

## Programme Specification: Undergraduate

### Academic Year 2021/22

#### 1. Course Summary

<b>Names of programme and award title(s)</b>	Business Business with International Year (see Annex for details) Business with Work Placement Year (see Annex for details) Business with Entrepreneurship Year (see Annex for details)
<b>Award type</b>	Combined Honours
<b>Mode of study</b>	Full-time
<b>Framework of Higher Education Qualification (FHEQ) level of final award</b>	Level 6
<b>Normal length of the programme</b>	3 years, 4 years with either the International Year, Placement Year or Entrepreneurship Year between Years 2 and 3
<b>Maximum period of registration</b>	The normal length as specified above plus 3 years
<b>Location of study</b>	Keele Campus
<b>Accreditation (if applicable)</b>	Not applicable
<b>Regulator</b>	Office for Students (OfS)
<b>Tuition Fees</b>	<p><b>UK students:</b></p> <p>Fee for 2021/22 is £9,250*</p> <p><b>International/EU students:</b></p> <p>Fee for 2021/22 is £15,500** (if combined with a non-laboratory-based Principal Subject)</p> <p>or £16,000** (if combined with a laboratory-based Principal Subject)</p> <p>or £17,500** (if combined with another Business School Subject)</p> <p>The fee for the international year abroad is calculated at 15% of the standard year fee</p> <p>The fee for either the work placement year or entrepreneurship is calculated at 20% of the standard year fee</p>

**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 Combined Honours programme?

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

In a Combined Honours degree you must take at least 135 credits in each Principal Subject (270 credits in total), accrued over all three levels of study, with at least 45 credits at each level of study (Levels 4, 5 and 6) in each of two Principal Subjects (90 credits per year). The remaining available credits can be filled with modules from these subjects or other subjects entirely.

As a Combined Honours student you can choose to study just one subject in your final year of study, taking a minimum of 90 credits in this subject. This will result in an X with Y degree title.

## 3. Overview of the Programme

Business is an established subject in the Social Sciences providing students with an opportunity to develop a scientifically informed overview of business practice in different types of organisation including conventional and alternative business forms. The subject draws on a range of disciplinary interests, in their application to business contexts including sociology, law, history, politics and psychology. A feature of the programme is the encouragement to students to think critically about what they learn, challenge received wisdom, and to think for themselves about the validity of the theories to which they are exposed and to seek evidence to support or refute them.

The Combined Honours programme 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.

Our undergraduate programme is taught by colleagues from across the school and exposes students to new areas of research and development in the discipline. The programme is academically rigorous, and delivered in a supportive and challenging learning environment. 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 the 2nd and 3rd year of their degree programme in a sector relevant to their degree. Students will gain substantial experience of a professional working environment relevant to their future career aspirations allowing for familiarisation of professional practice, enhanced skill development, and reflection upon programme content.

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 study option provides students with the opportunity to undertake a year-long study abroad programme taught in English at an international university between the 2nd and 3rd year 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 Business relevant to both international and home settings.

## 4. Aims of the programme

As identified by the QAA Subject benchmark statement for Business and Management subjects (2019):

'The purpose of business and management courses is threefold:

- increasing understanding of organisations, their management, the economy and the business environment
- preparation for and development of a career in business and management
- enhancement of a wide range of skills and attributes which equip graduates to become effective global citizens.' (p4)

this programmes provides compulsory core modules which aim to build these skills and knowledge. The student can then choose optional modules to expand their knowledge and understanding of business theory and practice through subject areas such as HRM, marketing, management, international business and accounting.

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

- Understand, evaluate and critically reflect on a range of concepts, theories and techniques relevant to contemporary developments in business.
- Acquire a critical understanding of the role and impact of organisations and their value chains on society and the environment, across sectors and at a regional, national and international level;

- Acquire a critical understanding of the role and impact of organisation's activities in society, including the responsibility for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues;
- Acquire business acumen and skills required for employment in a wide range of roles within business and organisations, supplementing the skills and knowledge acquired within the accompanying subject area;
- Acquire a range of relevant key skills (such as communication, working with others, self-improvement and problem solving) in preparation for employment or further study, and to become an effective global citizen
- Develop the capability to investigate and learn independently in social science disciplines, to gather relevant information and to evaluate, question and creatively synthesise this information in critical analysis.
- Develop familiarity with suitable scholarship techniques, the methods of social scientific research and the limitations of different methodologies.

## 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 a broad, analytical and highly integrated knowledge and understanding of organisations, the business environment in which they operate and their management.
- critically evaluate the impact of the global business environment has upon organisations, their strategy, behaviour, management and sustainability.
- demonstrate understanding and respond positively to the complex challenges of environmental, economic and social sustainability that are faced at local, national and global levels.

### Subject specific skills

Successful students will be able to:

- utilise a variety of theories to analyse developments in the management and operations of organisations.
- demonstrate creativity to enable you to see the world in new and different ways, to challenge assumptions and orthodoxy in business.
- generate and apply original and imaginative ideas and solutions to problems within business, the economy and society.
- engage fruitfully with partners through the ability to co-create and capture enhanced value for individuals, organisations, markets and communities.
- appreciate the need for freedom, equality and justice in fostering cooperation among diverse partners across organisational and social boundaries.
- utilise a variety of methods of communicating ideas in business including graphical, poster-based, and essay exposition.
- apply logical reasoning based on knowledge of business to a variety of theoretical and applied topics and problems.

### 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, 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.
- 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.
- Other opportunities for directed independent study are available in our computer laboratories which are equipped with Bloomberg information terminals allowing students to interact with real world data and situations.  
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 of professors, lecturers and teaching fellows with expertise in Management, HRM, International Business, Marketing, Finance, Economics and 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.

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. All members of staff seek to ensure that module content represents up to date research, including the results of their own research.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

## 8. What is the structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from programme to programme, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April. Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are 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.

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

Year	Compulsory	Optional		Electives	
		Min	Max	Min	Max
Level 4	30	15	45	0	45
Level 5	30	15	45	0	45
Level 6	15	30	60	0	30

## Module Lists

### Level 4

Compulsory modules	Module Code	Credits	Period
Global Business Environment	MAN-10022	15	Semester 1
Introduction to International Business	MAN-10023	15	Semester 2

Optional modules	Module Code	Credits	Period
Accounting Principles	MAN-10015	15	Semester 1
Management in Context	MAN-10018	15	Semester 1
Marketing Principles	MAN-10019	15	Semester 1
Foundations of Human Resource Management	HRM-10007	15	Semester 2
Multinational Enterprise Business Perspectives	MAN-10026	15	Semester 2
Managing in a changing society	MAN-10030	15	Semester 2
Consumer Behaviour 1	MAN-10031	15	Semester 2

Students are required to take MAN-10031 Consumer Behaviour 1 if they wish to study MAN-20097 Consumer Behaviour 2 at level 5

Students are required to take MAN-10019 Marketing Principles if they wish to study MAN-20085 Digital and Marketing Communications at level 5 or MAN-30067 Digital Marketing in Practice at level 6

An Academic English language elective (e.g. ENL-90003 Academic English for Business Students 1) may be compulsory for some students whose first language is not English. Students will be advised by the Language Centre as to the most appropriate module choice.

Modern foreign languages modules at different levels in French, German, Spanish, Russian, Japanese and Chinese (Mandarin), Italian and British Sign Language are encouraged as electives to supplement this programme. Students are encouraged to work towards an enhanced degree designation of 'with competency'/ with advanced competency in [LANGUAGE]'. For further details see section 17 below.

### Level 5

Compulsory modules	Module Code	Credits	Period
Organisational Behaviour	MAN-20055	15	Semester 1
Operations and Quality Management	MAN-20053	15	Semester 2

Optional modules	Module Code	Credits	Period
Managing Human Resources	HRM-20015	15	Semester 1
Employment Relations	HRM-20018	15	Semester 1
Professional development	MAN-20090	15	Semester 1
Consumer Behaviour 2	MAN-20097	15	Semester 1
Developing Professional Knowledge and Practice in HRM	HRM-20019	15	Semester 1-2
Corporate Governance and Social Responsibility	MAN-20082	15	Semester 2
Digital and Marketing Communications	MAN-20085	15	Semester 2
Social Enterprise and Alternative Organising	MAN-20093	15	Semester 2

Pre-requisite for MAN-20085 Digital and Marketing Communications is MAN-10019 Marketing Principles. You also need to take this module if you wish to study MAN-30067 Digital Marketing in Practice at level 6

Pre-requisite for MAN-20097 Consumer Behaviour 2 is MAN-10031 Consumer Behaviour 1

Pre-requisite for HRM-20018 Employment Relations is HRM-10007 Foundations of HRM

Students wishing to take HRM-31119 Pay and Performance Management are required to take either HRM-10007 Foundations in HRM or HRM-20015 Managing Human Resources

Students can not take HRM-20019 Developing Professional Knowledge and Practice in HRM and MAN-20090 Professional Development (barred combination)

Students whose first language is not English are advised to take an Academic English language module (e.g. ENL-90004 Academic English for Business Students 2) as an elective. Students will be advised by the Language Centre as to the most appropriate module choice.

Modern foreign languages modules at different levels in French, German, Spanish, Russian, Japanese and Chinese (Mandarin) are encouraged as electives to supplement this programme. Students are encouraged to work towards an enhanced degree designation of 'with competency' / with advanced competency in [LANGUAGE]. For further details see section 17 below.

## **Level 6**

Compulsory modules	Module Code	Credits	Period
Business Strategy	MAN-30048	15	Semester 1

Optional modules	Module Code	Credits	Period
Employee Development	HRM-30029	15	Semester 1
Pay and Performance Management	HRM-31119	15	Semester 1
Comparative Business Cultures	MAN-30056	15	Semester 1
Digital Marketing in Practice	MAN-30067	15	Semester 1
SME Live Project	MAN-30072	15	Semester 1
Managing Diversity - ISP	MAN-30071	30	Semester 1-2
Contemporary Issues in Management	MAN-30047	15	Semester 2
Marketing and Globalisation	MAN-30060	15	Semester 2
Managing International Projects	MAN-30065	15	Semester 2
Enterprise Business Plan	MAN-30070	15	Semester 2

If you choose to specialise in this subject in your final year you will study the following modules:

Compulsory modules	Module Code	Credits	Period
Business Strategy	MAN-30048	15	Semester 1
Managing Diversity - ISP	MAN-30071	30	Semester 1-2
Enterprise Business Plan	MAN-30070	15	Semester 2

Optional modules	Module Code	Credits	Period
Employee Development	HRM-30029	15	Semester 1
Pay and Performance Management	HRM-31119	15	Semester 1
Comparative Business Cultures	MAN-30056	15	Semester 1
Digital Marketing in Practice	MAN-30067	15	Semester 1
SME Live Project	MAN-30072	15	Semester 1
Contemporary Issues in Management	MAN-30047	15	Semester 2
Marketing and Globalisation	MAN-30060	15	Semester 2
Managing International Projects	MAN-30065	15	Semester 2

Students are required to complete one ISP at level 6. This could be from either school. For KBS the ISP is the 30 credit module Diversity which runs across the whole year.

Pre-requisite for MAN-30067 Digital Marketing in Practice is MAN-20085 Digital and Marketing Communications

Pre-requisite for MAN-30047 Contemporary Issues in Management is MAN-10018 Management in Context

Pre-requisite for HRM-31119 Pay and Performance Management is HRM-10007 Foundations of HRM **OR** HRM-20015 Managing Human Resources

Students whose first language is not English are advised to take an Academic English language module (e.g. ENL-90005 Advanced Business English ) as an elective. Students will be advised by the Language Centre as to the most appropriate module choice.

Modern foreign languages modules at different levels in French, German, Spanish, Russian, Japanese and Chinese (Mandarin) are encouraged as electives to supplement this programme. Students are encouraged to work towards an enhanced degree designation of 'with competency' / with advanced competency in [LANGUAGE]. For further details see section 17 below

## Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

### Level 4

<b>Subject Knowledge and Understanding</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Demonstrate knowledge and understanding of key concepts, models, theories, analytical tools and debates relevant to contemporary business and organisation within a global context	Global Business Environment - MAN-10022 Introduction to International Business - MAN-10023 Group presentation; essay; exam
Explain the evolution of the global business environment and highlight the current topical debates surrounding globalisation	Global Business Environment - MAN-10022 Group presentation; essay
Describe the main features of local and international organisations, the changing environment in which they operate and how they are managed	Introduction to International Business - MAN-10023 Global Business Environment - MAN-10022 Group presentation; essay; exam
Explain the activity, ethics and impacts of managers and their extended international operations, business policy and regulation in different economies	Global Business Environment - MAN-10022 Introduction to International Business - MAN-10023 Group presentation; essay; exam
Demonstrate awareness of issues familiar to social science that affect or influence the international business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Introduction to International Business - MAN-10023 Global Business Environment - MAN-10022 Group presentation; essay; exam

<b>Subject Specific Skills</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Utilise a variety of theories to analyse developments in the world of business and the management of organisations	Global Business Environment - MAN-10022 Introduction to International Business - MAN-10023 Group presentation; essay; exam
Apply logical reasoning based on knowledge of business and organisations to a variety of theoretical and applied topics	Global Business Environment - MAN-10022 Introduction to International Business - MAN-10023 Group presentation; essay; exam
Organise, present and analyse data using appropriate methodology for business research	Introduction to International Business - MAN-10023 Global Business Environment - MAN-10022 Group presentation; essay; exam

<b>Key or Transferable Skills (graduate attributes)</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
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	Global Business Environment - MAN-10022 Introduction to International Business - MAN-10023 Group presentation; essay; exam
Work effectively with information technology, literature searches, library resources	Global Business Environment - MAN-10022 Introduction to International Business - MAN-10023 Group presentation; essay; exam
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	Introduction to International Business - MAN-10023 Global Business Environment - MAN-10022 Group presentation; essay; exam

## Level 5

<b>Subject Knowledge and Understanding</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Explain key features of organisations, the changing environment in which they operate and how they are managed	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055 Essay; Exam; Online Video
Critically evaluate the activity and impacts of managers and the people they employ, their operations, business policy, ethics and strategies	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055 Essay; Exam; Online Video
Engage in debates around the Issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055 Essay; Exam; Online Video

<b>Subject Specific Skills</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Utilise a variety of theories to analyse developments organisations and how they are managed	Organisational Behaviour - MAN-20055 Essay; Exam
Utilise a variety of methods of communicating ideas in business and organisation including graphical, video production, and essay exposition	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055 Essay; Exam; Online Video
Apply logical reasoning based on knowledge of business and organisations to a variety of theoretical and applied topics and problems	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055 Essay; Exam; Online Video

<b>Key or Transferable Skills (graduate attributes)</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055 Essay; Exam; Online Video
Demonstrate effective skills in problem-solving	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055 Essay; Exam; Online Video

## Level 6

<b>Subject Knowledge and Understanding</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Demonstrate understanding of the interdependent nature of strategy, leadership and decision making within changing contexts to meet stakeholder interests	Business Strategy - MAN-30048 Essay; Exam
Critically examine the fundamental aspects of SME organisations in various contexts	SME Live Project - MAN-30072 Project Report
Critically evaluate what constitutes a business culture and how it can be defined and assessed, using contemporary literature on national and organisational culture	Business Strategy - MAN-30048 Comparative Business Cultures - MAN-30056 Group online video; Exam; Essay
Analyse current issues (such as skills and front line employment) in human resource development and explain their relevance to control, individual and organizational performance	Employee Development - HRM-30029 Essay
Critically evaluate marketing concepts and issues within the context of the global marketplace	Marketing and Globalisation - MAN-30060 Essay; Exam
Identify and critically analyse contemporary issues in organisational theory and practice	Pay and Performance Management - HRM-31119 Marketing and Globalisation - MAN-30060 Managing International Projects - MAN-30065 Enterprise Business Plan - MAN-30070 Employee Development - HRM-30029 SME Live Project - MAN-30072 Business Strategy - MAN-30048 Digital Marketing in Practice - MAN-30067 Comparative Business Cultures - MAN-30056 Contemporary Issues in Management - MAN-30047 Essay; Report; Exam; Portfolio; Group Online Video; Project Report; Business Plan; Critical Appraisal
Critically analyse complex issues drawn from current research in business and organisations	Employee Development - HRM-30029 Pay and Performance Management - HRM-31119 Contemporary Issues in Management - MAN-30047 Marketing and Globalisation - MAN-30060 Managing International Projects - MAN-30065 Enterprise Business Plan - MAN-30070 Digital Marketing in Practice - MAN-30067 Comparative Business Cultures - MAN-30056 Business Strategy - MAN-30048 SME Live Project - MAN-30072 Essay; Report; Exam; Portfolio; Group Online Video; Project Report; Business Plan; Critical Appraisal
Critically examine the fundamental aspects of business start-up in various contexts	SME Live Project - MAN-30072 Enterprise Business Plan - MAN-30070 Business Plan; Critical Appraisal; Project Report
Demonstrate an understanding of the key elements of the business planning process	Enterprise Business Plan - MAN-30070 Business Strategy - MAN-30048 SME Live Project - MAN-30072 Business Plan; Critical Appraisal; Project Report; Essay; Exam
Appreciation of how digital technology is reshaping traditional organisations	Business Strategy - MAN-30048 Digital Marketing in Practice - MAN-30067 Contemporary Issues in Management - MAN-30047 Essay; Exam; Report; Portfolio

<b>Subject Specific Skills</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Demonstrate a professional and reflective approach in dealing with the host SME organisations	SME Live Project - MAN-30072 Project Report
Implement the theory of digital and direct marketing and be able to apply it in practice	Digital Marketing in Practice - MAN-30067 Report
Identify and analyse pay statistics drawn from appropriate HR sources (e.g. ASHE data) with reference to relevant pay theories and labour market trends	Pay and Performance Management - HRM-31119 Report; Exam
Work independently, deploying judgement in the appropriate choice of business, process and market	Enterprise Business Plan - MAN-30070 Business Plan; Critical Appraisal
Act in a culturally sensitive manner towards all stakeholders through an understanding of the interconnected global nature of business	SME Live Project - MAN-30072 Employee Development - HRM-30029 Business Strategy - MAN-30048 Digital Marketing in Practice - MAN-30067 Comparative Business Cultures - MAN-30056 Contemporary Issues in Management - MAN-30047 Marketing and Globalisation - MAN-30060 Managing International Projects - MAN-30065 Enterprise Business Plan - MAN-30070 Pay and Performance Management - HRM-31119 Essay; Report; Exam; Portfolio; Group Online Video; Project Report; Business Plan; Critical Appraisal

<b>Key or Transferable Skills (graduate attributes)</b>	
<b>Learning Outcome</b>	<b>Module in which this is delivered</b>
Critically appraise and evaluate problem solving techniques and select a technique suited to the given assessment	SME Live Project - MAN-30072 Project Report
Analyse negotiating theory and practice	Pay and Performance Management - HRM-31119 Report; Exam
Demonstrate a basic grasp of how to plan, schedule and manage/control business projects	SME Live Project - MAN-30072 Enterprise Business Plan - MAN-30070 Digital Marketing in Practice - MAN-30067 Managing International Projects - MAN-30065 Comparative Business Cultures - MAN-30056 Business Plan; Critical Appraisal; Report; Project Report; Group online video; Exam; Portfolio
Identify and address ethical challenges and sustainable issues	SME Live Project - MAN-30072 Employee Development - HRM-30029 Business Strategy - MAN-30048 Digital Marketing in Practice - MAN-30067 Comparative Business Cultures - MAN-30056 Contemporary Issues in Management - MAN-30047 Marketing and Globalisation - MAN-30060 Managing International Projects - MAN-30065 Enterprise Business Plan - MAN-30070 Pay and Performance Management - HRM-31119 Essay; Report; Exam; Portfolio; Group Online Video; Project Report; Business Plan; Critical Appraisal
Enhanced communication skills including listening, oral and written, negotiation, persuasion and influencing skills, self awareness, self management and reflective practice	SME Live Project - MAN-30072 Employee Development - HRM-30029 Business Strategy - MAN-30048 Digital Marketing in Practice - MAN-30067 Comparative Business Cultures - MAN-30056 Contemporary Issues in Management - MAN-30047 Marketing and Globalisation - MAN-30060 Managing International Projects - MAN-30065 Enterprise Business Plan - MAN-30070 Pay and Performance Management - HRM-31119 Essay; Report; Exam; Portfolio; Group Online Video; Project Report; Business Plan; Critical Appraisal
Think critically and be creative, analyse, synthesise and critically appraise. Develop the capability to identify assumptions, evaluate information, define terms adequately and generalise appropriately	SME Live Project - MAN-30072 Employee Development - HRM-30029 Business Strategy - MAN-30048 Digital Marketing in Practice - MAN-30067 Comparative Business Cultures - MAN-30056 Contemporary Issues in Management - MAN-30047 Marketing and Globalisation - MAN-30060 Managing International Projects - MAN-30065 Enterprise Business Plan - MAN-30070 Pay and Performance Management - HRM-31119 Essay; Report; Exam; Portfolio; Group Online Video; Project Report; Business Plan; Critical Appraisal

## 9. Final and intermediate awards

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

<b>Honours Degree</b>	360 credits	<p>You will require at least 120 credits at levels 4, 5 and 6</p> <p>You must accumulate a minimum of 135 credits in each Principal Subject (270 credits in total), with at least 45 credits at each level of study (Levels 4, 5 and 6) in each of two Principal Subjects (90 credits per year). Your degree title will be 'subject X and subject Y'.</p> <p>If you choose to study one Principal subject in your final year of study a minimum of 90 credits in that subject is required. Your degree title will be 'subject X with subject Y'.</p>
<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

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

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

**Entrepreneurship Year option:** 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 including the 'with Entrepreneurship Year' wording. Students who do not complete, or fail the entrepreneurship year, will be transferred to the three-year version of the programme.

## 10. How is the Programme Assessed?

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

- **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.
- **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.
- **Individual report**, where you produce a document that sets out your response to the task, including your recommendations and conclusions.
- **Online video**, often working in a group, you will research a topic and produce a short video of your findings
- **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

	Scheduled learning and teaching activities	Guided independent Study	Placements
Year 1 (Level 4)	22%	78%	0%
Year 2 (Level 5)	17%	83%	0%
Year 3 (Level 6)	15%	85%	0%

## 12. Accreditation

This programme does not have accreditation from an external body.

## 13. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: <http://www.keele.ac.uk/student-agreement/>

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

## 14. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme:  
<https://www.keele.ac.uk/study/>

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.

Recognition of Prior Learning (RPL) 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 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 ensuring the appropriateness of the placement prior to starting the Placement Year, and email/telephone/face-to-face contact throughout the placement at regular intervals.
- Those studying the Enterprise Year will have access to the Enterprise tutor and support from Entrepreneurs in Residence to help and advise on setting up your business.

## 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 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 in the Annex for the International Year.

### Work Placement Year

Students have the opportunity to apply directly for the 4-year '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 in the Annex.

### 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 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 in the Annex.

### **Enhanced Degree: With Language Competency/With Advanced Language Competency**

Students successfully completing a series of language elective modules have the opportunity to gain an enhanced degree title including their language competency. 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]'.

### **Other opportunities**

## **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.

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

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

## **19. Quality management and enhancement**

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

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the 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.
- 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 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 annual programme review.
- Findings related to the 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 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 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 (2019) [https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881\\_5](https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5)
- c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

## 21. Annex - Entrepreneurship Year

### Business with Entrepreneurship Year

#### *Entrepreneurship Year summary*

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Entrepreneurship' option (NB: for Combined Honours students the rules relating to the Entrepreneurship year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the 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 programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

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

#### *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:

1. 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 the 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 or a Work Placement Year.

#### *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 the 'Entrepreneurship Year' option 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:

- 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.

## Regulations

Students registered for the 'with Entrepreneurship Year' option 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.

## 22. Annex - International Year

### Business with International Year

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

<b>International Year Programme</b>
<p>Students registered for this Combined Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the Combined Honours programme in both their principal subjects, providing that they meet the progression criteria outlined in this document. Students accepted onto the International Year programme will have an extra year of study at an international partner institution after they have completed Year 2 (Level 5) at Keele.</p> <p>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 Combined Honours programme without the International Year and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.</p> <p>Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.</p>
<b>International Year Programme Aims</b>
<p>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:</p> <ol style="list-style-type: none"><li>1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject</li><li>2. Experience of a different culture, academically, professionally and socially</li></ol>
<b>Entry Requirements for the International Year</b>

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 in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 54% across all Level 5 modules with no module fails. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's personal tutor, 1st and 2nd year tutors and programme director)

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

### **Student Support**

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

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

### **Learning Outcomes**

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

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. Design, plan and critically evaluate research projects with respect to Business, recording relevant information accurately and systematically and be able to reflect on a range of sources in a critical manner.
5. Integrate, apply and develop enhanced principles relating to the analysis of Business, to recognise, describe and explain cultural phenomena across national boundaries and reflect critically upon problems relating to contemporary society and culture.

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

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

### **Course Regulations**

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

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

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

Students are barred from studying any module with significant overlap to the Level 6 modules 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.

## 23. Annex - Work Placement Year

### Business with Work Placement Year

#### Work Placement Year summary

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

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

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

#### Work Placement Year Programme Aims

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

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

Admission to the Work Placement Year is subject to successful application, interview and references from appropriate staff. Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module (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 more than one of the following: an International Year, a Work Placement Year or international Year.

### **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 the 'with Work Placement Year' option will be able to:

1. 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;
2. develop, through practice on placement, the employment-related skills identified through their SWOT analysis and Intended Learning Outcomes;
3. reflect on and apply academic themes, concepts and theory as explored at Level 4 and Level 5 to complex real situations on work placement;
4. reflect on and critically evaluate their learning from the work placement and previous learning;
5. 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:

1. 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

### **Regulations**

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

- Students undertaking the Work Placement Year must successfully complete the zero-credit rated '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.

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

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

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

## **Version History**

### **This document**

**Date Approved:** 04 February 2021

### **Previous documents**

<b>Version No</b>	<b>Year</b>	<b>Owner</b>	<b>Date Approved</b>	<b>Summary of and rationale for changes</b>
-------------------	-------------	--------------	----------------------	---