Management in Context MAN-10018 Marketing Principles MAN-10019	Essay; 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	Management in Context MAN-10018	Essay; presentation

<b>Subject Specific Skills</b>		
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
<i>Successful students will be able to:</i>		
Utilise a variety of theories to analyse developments in the management of organisations and their approaches to and understanding of consumers	Marketing Principles MAN-10019 Consumer Behaviour 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; presentation
Utilise and critically review a variety of methods of management and marketing communication and apply these to case study material and real life organisational/ marketing dilemmas as appropriate	Marketing Principles MAN-10019 Consumer Behaviour 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; presentation
Apply logical reasoning based on knowledge of management and marketing to a variety of theoretical and applied topics and problems affecting organisations or consumers	Marketing Principles MAN-10019 Consumer Behaviour 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; presentation
Organise, present and analyse data using a methodology appropriate to social research	Marketing Principles MAN-10019 Consumer Behaviour 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; presentation

Frame a research problem and execute the research after evaluating the appropriateness of a given approach	Marketing Principles MAN-10019 Consumer Behaviour 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; presentation
Consider the ethical challenges faced by managers and marketers in the decision-making process	Marketing Principles MAN-10019 Consumer Behaviour 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; presentation

<b>Key or Transferable Skills (graduate attributes)</b>		
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
<i>Successful students will be able to:</i>		
Communicate using a variety of medium to a range of audiences	Marketing Principles MAN-10019 Consumer Behaviour 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; annotated bibliography; presentation; online test
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 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; presentation
Work effectively with information technology, literature searches, library resources	Marketing Principles MAN-10019 Consumer Behaviour 1 MAN-10031 Management in Context MAN-10018	Essay; annotated bibliography; presentation
Demonstrate effective skills in problem-solving	Marketing Principles MAN-10019 Consumer Behaviour 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; presentation
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 1 MAN-10031 Management in Context MAN-10018	Essay; unseen examination; annotated bibliography; online test; presentation

## Year 2 (Level 5)

<b>Subject Knowledge and Understanding</b>		
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
<i>Successful students will be able to demonstrate knowledge and understanding of:</i>		
Key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption.	Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Presentation; unseen examination; research proposal; group report

The features of organisations, the external environment in which they operate and how they are managed	Organisational Behaviour MAN-20055	Essay; unseen examination
The role and impacts of managers, their operations, marketing practices, ethics and strategies	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group report
Issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Organisational Behaviour MAN-20055	Essay; unseen examination

<b>Subject Specific Skills</b>		
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
<i>Successful students will be able to:</i>		
Utilise a variety of theories to analyse developments in the management of organisations and their approaches to and understanding of consumers	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group report
Utilise and critically review a variety of methods of management and marketing communication and apply these to case study material and real life organisational/ marketing dilemmas as appropriate	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group report
Apply logical reasoning based on knowledge of management and marketing to a variety of theoretical and applied topics and problems affecting organisations or consumers	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group report
Organise, present and analyse data using a methodology appropriate to social research	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group report
Frame a research problem and execute the research after evaluating the appropriateness of a given approach	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group report
Consider the ethical challenges faced by managers and marketers in the decision-making process	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085	Essay; unseen examination; presentation; research proposal; group report

	Marketing Research MAN-20059	
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<b>Key or Transferable Skills (graduate attributes)</b>		
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
<i>Successful students will be able to:</i>		
Communicate using a variety of medium to a range of audiences	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group 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	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group report
Work effectively with information technology, literature searches, library resources	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; presentation; research proposal; group report
Demonstrate effective skills in problem-solving	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group report
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	Organisational Behaviour MAN-20055 Digital and Marketing Communications MAN-20085 Marketing Research MAN-20059	Essay; unseen examination; presentation; research proposal; group report

### Year 3 (Level 6)

<b>Subject Knowledge and Understanding</b>		
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
<i>Successful students will be able to demonstrate knowledge and understanding of:</i>		
Key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption.	Marketing Insights ISP MAN-30058 Marketing and Globalisation MAN-30060	Report; essay; unseen examination

The features of organisations, the external environment in which they operate and how they are managed	Business Strategy MAN-30048 OR Strategic Marketing Management MAN-30063	Essay; unseen examination; group presentation; unseen case-study examination
The role and impacts of managers, their operations, marketing practices, ethics and strategies	Business Strategy MAN-30048 OR Strategic Marketing Management MAN-30063	Essay; unseen examination; group presentation; unseen case-study 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	all modules at this level	Essay; unseen examination; group presentation; unseen case-study examination

<b>Subject Specific Skills</b>		
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
<i>Successful students will be able to:</i>		
Utilise a variety of theories to analyse developments in the management of organisations and their approaches to and understanding of consumers	Marketing Insights ISP MAN-30058 Marketing and Globalisation MAN-30060	Report; essay; unseen examination
Utilise and critically review a variety of methods of management and marketing communication and apply these to case study material and real life organisational/ marketing dilemmas as appropriate	Business Strategy MAN-30048 OR Strategic Marketing Management MAN-30063  Marketing and Globalisation MAN-30060	Essay; unseen examination; group presentation; unseen case-study examination
Apply logical reasoning based on knowledge of management and marketing to a variety of theoretical and applied topics and problems affecting organisations or consumers	Marketing Insights ISP MAN-30058 Marketing and Globalisation MAN-30060	Report; essay; unseen examination
Organise, present and analyse data using a methodology appropriate to social research	Marketing Insights ISP MAN-30058	Report
Frame a research problem and execute the research after evaluating the appropriateness of a given approach	Marketing Insights ISP MAN-30058	Report
Consider the ethical challenges faced by managers and marketers in the decision-making process	all modules at this level	Essay; unseen examination; group presentation; unseen case-study examination

<b>Key or Transferable Skills (graduate attributes)</b>
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<b>Learning Outcome</b>	<b>Module in which this is delivered</b>	<b>Principal forms of assessment (of the Level Outcome) used</b>
<i>Successful students will be able to:</i>		
Communicate using a variety of medium to a range of audiences	all modules at this level	Essay; unseen examination; group presentation; unseen case-study 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 modules at this level	Essay; unseen examination; group presentation; unseen case-study examination; report
Work effectively with information technology, literature searches, library resources	all modules at this level	Essay; unseen examination; group presentation; unseen case-study examination; report
Demonstrate effective skills in problem-solving	all modules at this level	Essay; unseen examination; group presentation; unseen case-study examination; report
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	all modules at this level	Essay; unseen examination; group presentation; unseen case-study examination; report

## 9. Final and intermediate awards

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

<b>Honours Degree</b>	360 credits	You will require at least 120 credits at levels 4, 5 and 6  You must accumulate at least 270 credits in Marketing and Business Management (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 Marketing and Business Management.
<b>Diploma in Higher Education</b>	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
<b>Certificate in Higher Education</b>	120 credits	You will require at least 120 credits at level 4 or higher

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

**Marketing and Business Management with Work Placement Year:** in addition to the above students must pass a non-credit bearing module covering the work placement year in order to graduate with a named degree in Marketing and Business Management with Work Placement Year. Students who do not complete, or fail the work placement year, will be transferred to the three-year Marketing and Business Management programme.

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

## 10. How is the Programme assessed?

The wide variety of assessment methods used within Marketing and Business Management 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 Marketing and Business Management:

- **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)
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Scheduled learning and teaching activities	16%	17%	15%
Guided independent Study	84%	83%	85%
Placements	0%	0%	0%

## 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/>

### 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
Marketing and Business Management	BBC	None	30 points	DMM	Obtain Access to Higher Education Diploma with 112 UCAS Tariff points including a minimum of 15 Level 3 credits at Distinction.	GCSE English Language at grade C (or 4) and Maths at grade 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 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 Centre for Learning and Student Support.
- 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 Marketing and Business Management 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.

SAGE accounting software is installed in a variety of PC labs within KBS building and campus library and Bloomberg information terminals are available in the KBS building.

## 17. Other learning opportunities

### Study abroad (semester)

Students on the Marketing and Business Management 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 Marketing and Business Management 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 Marketing and Business Management 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**

Marketing and Business Management 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) Marketing and Business Management 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**

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.

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 Marketing and Business Management 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 Marketing and Business Management 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 Marketing and Business Management 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 Marketing and Business Management 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 Marketing and Business Management Programme is considered and acted on at regular meetings of the Programme's 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 Marketing and Business Management 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: Business and Management (2015)  
[http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781\\_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):** 4<sup>th</sup> December 2018

Revision history

Version number <sup>1</sup>	Author	Date	Summary of and rationale for changes
2.0		March 2019	Addition of Entrepreneurship Year option; one fewer compulsory module in year 2

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<sup>1</sup> 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

### Marketing and Business Management with International Year

#### International Year Programme

Students registered for Single Honours Marketing and Business Management may either be admitted for or apply to transfer during their period of study at Level 5 to the Single Honours 'Marketing and Business Management 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 BA Marketing and Business Management 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 Marketing and Business Management 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 2<sup>nd</sup> semester of year 2 (Level 5), and by recommendation of the student's personal tutor, 1<sup>st</sup> and 2<sup>nd</sup> year tutors and programme director)

Students may not register for both an International Year and a Work Placement Year (see Annex B); students registered for 'BA Marketing and Business Management with International Year' are exempt from studying a Work Placement Year.

#### Student Support

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

- Phone or Skype conversations with Study Abroad tutor, in line with recommended 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 'BA Marketing and Business Management with International Year' will be able to:

- i) Design, plan and critically evaluate research projects with respect to Marketing and Business Management, 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 Marketing and Business Management, to recognise, describe and explain cultural phenomena across national boundaries and reflect critically upon problems relating to contemporary society and culture.

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 'BA Marketing and Business Management 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 Marketing and Business Management 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](http://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

### Marketing and Business Management with Work Placement Year

#### Work Placement Year summary

Students registered for Single Honours Marketing and Business Management may either be admitted for or apply to transfer during their studies to the Single Honours 'Marketing and Business Management 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 Marketing and Business Management 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 'Marketing and Business Management 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](mailto:s.farrow@keele.ac.uk) or book an appointment online [www.keele.ac.uk/careerhub-login](http://www.keele.ac.uk/careerhub-login)

### Student Support

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

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 'BA Marketing and Business Management 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 their placement (usually after six weeks into the placement) and one at the end of their placement and before the start of their final year of undergraduate studies

### Course Regulations

Students registered for the 'BA Marketing and Business Management 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](http://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

### Marketing and Business Management with Entrepreneurship Year

#### Entrepreneurship Year summary

Students registered for Marketing and Business Management may either be admitted for or apply to transfer during their studies to the Single Honours 'Marketing and Business Management 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 Marketing and Business Management 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 'Marketing and Business Management 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 'Marketing and Business Management 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 'Marketing and Business Management 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](http://www.gov.uk)

Students will have to bear the costs of accommodation, food and personal costs.