

Programme Specification: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	BA (Hons) Music Production with Business Management BA (Hons) Music Production with Business Management with International Year (see Annex for details) BA (Hons) Music Production with Business Management with Work Placement 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 or Placement 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)	Not applicable
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 the work placement year 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/>

** 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

Music Production with Business Management at Keele University provides you with an opportunity to develop a scientifically informed overview of the management of a range of different types of organisations including conventional and alternative business forms, and equips you with academic and practical knowledge in music production and sound design.

The Programme encourages you to think critically about what you learn, challenge the validity of the business management theories to which you are exposed, seek evidence to support or refute them, and thrive in diverse music genres and creative practice fields. It is an interdisciplinary and dynamic programme where students learn about commercial organisations as well as produce original music and sound.

You will gain firsthand music industry experience through innovative placement modules and professional engagement activities with our external partners. The unique environment also aims to stimulate a more collaborative approach to music production study which will benefit students by connecting them to businesses and entrepreneurs locally and globally.

The programme concentrates on the qualitative study of organisations and their operations and strategies, and a range of perspectives on employees and their interrelationship with organisations, supported by modules offering you a basic working knowledge in accounting and economics in combination with industry-relevant skills in utilising technology for music production, sound design, screen music, audio-visuals, and music software. This ensures that graduates from the programme are well prepared for the dynamic music industry and career paths in sound recording, audio engineering production, audio-visual production and broadcasting. You may, for example, pursue a career after graduation in the creative and cultural industries - their critical, creative, and business skills will support this.

The curriculum integrates a range of choice in selecting areas of study that can enhance your personal and academic development that provide sound foundations for either business careers or further study as well as music production skills, technical abilities, creative practices, and artistic imagination.

The programme offers a mix of compulsory and optional modules, including final-year projects which allow you to undertake a year-long professionally focused project or compile a substantial creative and academic portfolio or conduct in-depth research in one or more areas of music production. You can choose to study abroad at one of our partners around the world, opt to learn a language while studying, or take advantage of Keele's pioneering Global Challenge Pathways, which enable you to connect your programme in Music Production with Business Management with pressing problems that confront all of us today, such as sustainability, health, social justice, or digital transformations.

4. Aims of the programme

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

- Increase understanding of organisations, their management, the economy and the business environment.
- Prepare for and develop of a career in business, management, music, or related areas.
- Enhance a wide range of skills and attributes which equip graduates to become effective global citizens.
- Acquire knowledge and in-depth understanding of the key issues (theoretical and applied), technologies and concepts in music production.
- Prepare for interdisciplinary professional work and research in areas related to business management and music production; these may be in enterprise, music and other adjacent industries, or academia.
- Develop intellectual, practical and additional transferable skills, that will enable students to gain a sound academic grounding in the discipline of business management and an understanding of the professional issues relevant to their future working life.
- Prepare for further study or research, and for employment in industry, commerce or public service.
- Recognise the historical, theoretical, creative, practical and wider cultural dimensions of the fields of music production and sound design with a vision to decolonise traditional cultural and creative narratives.
- Acquire research and scholarship skills to undertake independent research and to develop creative portfolios, academic dissertations, and solutions and critiques regarding music production and sound design.
- Develop a critical understanding of the role and impact of organisation's activities in society, including the responsibilities and challenges that can arise in a variety of sectors, as well as the responsibility for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.
- Develop an understanding of the ways in which organisations operate the role of managers in changing

external and internal environments and in organisational activity.

- 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.
- 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.
- Cultivate skills for team working needed in creative practice synergies, dialogues and collaborations between relevant fields such as management, music production, sound technology, and game design.
- Develop employability skills to prepare for future employment, including via the optional placement modules and/or placement year.

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:

- Analyse and describe the activity and impacts of managers and the people they employ, their operations, business policy, ethics and strategies.
- Identify and describe core concepts, frameworks and terminology of sound and audio in analogue and digital domains.
- Recognise and describe key aesthetics and techniques of music, sound recording and sound manipulation in different genres and media.
- Demonstrate knowledge and understanding of key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption.
- Demonstrate knowledge and understanding of technologies and techniques fundamental to creating digital audio and audio-visual work.
- To excel in areas of interest specifically related to their future professional roles, thereby connecting their studies with their intended career paths.
- Explain and evaluate the properties and manipulation of sound in the context of creative practice.
- Describe the historical, social, political and economic contexts of Business and Management
- Describe and explain best practice techniques in music production and sound design
- Explain the live music production practice
- Describe the sound design, sampling, mixing, and post-production practices
- Identify and describe issues that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change.
- Identify and critically analyse contemporary issues in organisational theory and practice.
- Demonstrate awareness of advanced technical studio and live music production concepts
- Describe the organisations, the changing environment in which they operate and how they are managed.
- Describe theories and methods of inquiry to aesthetics and techniques of technologically assisted creative work in its various genres.
- Demonstrate advanced theoretical knowledge in music production and sound design
- Analyse the activity and impacts of managers and the people they employ, their operations, business policy, ethics and strategies.
- Identify 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.
- Appreciation of how digital technology is reshaping traditional organisations.

Subject specific skills

Successful students will be able to:

- Apply sound synthesis and soundtrack for visuals skills on specific tasks related to music production
- Demonstrate effective skills in problem-solving.
- Describe and apply sound recording and studio-based sound manipulation techniques
- Utilise a variety of theories to analyse developments in the management of organisations.
- Recognise and describe basic important cultural and economic issues relating to the creative industries (audio/music, games, and film)
- Describe the ethical challenges faced by managers and marketers in the decision-making process.
- Apply and evaluate a range of analytical skills and strategies to a variety of music production genres
- Critically evaluate the effectiveness of current Business Management strategies and policies within

- organisations, and recommend enhanced strategies and policies
- Apply collaborative skills in the workplace, working for a client, or through working as a team to deliver a successful festival or event
- Demonstrate effective music production tasks using appropriate tools and techniques in studio and live environments
- Apply career development skills, identify and showcase experiences effectively
- Apply logical reasoning based on knowledge of international business and management to a variety of theoretical and applied topics.
- Apply creative solutions to given music production challenges
- Apply technical skills on specific advanced tools or tasks related to music production
- Demonstrate awareness of the issues of time management and resource constraints involved showcasing their work in the creative industries
- Apply their planning, organisational, collaborative, and marketing skills into practice
- Apply logical reasoning based on knowledge of management 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
- Identify a wide range of generic skills to ensure they become effective in the workplace, to the benefit of themselves, their employer and the wider economy.
- Engage with complex processes in the context of Music Production and Sound Design, using specialised software, thus further enhancing IT skills.
- Engage with interaction: reflection and communication: the ability to succinctly present rational and reasoned arguments that address a given problem or opportunity, to a range of audiences (orally, electronically or in writing).
- Work effectively with information technology, literature, searches, library resources.
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.
- Communicate appropriately both orally and in writing using relevant information and communication technologies, where appropriate.
- Make decisions and plan actively in uncertain and unpredictable contexts while working on a collaborative project
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.
- Evaluate and apply abstract ideas in resolving problems ethically
- 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
- Plan, research and produce a substantial piece of work in music research, music production or sound design
- Evaluate and apply ideas in resolving social problems through activism and facilitating debates
- 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.
- Communicate using a variety of medium to a range of audiences.
- Demonstrate effective skills in problem-solving.

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?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

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.

Practical sessions in computer laboratories often supported by copies of laboratory instruction sheets

Workshops and demonstrations which are used both for studio-based and computer lab sound design modules. They may also involve guest speakers from industry or relevant research areas, or tutor and student cohorts demonstrating relevant creative work.

Tutorials and directed reading on specific topics under the supervision of a member of academic staff.

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.

Tutor-led seminars where students contribute to or lead a discussion on key topics or make a presentation on a specific point to develop critical thinking and permit the reflective individual expression of that core understanding.

Group project sessions in which students develop a design for a software item to a level sufficient to allow implementation to follow

Plenaries. Modules involving mainly individual or small-group teaching have plenary sessions to discuss the structure of the module, the practical arrangements, and the assessment. Plenary sessions are also arranged to review lesson objectives and consolidate learning. This is a good opportunity for students and lecturers to reflect on the learning process, ask questions, discuss next steps and revise learning outcomes.

Web-based learning using the University's virtual learning environment (KLE)

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.

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

Most modules involve aspects of the Keele Learning Environment (KLE) as part of their learning or assessment process. The KLE is an online learning environment that provides a range of tools to support learning, including access to documents and other resources, quizzes, discussion boards, pre-recorded tasks and explanations, assignments and announcements. Students are sometimes asked to submit course work, undertake short assignments or complete quizzes using the KLE, or are referred to it for reading, listening and for contributing to online discussions. Microsoft TEAMS may also be used for creative tasks. Tutors will be clear on which platform is expected to be used at the beginning of term.

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 Academic Mentors or module lecturers on a one-to-one basis.

All modules involve independent study, which can include prescribed reading, practising and designing. In addition to prescribed work, effective independent study depends on students being able to identify, access, evaluate and use a range of additional materials for themselves. All students have access to the University Library, the internet, and specific Music Production with Business Management resources to support learning on the Programme, and to materials made accessible electronically via the Keele Learning Environment (KLE) or TEAMS.

The Programme provides opportunities for students to engage with external partners in music production at all levels of study. In years 1 and 2, core modules may feature master classes by guest lecturers, who may be figures in industry or in local arts organisations or charities. In years 2 and 3, students can take work placement modules to build up their experience of applying the skills acquired on the programme to real-world settings.

7. Teaching Staff

The academic staff currently comprises Professors, Readers, Senior Lecturers, Lecturers and Teaching Fellows in Management, HRM, International Business, Marketing, Finance, Economics, Accounting, Music Production, Popular Music, Sound Design, Composition, Music Programming, Mixing and Mastering, and Ethnomusicology.

The programme is informed and inspired by successful scientists and creative practitioners and researchers, and it balances technical practice-based skills acquisition with critical-theoretical approaches, and creativity. Teaching staff is active in 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 international and diverse members of staff have a range of specialisms and are active researchers with international and world-class reputations with extensive experience of undergraduate and postgraduate teaching in universities in the UK, continental and Eastern Europe and Latin America. Staff have gained University-level teaching qualifications accredited by the Higher Education Academy (HEA) and won teaching excellence and innovation awards for undergraduate and postgraduate teaching.

More information about the staff is available at <https://www.keele.ac.uk/kbs/staff/> and <https://www.keele.ac.uk/humanities/ourpeople/>

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/>

Modern Languages or Certificate in TESOL

Alternatively, you could choose to study modules with the University Language Centre. The Language Centre offers three pathways; The Language Specialist, The Language Taster, and The Trinity Certificate in Teaching English to Speakers of Other Language (TESOL). Language Centre 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 as 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 Language Centre 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:

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

Year	Compulsory	Optional	
		Min	Max
Level 4	105	15	15
Level 5	90	30	30
Level 6	60	60	60

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Exploring Business Foundations: Principles and Practices	MAN-10077	30	Semester 1
Unlocking the Studio: Your Journey into Sound Engineering	MUS-10128	30	Semester 1-2
Becoming a Cultural Citizen	MDS-10051	15	Semester 2
Sound for Moving Image	MUS-10122	30	Semester 2

Optional modules	Module Code	Credits	Period
Popular Music and Digital Platforms	MUS-10126	15	Semester 1

Level 4 Module Rules

You can either choose to do 'Popular Music and Digital Platforms' or a Global Challenge Pathway.

Level 5

Compulsory modules	Module Code	Credits	Period
Management Essentials: People, Processes, and Performance	MAN-20203	30	Semester 1
Sound Design	MUS-20090	30	Semester 1
Sampling and Remix	MUS-20086	30	Semester 2

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 5)	LIB-20012	15	Semester 0
Professional Experience with Music Production and Sound Design (Year 2)	MUS-20088	15	Semester 1-2
Pathways with Music Production: Developing Your Profile	MUS-20092	15	Semester 1-2
Augmenting Live Performance	MUS-20082	15	Semester 2

Level 5 Module Rules

You must choose one (and only one) from the following professional development options: 'Professional Experience for Music Production (Year 2)' and 'Pathways with Music Production: Developing Your Profile'.

Level 6

Compulsory modules	Module Code	Credits	Period
Strategic Business Insights: Innovating and Competing	MAN-30171	30	Semester 1
Music Production Project	MUS-30075	30	Semester 1-2

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 6)	LIB-30006	15	Semester 0
Advanced Audio Tools	MUS-30067	30	Semester 1
Music and Social Movements	MUS-30073	15	Semester 1
Professional Experience with Music Production and Sound Design (Year 3)	MUS-30069	15	Semester 1-2
Employing Music Production: Putting your Subject into Practice	MUS-30071	15	Semester 1-2
The Art of Mixing, Mastering and AI in Modern Music Production	MUS-30077	30	Semester 2

Level 6 Module Rules

You also must choose one (and only one) of the following modules: 'Professional Experience for Music Production (Year 3)' and 'Employing Music Production: Putting Your Subject into Practice'. You can take either 'Music and Social Movements' or 'Advanced Audio Tools', but not both.

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
Analyse and describe the activity and impacts of managers and the people they employ, their operations, business policy, ethics and strategies.	Exploring Business Foundations: Principles and Practices - MAN-10077
Identify and describe core concepts, frameworks and terminology of sound and audio in analogue and digital domains.	Unlocking the Studio: Your Journey into Sound Engineering - MUS-10128
Identify issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change.	Exploring Business Foundations: Principles and Practices - MAN-10077
Recognise and describe key aesthetics and techniques of music, sound recording and sound manipulation in different genres and media.	Sound for Moving Image - MUS-10122 Unlocking the Studio: Your Journey into Sound Engineering - MUS-10128
Demonstrate knowledge and understanding of key concepts, models, theories, analytical tools and debates relevant to contemporary developments in marketing and consumption.	Exploring Business Foundations: Principles and Practices - MAN-10077
Demonstrate knowledge and understanding of technologies and techniques fundamental to creating digital audio and audio-visual work.	Sound for Moving Image - MUS-10122 Unlocking the Studio: Your Journey into Sound Engineering - MUS-10128

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Apply sound synthesis and soundtrack for visuals skills on specific tasks related to music production	Sound for Moving Image - MUS-10122
Demonstrate effective skills in problem-solving.	Exploring Business Foundations: Principles and Practices - MAN-10077
Describe and apply sound recording and studio-based sound manipulation techniques	Unlocking the Studio: Your Journey into Sound Engineering - MUS-10128
Utilise a variety of theories to analyse developments in the management of organisations.	Exploring Business Foundations: Principles and Practices - MAN-10077
Recognise and describe basic important cultural and economic issues relating to the creative industries (sonic/music, games, and film)	Popular Music and Digital Platforms - MUS-10126
Apply logical reasoning based on knowledge of management to a variety of theoretical and applied topics and problems.	Exploring Business Foundations: Principles and Practices - MAN-10077
Describe the ethical challenges faced by managers and marketers in the decision-making process.	Exploring Business Foundations: Principles and Practices - MAN-10077

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Communicate using a variety of medium to a range of audiences	All modules
Identify a wide range of generic skills to ensure they become effective in the workplace, to the benefit of themselves, their employer and the wider economy.	All modules
Engage with complex processes in the context of Music Production and Sound Design, using specialised software, thus further enhancing IT skills.	All modules
Engage with interaction: reflection and communication: the ability to succinctly present rational and reasoned arguments that address a given problem or opportunity, to a range of audiences (orally, electronically or in writing).	Popular Music and Digital Platforms - MUS-10126 Exploring Business Foundations: Principles and Practices - MAN-10077
Work effectively with information technology, literature, searches, library resources.	All modules
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.	All modules
Communicate appropriately both orally and in writing using relevant information and communication technologies, where appropriate.	All modules

Level 5

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Explain and evaluate the properties and manipulation of sound in the context of creative practice.	Sound Design - MUS-20090 Augmenting Live Performance - MUS-20082 Sampling and Remix - MUS-20086
Describe the historical, social, political and economic contexts of Business and Management	Management Essentials: People, Processes, and Performance - MAN-20203
Describe and explain best practice techniques in music production and sound design	Sound Design - MUS-20090 Augmenting Live Performance - MUS-20082 Sampling and Remix - MUS-20086
Explain the activity and impacts of managers and the people they employ, their operations, business policy, ethics, and strategies.	Management Essentials: People, Processes, and Performance - MAN-20203
Explain the live music production practice	Augmenting Live Performance - MUS-20082
Describe the sound design, sampling, mixing, and post-production practices	Sampling and Remix - MUS-20086 Sound Design - MUS-20090
Identify and describe issues that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change.	Management Essentials: People, Processes, and Performance - MAN-20203

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Apply and evaluate a range of analytical skills and strategies to a variety of music production genres	Sampling and Remix - MUS-20086 Sound Design - MUS-20090 Augmenting Live Performance - MUS-20082
Critically evaluate the effectiveness of current Business Management strategies and policies within organisations, and recommend enhanced strategies and policies.	Management Essentials: People, Processes, and Performance - MAN-20203
Apply collaborative skills in the workplace, working for a client, or through working as a team to deliver a successful festival or event	Professional Experience with Music Production and Sound Design (Year 2) - MUS-20088
Demonstrate effective music production tasks using appropriate tools and techniques in studio and live environments	Sound Design - MUS-20090 Sampling and Remix - MUS-20086 Augmenting Live Performance - MUS-20082
Apply career development skills, identify and showcase experiences effectively	Pathways with Music Production: Developing Your Profile - MUS-20092
Apply logical reasoning based on knowledge of international business and management to a variety of theoretical and applied topics.	Management Essentials: People, Processes, and Performance - MAN-20203

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Make decisions and plan actively in uncertain and unpredictable contexts while working on a collaborative project	All modules
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.	All modules
Evaluate and apply abstract ideas in resolving problems ethically	All modules
Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.	All modules
Work effectively with information technology, literature searches, library resources.	All modules
Demonstrate effective skills in problem-solving	All modules

Level 6

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Identify and critically analyse contemporary issues in organisational theory and practice.	Strategic Business Insights: Innovating and Competing - MAN-30171
Demonstrate awareness of advanced technical studio and live music production concepts	Music Production Project - MUS-30075 The Art of Mixing, Mastering and AI in Modern Music Production - MUS-30077
Describe the organisations, the changing environment in which they operate and how they are managed.	Strategic Business Insights: Innovating and Competing - MAN-30171
Describe theories and methods of inquiry to aesthetics and techniques of technologically assisted creative work in its various genres.	Advanced Audio Tools - MUS-30067 Music Production Project - MUS-30075 The Art of Mixing, Mastering and AI in Modern Music Production - MUS-30077
Demonstrate advanced theoretical knowledge in music production and sound design	The Art of Mixing, Mastering and AI in Modern Music Production - MUS-30077 Music Production Project - MUS-30075 Professional Experience with Music Production and Sound Design (Year 3) - MUS-30069 Advanced Audio Tools - MUS-30067
Describe automation and programming techniques in music production and sound design	Advanced Audio Tools - MUS-30067 Music Production Project - MUS-30075 The Art of Mixing, Mastering and AI in Modern Music Production - MUS-30077
Analyse the activity and impacts of managers and the people they employ, their operations, business policy, ethics and strategies.	Strategic Business Insights: Innovating and Competing - MAN-30171
Identify 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.	Strategic Business Insights: Innovating and Competing - MAN-30171
Appreciation of how digital technology is reshaping traditional organisations.	Strategic Business Insights: Innovating and Competing - MAN-30171

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Apply creative solutions to given music production challenges	Professional Experience with Music Production and Sound Design (Year 3) - MUS-30069 The Art of Mixing, Mastering and AI in Modern Music Production - MUS-30077 Music Production Project - MUS-30075
Apply technical skills on specific advanced tools or tasks related to music production.	Music Production Project - MUS-30075 Professional Experience with Music Production and Sound Design (Year 3) - MUS-30069 Advanced Audio Tools - MUS-30067
Demonstrate awareness of the issues of time management and resource constraints involved showcasing their work in the creative industries	Advanced Audio Tools - MUS-30067 Employing Music Production: Putting your Subject into Practice - MUS-30071
Apply their planning, organisational, collaborative, and marketing skills into practice	Employing Music Production: Putting your Subject into Practice - MUS-30071 Music Production Project - MUS-30075
Apply logical reasoning based on knowledge of management to a variety of theoretical and applied topics and problems.	Strategic Business Insights: Innovating and Competing - MAN-30171

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Plan, research and produce a substantial piece of work in music research, music production or sound design	Music Production Project - MUS-30075
Evaluate and apply ideas in resolving social problems through activism and facilitating debates	Music and Social Movements - MUS-30073
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.	Music Production Project - MUS-30075
Work effectively with information technology, literature searches, library resources.	All modules
Communicate using a variety of medium to a range of audiences.	All modules
Demonstrate effective skills in problem-solving.	All modules

9. Final and intermediate awards

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

Honours Degree BA (Hons) Music Production with Business Management	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.

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.

Project work with accompanying report - for example, a portfolio of creative work (foley, video games effects and music, audio-visual ads), mixed and mastered audio tracks, and a report describing the techniques employed as well as the work's aesthetics.

Individual report, where you produce a document that sets out your response to the task, including your recommendations and conclusions.

Creative briefs - these assess students' ability to respond to specific production and creative requirements often simulating real-world and industry demands. Students will have specific timelines to problem solve, envision and create projects for different audio contexts.

Oral presentations (e.g. posters, pitch projects, etc) assess students' subject knowledge and understanding, as well as their ability to communicate what they know orally and visually. When delivered by groups of students, they also test students' ability to work effectively as members of a team. When delivered individually, presentations enable students to express their individual insights and independent research. Presentations involving slides, audio and video examples also assess students' competencies in utilising multi-media to support their verbal communication.

Demonstrations and simulations to test studio-based modules. These seek to evaluate technical skills

through the simulation of real-life sound design and production scenarios. Physical hands-on interaction with studio equipment and software provides an indication of student competency with a range of technologies.

Reflective Diaries - these encourage the student to reflect on their unique and individual contributions to the planning of an event or festival, or work placement opportunity. These diaries document the students' learning journey over a period of time and assess their ability to reflect, articulate and evaluate experiences which are unique and personal to them.

Reports - These assess the students' ability to recount the actions and steps involved in creating project/practical work, and to follow standard report making formats. Report writing in Music Production with Business Management takes place in tandem with creative project work and enables the students to reveal and communicate their creative process, thus this assesses the students' ability to articulate coherently their tacit knowledge.

Business Simulation Exercise, where students compete among themselves in groups in weekly business simulation games to deepen their understanding of the module and provide them with opportunities to apply the theories, models, and strategies in close to a real-life situation.

Final Year Project, including options to present a music production and sound design portfolio or write a dissertation of chosen music production topic. Final Year Projects focus on a subject and topic of investigation negotiated with the module lead. Students work closely with their supervisor to produce independent work on an area of student choice.

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)	16.7%	83.3%	0%
Year 2 (Level 5)	17%	83%	0%
Year 3 (Level 6)	15.7%	78.1%	6.3%

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 tutors who are responsible for providing support for learning on the modules for which they are responsible.
- Staff office hours (advertised weekly and by appointment) for one-to-one discussions on any aspect of the course, and email contact.
- The Academic Mentor system which advises students on their academic progress and act of a first point of contact for other issues, including pastoral support.
- Induction meetings at the start of their studies.
- Introductory lectures at the start of each semester.
- Individual and detailed written feedback on all assessments.
- A Student Handbook updated every year.
- Music Production and Sound design website, KLE and TEAM platforms for information such as reading lists,

teaching material, assessments.

- Keele Music Forum events which include guest speakers, master classes, industry talks, career forums, among other relevant activities.
- The University's Student Services provides specialist support, for example, to international students and students with disabilities and/or special educational needs.
- Other support services such as Student Counselling.
- University library stocks and e-journals and resources.
- Opportunities and advice for Study Abroad.
- Additional help with University level study skills is available from Student Services.

The Faculty has a team of Student Experience & Support Officers (SESOs). They are there to provide support for students and students can book an appointment with a SESO at any time. Where there is an issue that Academic Mentor cannot help students with, they may recommend that a meeting is arranged to see a SESO for further follow up.

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.

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.

16. Learning Resources

The Programme offers a comprehensive set of facilities to support a wide range of specialisations.

Teaching takes place in a variety of lecture theatres and tutorial rooms all of which have appropriate audiovisual 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. Microsoft Teams is also used as a method of communication.

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.

Industry-Standard Equipment

All spaces are well equipped with Macintosh workstations and professional-grade monitoring systems. We ensure students have access to the latest technological advancements and gain practical experience with industry-standard tools. This includes provision of a **MacBook lease scheme**, where all students are provided with a brand-new MacBook, loaded with all the necessary software, for the duration of the course. The programme on developing transferable skills valued in the music, media, and entertainment industries.

Facilities

- The Clock House

The Clock House is the home of Music Production. It features recording studios, individual and group rehearsal rooms, a computer lab, a dedicated band rehearsal space, lecture and seminar rooms, staff offices and equipment storage.

The Studios

- The Courtyard Studio:

A brand-new, purpose-built multi-room studio complex for live sound recording, mixing, and mastering.

Facilities include:

- UAD interfaces and software.
- ATC and Genelec monitoring systems up to full Dolby Atmos configuration (7.1.4).
- Outboard from SSL and Empirical Labs amongst others.
- A control room, 2 large live rooms and an isolation booth (VO Booth).
- Large screens in every room for sound effects and Foley recording applications.
- An SSL Nucleus 2 Controller.

- Microphones from Neumann, AKG, Oktava, Sennheiser, Electro-Voice, Coles, Beyer Dynamic and more.
- The Tim Souster Studio:

A creative studio space featuring a control room, live room and an eclectic mix of instruments and hardware.

Facilities include:

- Audient 8024 mixing console.
- Neve pre-amps.
- An Antelope interface.
- Synthesizers including models from Dave Smith Instruments, Yamaha, Roland, Behringer, EMS and more.
- A range of professional outboard including Neve, Warm Audio, Drawmer, Yamaha, SSL and Empirical Labs.
- Microphones from Neumann, AKG, Oktava, Sennheiser, Electro-Voice, Coles, Beyer Dynamic and more.
- Yamaha Disklavier piano, various instruments, full backline and Gretch Drumkit and a CMI Fairlight workstation.
- The Snowdon Studio:

A compact studio ideal for composition, mixing, mastering, and audio-visual work.

- The Alcove Studio:

A compact studio featuring individual workstation and surround sound capabilities for single user or small group editing and sound design.

Computer Lab

- The Studio Garage Lab: A computer lab with iMac workstations, Arturia MIDI controllers and a Genelec surround sound system.

Rehearsal Spaces

- Band Rehearsal Room: A brand-new dedicated space for bands to practice with provided PA and backline equipment.
- Practice Rooms: Six additional practice spaces for individual or small group use.

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. Please note that students cannot take both a Global Challenge Pathway (GCP) and the semester abroad option.

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 who meet external eligibility criteria 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 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.

18. Additional Costs

Additional Costs:

Equipment - studio quality headphones for private sound monitoring (£150)

Optional Costs:

USB Memory Flash Drive (8GB stick) (£5)

US Summer School

There are costs for students opting to take the US Summer School 4-week trip. Estimated maximum total cost (after taking into account Turing scheme funding): £800 for Widening Access students; £1675 for other students.

For a more detailed breakdown:

Estimated maximum cost of £2220 (£950 for flights; £1250 for accommodation; £20 for visa waiver application) to be sourced by student, in addition to usual subsistence costs. Based on 2025 figures, Turing funding is expected to reimburse student costs to a value of approximately £1400 for Widening Access students, and approximately £545 for other students.

Activity	Estimated Cost
Equipment - studio quality headphones for private sound monitoring	£150
USB Memory Flash Drive (8GB stick) (optional)	£5
US Summer School 4-week trip (optional)	£800 for Widening Access students £1675 for other students
Total estimated additional costs including optional costs:	£955-£1830

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/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 Management https://www.qaa.ac.uk/docs/qaa/sbs/sbs-business-and-management-23.pdf?sfvrsn=8370a881_10; Music <https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-music>

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

21. Annex - International Year

Music Production with Business Management with International Year

International Year Programme
<p>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.</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 standard programme 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>
International Year Programme Aims
<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"> 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.

In addition, students who complete the International Year will be able to:

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

Music Production with Business Management 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 pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module, (* or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

* We recommend where possible students undertake a placement of between 9 - 12 months on a full-time basis to maximize academic and personal growth. However, the Work Placement Year mandates a minimum of 24 weeks in duration, ideally on a full-time basis, but no less than 21 hours per week. This enables those undertaking an unpaid placement to work on a part-time basis alongside.

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 between Years 2 and 3 of their degree programme
2. Enhanced employability
3. A professional CV and portfolio that they can use when applying for employment (see below)

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. Understand the variety of ways in which skills developed during the study of Humanities subjects can be deployed in non-academic contexts
2. Assess their own strengths and weaknesses in an employment context through a SWOT analysis, design learning outcomes, and reflect on their own progress throughout the module
3. Articulate their placement experiences effectively and reflect on their enhanced skill set in front of an audience, using visual aids
4. Understand the aims and priorities, as well as the strengths and possible limitations, of an external organisation and design and complete activities/projects/materials that recognise and support these
5. Reflect on and critically evaluate their learning from the work placement, showing evidence that they have researched their sector and evaluated the effectiveness of their activities with this in mind.

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (ENG-30090) which involves:

1. Supporting students in locating and securing a relevant work placement in any workplace where the research, analytical, and communication skills as a developed part of a Humanities degree can be used
2. Students completing a SWOT analysis (strengths, weaknesses, opportunities and threats) at the beginning of the placement, reflecting on their employability skills in terms of their assessment of sector skill demands. This will be used to create Intended Placement Outcomes and contribute to Continuing Professional Development. The action plan will be negotiated and agreed by the student, module convenor and employer.
3. Students creating a professional CV and portfolio that can be used when seeking employment after graduation
4. Students completing a 15-20 minute presentation in June/July, critically reflecting on the activities/projects they have completed so far, and the skills they have learned/developed. The audience will primarily be other students on this module, to ensure shared experiences and to create connections in preparation for returning to Keele for third year (Level 6)
5. Students developing a heightened awareness of the various ways in which their knowledge and skills can be utilised in real-world situations

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 (ENG-30090)
- 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.

Version History

This document

Date Approved: 15 August 2025

What's Changed

Specifying 'optional costs' in 'Additional Costs'

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2025/26	EDWARD MCCAULEY	10 April 2025	