

Programme Specification: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	BSc (Hons) Accounting with Business Analytics BSc (Hons) Accounting with Business Analytics with International Year (see Annex for details) BSc (Hons) Accounting with Business Analytics with Work Placement Year (see Annex for details) BSc (Hons) Accounting with Business Analytics with Entrepreneurship Year (see Annex for details)
Award type	Single Honours
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Normal length of the programme	3 years; 4 years with either the International Year, Placement Year or Entrepreneurship Year between years 2 and 3
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Students taking specific modules may obtain exemptions from the following bodies: ACCA, CIMA, ICAEW, CIPFA
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Fee for 2025/26 is £9,535*</p> <p>International students:</p> <p>Fee for 2025/26 is £17,700**</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 year is calculated at 20% of the standard year fee</p>

Please note this document applies to Level 4 (Year 1) students only in 2025/26. Level 5 (Year 2) and Level 6 (Year 3) students should refer instead to the document labelled 2024/25.

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/>

*** These fees are for new students. 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 this subject. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules 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 BSc Accounting with Business Analytics programme at Keele Business School is designed for students who aim to blend professional accounting expertise with analytical acumen in a business context. This programme is particularly suitable for those looking for a career where data-driven decision-making and strategic thinking are paramount.

Our programme emphasises the growing need for technology literate accountants within the business world and the need to manage and manipulate data as part of everyday tasks.

Our modern programme provides a solid foundation in accounting, covering key areas such financial accounting theory and reporting, auditing and assurance, specialist accounting as well as corporate strategic finance. Additionally, you will gain expertise in business analytics, focusing on data visualisation, advanced analytics and business intelligence, and databases and for programming for business analytics. This is a powerful combination of skills making you an invaluable asset in various business contexts.

At Keele Business School, we emphasise practical, career-focused teaching enriched by industry input. This hands-on approach ensures that you can apply theoretical knowledge to real-world scenarios, building the expertise and confidence needed to succeed in your career.

Our teaching is practical and career-focused. You'll build expertise that employers look for in areas such as financial analysis, budgeting, and risk management. You'll work with industry-standard tools like Microsoft Excel explore emerging technologies like automation and artificial intelligence that will shape the future of accounting.

At Keele Business School our approach to learning is highly practical and applied, ensuring that what you study is relevant to the real-world scenarios you'll encounter in your career. Assessments are designed to mirror the challenges and tasks you will face in the professional world. This means you'll learn theoretical concepts and then apply them through hands-on experiences, case studies, and projects that simulate real business environments. This practical focus helps you develop the expertise and confidence needed to excel in the world of work.

Professional and Academic Development

A standout feature of our programme, our unique Professional and Academic Development Programme will help you build your professional identity from the ground up. From the first year, you will explore your individual strengths, put them into practice, and hone your performance. You'll also learn about the contemporary employment market, create a compelling online presence, and practise for recruitment processes. If entrepreneurship is your goal, we provide ample support to help you start your own business.

Engagement with Companies:

Keele Business School offers the unique benefit of close ties with industry. Our building is shared with multiple businesses, and our picturesque campus houses a business innovation park. This provides hands-on practical experience and valuable insights from industry professionals. You will have the opportunity to participate in company visits, giving you firsthand experience of how businesses operate and allowing you to network with professionals in the field.

Placement and Study Abroad Opportunities:

You will have the opportunity to develop your personal skills and confidence by undertaking a year-long work placement in your third year and/or studying abroad for a term or a year. These experiences significantly enhance your academic studies and provide invaluable real-world experience. Already working? we can recognise the learning you gain from your job and integrate it into your academic journey.

Global Perspective and Ethics:

As a signatory of the PRME (Principles of Responsible Management Education), Keele Business School ensures you consider the ethical implications of business decisions and sustainability. You will learn how accounting and finance can be forces for good, driving forward agendas that leave a positive impact on the world. Additionally, you can study on Keele University's unique Global Challenge Pathway alongside your studies.

International Opportunities:

We are an international business school, offering opportunities to study with our global partners or learn a new language through Keele's Languages programme. These experiences will broaden your skills and enhance your global career prospects.

Benefits of studying at Keele Business School:

- **Hands-on Experience:** Our close ties with businesses provide real-world insights and practical experience, including company visits.
- **Placement Opportunities:** Enhance your studies with a placement year, gaining invaluable experience in the field.
- **Professional Development:** Our programme is designed to build your professional identity and equip you with the skills needed for a successful career in accounting and/or analytics.
- **Skills Aligned with Industry Needs:** Develop expertise in financial analysis, budgeting, risk management, and strategic thinking, using industry-standard software that meets the demands of today's business world.
- **Global Perspective:** Study with international partners or learn a new language to broaden your career prospects.
- **Ethical and Sustainable Focus:** As a PRME signatory, we integrate sustainability and ethical considerations into your learning experience.

Join us at Keele Business School and embark on a transformative educational journey with our BSc (Hons) Accounting with Business Analytics programme.

4. Aims of the programme

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

- Develop expertise in fundamental concepts and key techniques in financial and management accounting.
- Develop advanced analytical and business intelligence skills, fostering proficiency in a range of data analytic techniques and business intelligence applications for real-world decision-making.
- Understand the core areas of the broader context of organisations and the external environment of the accounting and analytics sectors.
- Develop an in-depth knowledge of international accounting regulation whilst preparing financial statements for small, medium and large companies.
- Explore the structure and function of financial markets and institutions, and understand the impact of technology on financial operations and risks.
- Explore advanced topics in Corporate Strategic Finance and understand modern asset valuation, capital structure, and performance management techniques.
- Develop comprehensive knowledge in information systems and data strategy, enabling students to design and implement data-intensive systems that integrate modern data analytics, machine learning, and AI technologies for strategic business advantages.
- Introduce foundational skills in databases and programming, using industry leading programming languages. This prepares students for data analysis, system design, and decision support across various business contexts.
- Acquire comprehensive analytical skills essential for accounting and finance, utilising state of the art tools and software.
- Provide students with structured opportunities to explore various career options within the accounting and/or analytics industry by understanding personal strengths and building a portfolio of relevant skills and experiences.

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 critical knowledge and understanding of:

- The foundational and advanced principles of accounting and finance, including both financial and management accounting techniques, from basic bookkeeping to complex financial reporting in accordance with international standards.
- The critical role of an accounting profession within modern business as a decision facilitator, an external reporter of reliable compliant information.
- Working with data to inform decision making.
- Awareness and practical use of current and emerging technologies, data analytics techniques, advanced analytics and business intelligence tools.
- The process of ongoing professional development, including the ability to identify personal and professional strengths, growth opportunities, engage in continuous learning, and apply new skills and knowledge in practical contexts to enhance their career progression.

Subject specific skills

Successful students will be able to:

- apply critical and analytical thinking, drawing on relevant accounting and/or finance contextual information, to problem-solve, make decisions and innovate.
- communicate ideas and data effectively, tailoring messages to context, media and audience.
- confidently read, interpret, and appraise financial information.
- review available information to accurately produce and evaluate business proposals.
- undertake statistical analysis, machine learning and programming.
- create dashboards, reports and data visualization.
- demonstrate an awareness of own intellectual, professional, and personal resources as a foundation for career management.
- advocate for strategic and behavioural change to promote ethics, sustainability and responsibility in the profession.
- undertake data analysis and interpretation, statistical modeling and forecasting and programming for data manipulation and analysis.

Key or transferable skills (including employability skills)

Successful students will be able to:

- work with numerical data from a wide range of sources.
- reflect on own personal effectiveness and strengths, engaging in proactive behaviours
- engage in networking activity with external bodies (such as organisations)
- demonstrate flexibility and agility
- work effectively with information and digital technology
- manage their own learning, reflect on, and plan their own academic work thus demonstrating academic independence.

The programme is academically rigorous and delivered in a very supportive, student-friendly and inclusive environment. It equips students with a range of skills and capabilities that are highly valued by prospective employers. In addition to subject-specific knowledge, it develops reasoning ability skills, research and reading skills (international rules and regulations) introductory empirical skills (data collection, statistical analysis and effective presentation), time-management and capacity for independent study. In thus arms graduates with intellectual, professional, and personal resources which they can draw throughout their lives.

Keele Graduate Attributes

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

6. How is the programme taught?

Our programme employs a diverse range of learning methods to ensure a balanced development of both your theoretical knowledge and practical skills. We combine traditional approaches, such as lectures and seminars, with a strong emphasis on experiential and applied learning. You will have numerous opportunities to engage in

real-world projects, case studies, simulations, and collaborative group work that bring concepts to life and develop practical experience. In line with the School's Employability Strategy, we also strive to engage with firms in the local economy where appropriate, providing you with valuable insights and hands-on experience within a real business context. This dynamic approach ensures you not only understand accounting and finance theories but also build the skills needed to apply this knowledge effectively in professional settings, preparing you for the challenges and opportunities of the modern world.

Learning on the programme comes from a variety of sources to ensure a well-rounded educational experience. You will engage with carefully curated materials presented by our academic staff, participate in meaningful interactions with your peers, and take advantage of numerous opportunities to develop practical experience. We encourage continuous reflection on these experiences, allowing you to deepen your understanding, refine your skills, and grow both personally and professionally. This integrated approach ensures that you are prepared to meet the challenges of the modern business world with confidence and competence.

Learning and teaching methods include:

- **Interactive Lectures:** Set the framework for analysing content material and its applications, including activities like group discussion, worked examples and interactive quizzes.
- **Independent Study:** Students are encouraged to engage in directed reading from a variety of sources like textbooks, academic journals, and business case studies, deepening understanding of the material introduced in lectures and promoting individual ownership of learning.
- **Small Group Tutorials:** Cover key issues from lectures in more depth. Students are encouraged to participate actively and possibly lead discussions. This can involve the application of business ideas to case studies and academic research, enhancing comprehension through interaction.
- **Web-based Learning:** The University's virtual learning environment (KLE) provides a guide to study for each module and access resources. Students will engage in online discussions and participate in quizzes and blogs that promotes individual and collaborative learning supporting both the academic and social aspects of learning and fostering a community of learners.
- **Peer Assisted Learning:** Students are actively supported to learn from each other, reinforcing their knowledge through teaching and collaboration. This peer interaction can solidify learning and foster communication skills.
- **Practical, Computer-based Lab Classes:** Provide hands-on experience with tools necessary for descriptive and soft data analysis. This practical application of theoretical knowledge helps bridge the gap between theory and practice.
- **Simulation of Business-Related Contexts:** Allow students to practice decision-making within simulated environments. This safe context helps them apply learning in a controlled but realistic setting.
- **Interaction with Businesses and Organisations:** Through guest lectures and company visits, students will engage directly with real-world applications of their studies. They will work on live issues with organizations offers invaluable practical insights.
- **Reflection on Learning:** Students are encouraged to critically assess their learning experiences and integrate new knowledge with existing understanding. This reflection enhances cognitive growth and helps in making the learning process more conscious and tailored to individual needs.

Students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Academic Mentor or module teaching team on a one-to-one basis.

7. Teaching Staff

Keele Business School comprises subject expertise in Accounting, Finance, Economics, Business Management, International Business, Marketing, Human Resource Management, Supply chain (and others) - professors, lecturers and teaching fellows. Most staff members have teaching qualifications and those that do not are actively working to attain them. Most staff have PhD qualifications and a number have subject specific 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. Many staff are members of relevant external institutions and professional bodies and maintain their own Continuous Professional Development (CPD).

Keele Business 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 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 two 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.

Global Challenge Pathways

This programme includes the option for you to take a Global Challenge Pathway. These modules offer you an exciting opportunity to work with students and staff from different disciplines to explore topical global issues such as power and conflict, health inequalities, climate change, generative AI, social justice, global citizenship, and enterprise from different perspectives.

Global Challenge Pathways can either be taken as one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6. For more information about our Global Challenge Pathways please visit:

<https://www.keele.ac.uk/study/undergraduate/globalchallengepathways/>

Languages

Alternatively, you could choose to study a modern Language. Language modules are available separately for students at Level 4. At Levels 5 and 6 they are included within the Global Challenge Pathways.

If you choose the Language Specialist pathway, you will automatically be enrolled on a Semester 2 Modern Language module as a continuation of your language of choice (NB: in years 1 and 2, this is a faculty funded 'additional' module). Undertaking a Modern Languages module in Semester 2 is compulsory if you wish to continue to the Language Specialist Global Challenge Pathway the following academic year.

For more information about Languages option modules available to you please visit the following webpages.

For new (Level 4) students please visit: <https://www.keele.ac.uk/study/languagecentre/>

For current (Level 5 and Level 6) students please visit: <https://www.keele.ac.uk/students/academiclife/global-challenge-pathways/>

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

<https://www.keele.ac.uk/recordsandexams/modulecatalogue/>

A summary of the credit requirements per year is as follows.

Year	Compulsory	Optional	
		Min	Max
Level 4	105	15	15
Level 5	75	15	15
Level 6	75	45	45

NB: 105 compulsory credits at Level 5 (includes Information Systems and Data Strategy - SEM1 - 30 credits)

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Methods for Finance and Accounting	FIN-10001	30	Semester 1
Professional Academic Development 1	MAN-10071	15	Semester 1
Principles of Financial and Management Accounting	ACC-10003	30	Semester 1-2
Data, Decisions and Visualisation	MAN-10079	30	Semester 2

Optional modules	Module Code	Credits	Period
Teams, People and Performance	MAN-10081	15	Semester 2

Level 5

Compulsory modules	Module Code	Credits	Period
Financial Accounting Theory and Reporting	ACC-20007	30	Semester 1
Professional Academic Development 2	MAN-20199	15	Semester 2
Advanced Analytics and Business Intelligence	MAN-20207	30	Semester 2

Optional modules	Module Code	Credits	Period
Individual Placement (Level 5)	MAN-20179	15	Semester 2
Contemporary Business Ethics Debates	MAN-20209	15	Semester 2

Additional compulsory module to add (no code):

Information Systems and Data Strategy - SEM1 - 30 credits

Level 6

Compulsory modules	Module Code	Credits	Period
Corporate Strategic Finance	FIN-30003	30	Semester 1
Databases and Programming for Business Analytics	MAN-30175	30	Semester 1
Professional Academic Development 3	MAN-30163	15	Semester 2

Optional modules	Module Code	Credits	Period
Specialised Accounting systems (Entrepreneurs, Public sector, Not-for profit sector)	ACC-30001	30	Semester 2
Auditing and Assurance	ACC-30003	30	Semester 2
Individual Placement (Level 6)	MAN-30147	15	Semester 2
Digital Showcase	MAN-30183	15	Semester 2

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

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Foundational and advanced principles of accounting and finance, including both financial and management accounting techniques.	Core Principles of Financial and Management Accounting
The critical role of the accounting profession in modern business as an internal decision facilitator and external reporter.	Core Foundations of Business and Economics
Working with data to inform decision making.	Core Methods for Finance and Accounting
Emerging technologies, advanced analytics, and data strategy, including programming, relational databases, and business intelligence	Core Methods for Finance and Accounting
The process of ongoing professional development and continuous learning	Core Professional and Academic Development 1

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Apply critical and analytical thinking, drawing on relevant accounting and finance contextual information to problem-solve.	Core Principles of Financial and Management Accounting
Communicate ideas and data effectively, tailoring messages to context, media, and audience.	Core Professional and Academic Development 1
Confidently read, interpret, and appraise financial information.	Core Principles of Financial and Management Accounting
Review available information to accurately produce and evaluate business proposals.	Core Foundations of Business and Economics
Undertake statistical analysis and machine learning and programming.	Core Methods for Finance and Accounting
Create dashboards, reports, and data visualization	Core Methods for Finance and Accounting
Demonstrate an awareness of own intellectual, professional, and personal resources for career management.	Core Professional and Academic Development 1
Advocate for strategic and behavioural change to promote ethics, sustainability, and responsibility in the profession	Core Foundations of Business and Economics
Data analysis and interpretation	Core Methods for Finance and Accounting
Statistical modelling and forecasting	Core Methods for Finance and Accounting
Programming for data manipulation and analysis	Core Methods for Finance and Accounting

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Effective communication of ideas and data in context-appropriate formats	Core Professional and Academic Development 1
Critical thinking and problem-solving in a range of accounting and finance scenarios	Core Principles of Financial and Management Accounting
Professional development and career management skills, including self-awareness and reflective practice	Core Professional and Academic Development 1
Application of data analytics tools and methods for informed decision-making	Core Methods for Finance and Accounting
Ability to use technology and data for business intelligence and strategy development	Core Methods for Finance and Accounting
Ethical reasoning and advocacy for sustainable and responsible professional practices	Core Foundations of Business and Economics

Level 5

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Foundational and advanced principles of accounting and finance, including financial and management accounting techniques, from basic to complex.	Core Financial Accounting Theory and Reporting
The critical role of the accounting profession in modern business as an internal decision facilitator and external reporter of reliable information.	Core Financial Accounting Theory and Reporting
Working with data to inform decision making	Advance Analytics and Business Intelligence
Emerging technologies, advanced analytics, and data strategy, including programming, relational databases, and business intelligence	Core Emerging Technologies and Trends; Advance Analytics and Business Intelligence
The process of ongoing professional development and continuous learning.	Core Professional and Academic Development 2

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Apply critical and analytical thinking, drawing on relevant accounting and finance contextual information to problem-solve and make decisions.	Core Financial Accounting Theory and Reporting
Communicate ideas and data effectively, tailoring messages to context, media, and audience	Core Professional and Academic Development 2
Confidently read, interpret, and appraise financial information	Core Financial Accounting Theory and Reporting
Review available information to accurately produce and evaluate business proposals	Core Financial Accounting Theory and Reporting
Undertake statistical analysis and programming	Advance Analytics and Business Intelligence
Create dashboards, reports, and data visualisation	Advance Analytics and Business Intelligence
Demonstrate an awareness of own intellectual, professional, and personal resources as a foundation for career management	Core Professional and Academic Development 2
Advocate for strategic and behavioural change to promote ethics, sustainability, and responsibility in the profession.	Core Professional and Academic Development 2; Core Emerging Technologies and Trends
Data analysis and interpretation	Advance Analytics and Business Intelligence
Statistical modelling and forecasting	Advance Analytics and Business Intelligence
Programming for data manipulation and analysis	Advance Analytics and Business Intelligence

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Effective communication of ideas and data in context-appropriate formats	Core Professional and Academic Development 2
Critical thinking and problem-solving in a range of accounting and finance scenarios	Core Financial Accounting Theory and Reporting
Professional development and career management skills, including self-awareness and reflective practice	Core Professional and Academic Development 2
Application of data analytics tools and methods for informed decision-making	Advance Analytics and Business Intelligence
Ability to use technology and data for business intelligence and strategy development	Core Emerging Technologies and Trends; Advance Analytics and Business Intelligence
Ethical reasoning and advocacy for sustainable and responsible professional practices.	Core Professional and Academic Development 2

Level 6

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.

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.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Foundational and advanced principles of accounting and finance, including both financial and management accounting techniques.	Core Corporate Strategic Finance
The critical role of the accounting profession in modern business as an internal decision facilitator and external reporter.	Core Corporate Strategic Finance
Working with data to inform decision making.	Databases and Programming for Business Analytics
Emerging technologies, advanced analytics, and data strategy, including programming, relational databases, and business intelligence.	Databases and Programming for Business Analytics
The process of ongoing professional development and continuous learning.	Core Professional and Academic Development 3

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Apply critical and analytical thinking, drawing on relevant accounting and finance contextual information to problem-solve and make decisions.	Core Corporate Strategic Finance
Communicate ideas and data effectively, tailoring messages to context, media, and audience.	Core Professional and Academic Development 3
Confidently read, interpret, and appraise financial information.	Core Corporate Strategic Finance
Review available information to accurately produce and evaluate business proposals.	Core Corporate Strategic Finance
Undertake statistical analysis and programming.	Databases and Programming for Business Analytics
Create dashboards, reports, and data visualisation.	Databases and Programming for Business Analytics
Demonstrate an awareness of own intellectual, professional, and personal resources as a foundation for career management.	Core Professional and Academic Development 3
Advocate for strategic and behavioural change to promote ethics, sustainability, and responsibility in the profession.	Core Professional and Academic Development 3
Data analysis and interpretation.	Databases and Programming for Business Analytics
Statistical modelling and forecasting.	Databases and Programming for Business Analytics
Programming for data manipulation and analysis.	Databases and Programming for Business Analytics

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Effective communication of ideas and data in context-appropriate formats.	Core Professional and Academic Development 3
Critical thinking and problem-solving in a range of accounting and finance scenarios.	Core Corporate Strategic Finance
Professional development and career management skills, including self-awareness and reflective practice.	Core Professional and Academic Development 3
Application of data analytics tools and methods for informed decision-making.	Databases and Programming for Business Analytics
Ability to use technology and data for business intelligence and strategy development.	Databases and Programming for Business Analytics
Ethical reasoning and advocacy for sustainable and responsible professional practices.	Core Professional and Academic Development 3

9. Final and intermediate awards

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

Honours Degree BSc (Hons) Accounting with Business Analytics	360 credits	You will require at least 120 credits at levels 4, 5 and 6 You must accumulate at least 270 credits in your main subject (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 this subject.
Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	120 credits	You will require at least 120 credits at level 4 or higher

International 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 module covering the entrepreneurship year in order to graduate with a named degree including the '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:

- Assessments are typically crafted to reflect the subject area and to mimic real-world scenarios, thereby fostering a direct link between classroom learning and professional application. The types of assessments include:
- Examinations, both computer based and paper based: These reflect the style of assessments used by accounting professional bodies and will be time constrained and invigilated.
- Portfolios and Project Reports: These offer students the opportunity to compile their achievements and reflections in a format that is valuable for both academic evaluation and as a showcase to potential employers.
- Case Studies and Essays: These assessments require students to navigate complex ethical considerations and apply strategic thinking, enhancing analytical and written communication skills.
- Reports: Focused on fostering formal writing and deep analytical skills as students produce detailed analyses on various topics.
- Simulations and Group Assessments: These allow students to engage in collaborative problem-solving and strategic negotiations, replicating typical workplace interactions.
- Presentations: Used to hone presentation skills and effective communication, preparing students to articulate ideas and proposals clearly and persuasively.

Our approach to assessment ensures a diverse range of methods directly linked to programme-level learning outcomes and reflect real-world practices. We emphasise the importance of authentic assessments that replicate tasks students might encounter in their future careers, promoting critical thinking, creativity, and problem-solving abilities. Assessments are also designed to be inclusive and supportive of different learning needs, offering flexibility in how students can demonstrate their achievements.

Feedback is integrated throughout the assessment process to support your learning and development. Our approach ensures that feedback is meaningful, constructive, and provided promptly, allowing you to reflect on your performance and apply suggestions to future assessments. Feedback comes in various forms, including

written, audio, and video, and is aligned with the criteria of each assessment to give clear guidance on how to improve. By engaging with feedback, you can enhance your understanding of assessment standards, develop your skills, and take an active role in your learning journey.

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)	16.7%	82.9%	0.3%
Year 2 (Level 5)	17.8%	82.2%	0%
Year 3 (Level 6)	16%	84%	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.

English for Academic Purposes

Please note: All new international students entering the university will provide a sample of Academic English during their registration. Using this sample, the Language Centre may allocate you to an English language module which will become compulsory. This will replace any GCP modules. *NB:* students can take an EAP module only with the approval of the English Language Programme Director and are not able to take any other Language modules in the same academic year.

English Language Modules at Level 4:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 5:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 6:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2); ENL-90005 Advanced Business English Communication
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

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:

<https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

15. How are students supported on the programme?

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

- Module and tutorial group leaders are responsible for providing support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual feedback on in-course assessments and more general feedback on examinations.
- The Programme Director monitors overall student progress, undertakes progress reviews, and provides a general point of contact for students.
- The Programme Director is also responsible for all aspects of programme coordination. They may be consulted on a wide range of issues and, among other things, commonly may be approached to provide a reference for job and other applications.
- The Programme Director acts as first point of contact for students on non-academic issues which may affect their learning and can refer students to a range of specialist health, welfare, and financial services co-ordinated by the University.
- Each student is allocated an Academic Mentor for the duration of their studies. The Mentor provides individual student support in accordance with the University guidelines.
- Students whose first language is not English are offered language classes, facilities, and services by the University's Language Centre. Students have access to one-to-one tutorials for individual help and advice and to a wealth of resources for self-study and practice.
- Additional help with university level study skills is available from the Learning Support Officer in Keele Business School.
- All members of teaching staff on the Programme are available to see students during advertised weekly office hours and at other times by appointment.

16. Learning Resources

Teaching on the programme largely takes place in the Smart Innovation Hub 7, which is a new state-of-the-art home for Keele Business School. The learning resources available to students on the programme include:

- The extensive collection of materials held in the University Library, including books and journals; often in digitised form (e-books, online journals) accessible online to Keele students with their Keele credentials.
- The Keele Learning Environment (KLE) provides easy access to a range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources - video, audio and text-based - accessible from external providers via the internet.
- Extensive online datasets are given by the Bloomberg Portal as mentioned, and by Thomson Reuters and Data-stream, an industry-standard source of economic, financial, and business data. This is available via a computer link located in the KBS Multifunctional IT suite.
- Students will have the opportunity to use statistical/econometric software packages to perform complex numerical analysis in their essays and projects module.
- Microsoft Office & Teams - students have access to the Microsoft Office and KBS uses the Microsoft Teams platform for many of its online learning activities.

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.

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 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. Eligibility rules are included in the Annex.

Students wishing to take the work 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 for the Work Placement Year.

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 in the Annex for the Entrepreneurship Year.

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 Revalidation 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/ga/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 (Accounting, 2019): https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-accounting.pdf?sfvrsn=da39c881_7

c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

21. Annex - International Year

BSc (Hons) Accounting with Business Analytics (with International Year)

International Year Programme

Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option 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 standard 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 International Year option.

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 55% 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 55% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 55% requirement may progress to the International Year. 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 Academic Mentor, 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 tutor, in line with recommended Academic Mentoring 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 Accounting with Business Analytics, 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 Accounting with Business Analytics, 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.

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 they will study on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

Additional costs for the International Year

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students who meet external eligibility criteria 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.

22. Annex - Work Placement Year

BSc (Hons) Accounting with Business Analytics (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'.
- Academic Performance (an average of 50% across all modules in Semester 1 at Level 5 is normally required. Places on the Work Placement Year are then conditional on achieving an average mark of 50% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 50% requirement may progress to the Work Placement Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- 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 both an International Year and a Work Placement Year.

Student Support

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

- Regular contact between the student and a named member of staff who will be assigned to the student as their University supervisor. The University supervisor will be in regular contact with the student throughout the year, and be on hand to provide advice (pastoral or academic) and liaise with the Placement supervisor on the student's behalf if required.
- Two formal contacts with the student during the placement year: the University supervisor will visit the student in their placement organization at around 5 weeks after the placement has commenced, and then visit again (or conduct a telephone/video call tutorial) at around 15 weeks into the placement.
- Weekly supervision sessions will take place with the placement supervisor (or his/her nominee) throughout the duration of the placement.

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. Develop, through practice on placement, the employment-related skills identified through their SWOT analysis and Intended Learning Outcomes. Reflect on and apply academic themes, concepts and theory as explored at Level 4 and Level 5 to complex real situations on work placement. Reflect on and critically evaluate their learning from the work placement and previous learning. 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 the placement (usually after six weeks into the placement) and one at the end of the 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 'Work Placement Year' module (MAN-30068)
- In order to ensure a high quality placement experience, each placement agency will sign up to a placement contract (analogous to a service level agreement).
- Once a student has been accepted by a placement organisation, the student will make a pre-placement visit and a member of staff identified within the placement contract will be assigned as the placement supervisor. The placement supervisor will be responsible for ensuring that the placement experience meets the agreed contract agreed with the University.
- The placement student will also sign up an agreement outlining his/her responsibilities in relation to the requirements of each organisation.

Students will be expected to behave professionally in terms of:

(i) conforming to the work practices of the organisation; and

(ii) remembering that they are representatives of the University and their actions will reflect on the School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

Additional costs for the Work Placement Year

Tuition fees for students on the Work Placement Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Work Placement Year can be included in your Student Finance allocation; to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their placement provider, accommodation, food and personal costs. Depending on the placement provider additional costs may include parking permits, travel and transport, suitable clothing, DBS checks, and compulsory health checks.

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.

23. Annex - Entrepreneurship Year

BSc (Hons) Accounting with Business Analytics (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. 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 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 can 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 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 Entrepreneurship Year are subject to course specific regulations (if any) and the University regulations. In addition, during the Entrepreneurship Year, the following regulations will apply: Students undertaking the Entrepreneurship Year must successfully complete the zero-credit rated 'Entrepreneurship Year' module (MAN-30075) Students will be expected to behave professionally in terms of: (i) conforming to the work practices of the incubation hub

Additional costs for the Entrepreneurship Year

Tuition fees for students on the Entrepreneurship Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Entrepreneurship Year can be included in your Student Finance allocation; to find out more about your personal eligibility see: www.gov.uk Students will have to bear the costs of accommodation, food and personal costs.

Version History

This document

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Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1.1	2024/25	TRACY CLEWLOW	05 March 2025	Module changes
1	2024/25	DAN HERBERT	31 May 2024	
1	2023/24	ANDREA WITHINGTON		