

Programme Specification: Undergraduate

For Academic Year 2024/25

1. Course Summary

Names of programme and award title(s)	BSc (Hons) Business Management and Accounting BSc (Hons) Business Management and Accounting with International Year (see Annex for details) BSc (Hons) Business Management and Accounting with Work Placement Year (see Annex for details) BSc (Hons) Business Management and Accounting 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 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)	This programme is accredited by Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA) and The Chartered Institute of Public Finance and Accountancy (CIPFA) - for further details see the section on Accreditation
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Fee for 2024/25 is £9,250*</p> <p>International students:</p> <p>Fee for 2024/25 is £21,900**</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 6 (Year 3) students in 2026/27. Level 4 and 5 (Year 1 and 2) students should refer instead to the document labelled '2026/27'.

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 Business Management and Accounting Programme is a Single Honours Degree that enables students to specialise in accountancy within the broader context of studying business management. Whilst Business Management and Accounting are strongly vocational subjects, they draw upon principles from a range of the social sciences, including economics, law, marketing and human resource management; as well as subjects such as mathematics and computing. The degree will enable students to develop their knowledge and understanding across these disciplines. Business Management and Accounting provide essential knowledge for the understanding of business behaviour, accounting and management strategy and corporate performance across different forms of organisation. The programme is designed to provide a broad undergraduate education but will be especially useful for students seeking a rewarding career in accountancy or management.

The Business Management and Accounting Single Honours Programme is taught by academics across disciplines within the Keele Business School. The strength of the course at Keele University is that it offers students the opportunity to gain a firm grounding in accountancy and management, whilst allowing them to tailor their studies to their individual requirements through a series of options offered within the School. As well as developing subject specific skills, this programme will equip students with a wide range of transferable skills enabling them to undertake research, work independently or in a group, manage their time efficiently, interpret and evaluate information and develop their communication and writing skills. All these skills are highly valued by prospective employers. The programme provides a broad-based education that will prepare students for a wide range of careers or for progression to higher degrees in business related disciplines. The programme is academically rigorous, and delivered in a supportive but challenging learning environment that provides sound foundations that enable students to acquire a range of skills that are highly relevant for either subsequent careers or further study.

Accounting in more detail

Accounting is a satisfyingly progressive area of study, starting with the core principles of financial and management accounting, the logical and methodical preparation of financial statements, building upon these to intermediate and advanced levels to be in a position to provide advice and opinion in critical decision making. The study and research of specialist topics such as law, taxation, audit and the contemporary area of governance and social responsibility provides breadth and a real world / live link between study and the business world.

Business Management in more detail

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

The four year options: Work Placement, Entrepreneurship and International Year

The four-year Placement option provides students with the opportunity to undertake a year-long professionally focused placement (minimum 30 weeks full-time (1,050 hours) or equivalent) between Levels 5 and 6 of their degree programme in a sector relevant to their degree. Students will gain substantial experience of a professional working environment relevant to their future career aspirations allowing for familiarisation of professional practice, enhanced skill development, and reflection upon programme content.

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

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

4. Aims of the programme

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

- Acquire knowledge and understanding of the design, operation and validation of accounting and financial systems and how they are affected by individuals, organisations, markets and society.
- Understand, evaluate and critically reflect on a range of concepts, theories and techniques relevant to contemporary developments in management and accounting.
- Develop an understanding of professional practice in the areas of accountancy and business management.
- Become familiar with the features of organisations and evaluate how they respond to external developments.
- Acquire a critical understanding of the role and impact of organisation's activities in society, including the responsibilities and challenges that can arise in a variety of sectors.
- Develop the 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.
- Acquire a range of relevant key skills (such as communication, working with others, self-improvement and problem solving) in preparation for employment or further study.
- Develop familiarity with suitable scholarship techniques, the methods of social scientific research and the limitations of different methodologies.
- Acquire knowledge of the main quantitative methods of research in accounting and the ability to use professional software tools for the analysis of real business data.

5. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

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

- Key accounting and finance concepts, theoretical foundations and their practical applications within a business and social context.
- Organisations, the changing environment in which they operate and how they are managed.
- The activity and impacts of managers and the people they employ, their operations, business policy, ethics and strategies.
- Issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change.
- A variety of theory-based and model-based analytical methods in accounting.

Subject specific skills

Successful students will be able to:

- Utilise a range of tools to prepare, analyse and interpret relevant accounting data.
- Read and interpret financial information.
- Utilise a range of tools, including verbal, graphical, and mathematical representation of ideas in accounting, and the capability to manipulate and interpret relevant accounting data.
- Conduct critical analysis of accounting methods and procedures.
- Utilise a variety of theories to analyse developments in the management of organisations.
- Utilise a variety of methods of communicating ideas in management including graphical, poster-based, and essay exposition.
- Apply logical reasoning based on knowledge of management and accounting to a variety of theoretical and

- applied topics and problems.
- Organise, present and analyse data using a methodology appropriate to social research.
- Frame a research problem, deciding upon the quality and limitations of a given approach.
- Make non-trivial and independent use of professional software tools.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Communicate using a variety of medium to a range of audiences.
- Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.
- Work with numerical data from a wide range of sources.
- Work effectively with information technology, literature searches and library resources.
- Demonstrate effective skills in problem-solving.
- Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills.

Keele Graduate Attributes

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, environmental 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:

- **Traditional lectures** accompanied by suggested reading for independent study, intended to provide a core framework of subject knowledge on which a systematic understanding of major principles can be built. Some lecture classes may feature activities such as mock auctions, quizzes that involve voting, or other interactive activities
- **Tutor-led seminars** where students contribute to or lead a discussion on key topics or make a presentation on a specific point so as to develop critical thinking and permit the reflective individual expression of that core understanding
- **Problem-based tutorials** (often based on scenarios rooted in the real world) in which students are expected to offer answers or solutions to previously provided problems but which also offer opportunity for students to direct specific questions to tutors and develop better understanding of the issues in question. These tutorials enable students to acquire and refine key accounting skills
- **Practical, computer laboratory based classes** where students acquire the hands-on skills associated with describing, analysing and interpreting business data
- **Directed independent study** where students are referred to specific materials or asked to research and find information independently, which may extend to undertaking an independent research project under the supervision of an experienced tutor. Other opportunities for directed independent study are available in our computer laboratories which are equipped with Bloomberg information terminals and Sage accounting software, allowing students to interact with real world data and situations.
- Students may undertake **Web-based self-study** exercises using the University's virtual learning environment (KLE). The KLE gives students easy access to a wide range of resources and research tools and permits the use of online discussion, quizzes and 'blogs' in teaching and learning whilst permitting students to develop improved IT knowledge
- In addition, students who complete the placement programme will conduct a **skills audit** in relation to their 'fit' to sector skill demands, whilst critically evaluating their learning from the placement context

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Academic Mentors or module lecturers on a one-to-one basis.

7. Teaching Staff

Teaching staff comprise of professors, senior lecturers, lecturers, senior teaching fellows and teaching fellows. All team members maintain a strong commitment to excellence and innovation in teaching and scholarly work. Many staff are active in research, presenting and publishing academic papers at national and international conferences, achieving publication in internationally ranked journals, this ensures that teaching is informed by research and continually updated. Practitioners are also represented within the teaching team with professionally qualified accountants and business leaders sharing their knowledge and experience with students.

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

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

8. What is the structure of the Programme?

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

There are 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 Levels 4 and 5. At Level 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 year 1, 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 Language Centre option modules available to you please visit the following webpages.

For Level 4 and 5 students please visit: <https://www.keele.ac.uk/study/languagecentre/languagecentreoptions/>

For 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 5	60	60	60
Level 6	90	30	30

Module Lists

Level 5

Compulsory modules	Module Code	Credits	Period
Cost and Management Accounting	MAN-20049	15	Semester 1
Organisational Behaviour	MAN-20055	15	Semester 1
Intermediate Financial Accounting	MAN-20051	15	Semester 2
Operations and Quality Management	MAN-20053	15	Semester 2

Optional modules	Module Code	Credits	Period
Finance I	ECO-20007	15	Semester 1
Statistics with Bloomberg	ECO-20049	15	Semester 1
Taxation (Personal)	MAN-20121	15	Semester 1
Introduction to Econometrics	ECO-20042	15	Semester 2
Corporate Governance and Social Responsibility	MAN-20082	15	Semester 2
International Supply Chain Management	MAN-20083	15	Semester 2
Social Enterprise and Alternative Organising	MAN-20093	15	Semester 2
Taxation (Business)	MAN-20123	15	Semester 2
Professional Academic Development 2	MAN-20199	15	Semester 2

Level 5 Module Rules

1. ENL-90003: Open only to non-native speakers of English on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
2. ENL-90004 Academic English for Business Students (Part 2): open only to NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
3. Language modules: You can enrol on a Modern Language module (Semester 1 or Semester 2).
4. MAN-20199 Professional development: Recommended for those wishing to take a Placement Year.
5. ECO-20049 Statistics with Bloomberg: Prerequisite ECO-10027 Quantitative Methods II AND required for those wishing to take ECO-20042 Introduction to Econometrics.
6. MAN-20093 Social Enterprise and Alternative Organising: Prerequisite MAN-10018 Management in Context

7. ECO-20042 Introduction to Econometrics: Prerequisite ECO-10027 Quantitative Methods II AND ECO-20049 Statistics with Bloomberg.

8. MAN-20123 Taxation (Business): Prerequisite MAN-20121 Taxation (Personal)

9. ECO-20007 Finance 1: Prerequisite ECO-10027 Quantitative Methods II

10. MAN-20123 Taxation (Business): Prerequisite MAN-20121 Taxation (Personal)

Optional module selection:

- in Semester 1 choose one of MAN-20090 Professional development, ECO-20049 Statistics with Bloomberg or MAN-20121 Taxation (Personal)
- Semester 2 choose one optional module

If students choose not to continue with their global challenge pathway (GCP) they will need to choose an alternative 15 credits option module.

The following option modules count towards Accounting professional body accreditation: MAN-20121 Taxation (Personal), MAN-20123 Taxation (Business) * this is subject to change

For students undertaking a four-year version of the programme, the work placement, entrepreneurship year or international year options are taken between the second and third years of the programme. The work placement year encourages reflection on programme content from the first two years and represents a chance to put programme material into practice. Summaries of the International Year, Work Placement Year and Entrepreneurship Year are provided in the Annexes to this document.

Level 6

Compulsory modules	Module Code	Credits	Period
Advanced Financial Reporting	MAN-30041	15	Semester 1
Management Accounting	MAN-30045	15	Semester 1
Business Strategy	MAN-30048	15	Semester 1
Analysing Company Performance ISP	MAN-30064	15	Semester 2
The Audit Framework (30 credits)	MAN-30091	30	Semester 2

Optional modules	Module Code	Credits	Period
International Finance	ECO-30037	15	Semester 1
Investment Management	ECO-30053	15	Semester 1
Academic English for Business Students (2)	ENL-90004	15	Semester 1
Advanced Business English Communication	ENL-90005	15	Semester 1
Advanced Business English Communication	ENL-90005	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Academic English for Business Students (2)	ENL-90004	15	Semester 1-2
Advanced Management Accounting	MAN-30046	15	Semester 2
Managing International Projects	MAN-30065	15	Semester 2
Enterprise Business Plan	MAN-30070	15	Semester 2
The Political Economy of Trade Relations	MAN-30111	15	Semester 2

Level 6 Module Rules

1. ENL-90003: Open only to non-native speakers of English on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
2. ENL-90004 Academic English for Business Students (2): Open only to NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
3. ENL-90005 Advanced Business English Communication: Open only to THIRD-YEAR NON-NATIVE SPEAKERS OF ENGLISH on recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.
4. Language modules: You can enrol on a Modern Language module (Semester 1 or Semester 2).
5. ECO-30053 investment Management: Prerequisite ECO-20007 Finance 1

The following modules count towards accreditation: MAN-30045, MAN-30041, MAN-30039 and MAN-30046 * this is subject to change

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 5

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
The key accounting and finance concepts and their applications to a wider business and social context	Cost and Management Accounting - MAN-20049 Intermediate Financial Accounting - MAN-20051
Organisations, the changing environment in which they operate and how they are managed	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055
The activity and impacts of managers and the people they employ, their operations, business policy, ethics and strategies	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055
Issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055
Conceptual and theoretical foundations of modern accounting and finance in an international context	Intermediate Financial Accounting - MAN-20051

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Utilise a range of tools, including verbal, graphical, and mathematical	Cost and Management Accounting - MAN-20049 Intermediate Financial Accounting - MAN-20051
Conduct critical analysis of accounting methods and procedures	Intermediate Financial Accounting - MAN-20051
Read and interpret financial information	Cost and Management Accounting - MAN-20049 Intermediate Financial Accounting - MAN-20051
Representation of ideas in accounting and the capability to manipulate and interpret relevant accounting data	Cost and Management Accounting - MAN-20049 Intermediate Financial Accounting - MAN-20051
Utilise a variety of theories to analyse developments in the management of organisations	Organisational Behaviour - MAN-20055
Utilise a variety of methods of communicating ideas in management including graphical, poster-based, and essay exposition	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055
Apply logical reasoning based on knowledge of management and accounting to a variety of theoretical and applied topics and problems	All compulsory modules at this level
Organise, present and analyse data using a methodology appropriate to social research	All compulsory modules at this level
Frame a research problem, deciding upon the quality and limitations of a given approach	Operations and Quality Management - MAN-20053 Organisational Behaviour - MAN-20055
Make non-trivial and independent use of professional software tools	Intermediate Financial Accounting - MAN-20051

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 compulsory modules at this level
Work effectively both as an individual and as part of a group or a team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects	All compulsory modules at this level
Work with numerical data from a wide range of sources	Intermediate Financial Accounting - MAN-20051
Work effectively with information technology, literature searches, library resources	All compulsory modules at this level
Demonstrate effective skills in problem-solving	All compulsory modules at this level
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	All compulsory modules at this level

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
The key accounting and finance concepts and their applications to a wider business and social context	Advanced Financial Reporting - MAN-30041 Management Accounting - MAN-30045 Advanced Management Accounting - MAN-30046 Analysing Company Performance ISP - MAN-30064
Organisations, the changing environment in which they operate and how they are managed	Business Strategy - MAN-30048
The activity and impacts of managers and the people they employ, their operations, business policy, ethics and strategies	Business Strategy - MAN-30048
Issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Business Strategy - MAN-30048
A variety of theory-based and model-based analytical methods in accounting	Advanced Financial Reporting - MAN-30041 Management Accounting - MAN-30045
Conceptual and theoretical foundations of modern accounting in an international context	Advanced Financial Reporting - MAN-30041 Management Accounting - MAN-30045

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Utilise a range of tools, including verbal, graphical, and mathematical	Advanced Financial Reporting - MAN-30041 Management Accounting - MAN-30045 Analysing Company Performance ISP - MAN-30064
Read and interpret financial information	Advanced Financial Reporting - MAN-30041 Management Accounting - MAN-30045 Analysing Company Performance ISP - MAN-30064
Represent ideas in accounting and demonstrate the capability to manipulate and interpret relevant accounting data	Advanced Financial Reporting - MAN-30041 Management Accounting - MAN-30045 Analysing Company Performance ISP - MAN-30064
Conduct critical analysis of accounting methods and procedures	Advanced Financial Reporting - MAN-30041 Management Accounting - MAN-30045 Advanced Management Accounting - MAN-30046 Analysing Company Performance ISP - MAN-30064
Utilise a variety of theories to analyse developments in the management of organisations	Business Strategy - MAN-30048
Utilise a variety of methods of communicating ideas in management including graphical, poster-based, and essay exposition	Business Strategy - MAN-30048
Apply logical reasoning based on knowledge of management and accounting to a variety of theoretical and applied topics and problems	Business Strategy - MAN-30048
Organise, present and analyse data using a methodology appropriate to social research	Business Strategy - MAN-30048
Frame a research problem, deciding upon the quality and limitations of a given approach	Business Strategy - MAN-30048
Make non-trivial and independent use of professional software tools	Analysing Company Performance ISP - MAN-30064

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 compulsory modules at this level
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	Analysing Company Performance ISP - MAN-30064
Work with numerical data from a wide range of sources	Advanced Financial Reporting - MAN-30041 Management Accounting - MAN-30045 Analysing Company Performance ISP - MAN-30064
Work effectively with information technology, literature searches, library resources	All compulsory modules at this level
Demonstrate effective skills in problem-solving	All compulsory modules at this level
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	All compulsory modules at this level

9. Final and intermediate awards

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

Honours Degree BSc (Hons) Business Management and Accounting	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. *An exemption applies for students transferring from a Combined Honours programme - see point 3.4 here: https://www.keele.ac.uk/regulations/regulationc3/
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 non-credit bearing module covering the entrepreneurship year in order to graduate with a named degree including the 'with Entrepreneurship Year' wording. Students who do not complete, or fail the entrepreneurship year, will be transferred to the three-year version of the programme.

10. How is the Programme Assessed?

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

- **Essays** including those based on case study material, test the quality and application of subject knowledge. In addition they allow you to demonstrate your ability to carry out basic bibliographic research and to communicate your ideas effectively in writing in an appropriate scholarly style using the Harvard system of referencing. Essays may be individual or based on working in a group and may also include a computational aspect
- **Class tests** taken either conventionally or online via the Keele Learning Environment (KLE) as Computer based tests assess your subject knowledge and your ability to apply it in a more structured and focused way compared to essays
- **Final examinations**, in different formats, test your knowledge and understanding of the module. Examinations may consist of essay, short answer, multiple choice questions and computational answers depending on the module
- **Individual report**, where you produce a document that sets out your response to the task, including your recommendations and conclusions
- **Group report**, where you collaborate with a group of fellow students and produce a document that sets out the response to the task, including the recommendations and conclusions
- **Group presentation**, where you collaborate with a group of fellow students and present your findings to other students on the module and the module tutor
- **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)	16.2%	83.8%	0%
Year 2 (Level 5)	15.9%	84.1%	0%
Year 3 (Level 6)	16%	84%	0%

12. Accreditation

This programme is accredited by the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Management Accountants (CIMA) and the Chartered Institute of Public Finance and Accountancy (CIPFA) and offers number of important exemptions from professional exams. Please note the following:

Module Selection: Some of our modules offer partial accreditation. The School is in the process of reviewing the accreditation requirements from various bodies and a list of the modules that cover them will be made available to students via the Keele Business School office.

If not all modules are passed then exemptions may be reduced. In the case of CIMA exemptions it should be noted that a minimum mark of 35% must be obtained on all assessments for a module (as well as an overall module mark of 40% minimum) otherwise exemptions may be restricted.

Study abroad: Because studying abroad has potential implications for the above accreditations of the Business Management and Accounting Single Honours degree, students wishing to Study Abroad must discuss this in advance with the Keele Business School 'Study Abroad tutor' to identify and agree whether any supplementary teaching will be required to ensure their eligibility for these accreditations.

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/>

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

A student is not allowed to study both the International Year option and the Work Placement Year or Entrepreneurship Year option.

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

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:

15. How are students supported on the programme?

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

- Module tutors are responsible for providing support for learning on the modules. They also give individual feedback on module assessments and more general feedback on examinations.
- Every student is allocated to an Academic Mentor who is responsible for reviewing and advising on students' academic progress.
- Academic Mentors also act as a first point of contact for students on non-academic issues that may affect their learning and can refer students on to a range of specialist health, welfare and financial services co-ordinated by the University's Student Services.
- Student Voice Representatives - provide a focus for issues at module and year level to be raised.
- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.
- All members of teaching staff on the Business Management and Accounting Programme are available to see students during office hours, if available, and by appointment.

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

16. Learning Resources

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

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

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

Professional body syllabi text books are available in the University library and students are encouraged to engage with regular events organised with professional bodies.

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.

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.

Enhanced Degree: With Language Competency/With Advanced Language Competency

Students successfully completing a series of language elective modules have the opportunity to gain an enhanced degree title including their language competency. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing minimum stage 6 in the chosen language, will be awarded an enhanced degree title with the designation 'with competency in [Language]'. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing stage 10 in the chosen language, will be awarded an enhanced degree title with the designation 'with advanced competency in [Language]'.

18. Additional Costs

Work Placement Year Costs

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

Activity	Estimated Cost
Other additional costs- optional professional body	£20
Total estimated additional costs	£20

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

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this 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 (2016) and Business and Management (2015)

http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-accounting-16.pdf?sfvrsn=b4f8f781_14

http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-management-15.pdf?sfvrsn=c7e1f781_8

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

d. For ACCA: Students can check their exemptions at: <http://www.accaglobal.com/us/en/help/exemptions-calculator.html>

e. For CIMA: Students can check their exemptions at: <http://www.cimaglobal.com/Starting-CIMA/Starting-CIMA/Exemptions/Exemption-Search/Keele-University-122/>

f. For CIPFA: Students can check their exemptions

at: http://www.cipfa.org/qualifications/students/exemptions#collapse_8fe32341487f494d8c5d5a0ee9a76ef9

21. Annex - International Year

Business Management and Accounting 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. Understand and apply new Business Management and Accounting practices appropriate to the location of international study.
5. Converse in the technical language of the Business Management and Accounting and solve problems in different cultural and economic environments.

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

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

Business Management and Accounting 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

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, (* 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.

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)
- General Aptitude (to be demonstrated by application(s) to relevant placement providers with prior agreement from the Programme Lead, 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 Lead)
- Students undertaking work placements will be expected to complete a Health and Safety checklist prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.
- (*International students only*) Due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

Students may not register for the Work Placement Year if already enrolled on either the International Year and an Entrepreneurship Year.

Student Support

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

- Students are responsible for securing their own placement, however our dedicated Student Placement Officer is able to support student job searches, and will also network with a range of employers in order to source suitable opportunities.
- Support includes one to one appointments, group sessions, weekly placement bulletins, and job application and interview preparation (CV reviews, mock interviews etc.).
- Students are supported throughout their placement by the administrative lead and academic lead of the placement module. There is regular contact between the University, the student and the employer throughout the placement. A key element within the placement year is a visit that usually takes place mid-way through the placement and it is undertaken by a staff member of Keele Business School. Students also have access to various guides in terms of their assessment via KLE as well as the opportunity for 1-2-1 virtual meetings with the academic lead to discuss their progress.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'with Work Placement Year' option will be able to:

- 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:

- 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)

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

Business Management and Accounting with Entrepreneurship Year

Entrepreneurship Year summary

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

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

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

Entrepreneurship Year Programme Aims

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

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

Entry Requirements for the Entrepreneurship Year

Students have the opportunity to apply directly for the 4-year 'with entrepreneurship year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the entrepreneurship. Students who fail to pass the entrepreneurship year, and those who fail to meet the minimum requirements of the entrepreneurship year module (minimum 30 weeks full time (1,050 hours), or equivalent activity within the incubator), will be automatically transferred onto the 3-year degree programme. The criteria to be applied are:

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

Students may not register for Entrepreneurship Year if already enrolled on either the International Year or a Work Placement Year.

Student Support

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

- Students are supported throughout the year by the administrative lead and academic lead of the entrepreneurship module. There will also be a programme of support offered by the Entrepreneurs in Residence.
- Students also have access to various guides in terms of their assessment via KLE as well as the opportunity for 1-2-1 meetings with the academic lead to discuss their progress.

Learning Outcomes

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

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

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

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

Regulations

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

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

Students will be expected to behave professionally in terms of:

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

Additional costs for the Entrepreneurship Year

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

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

Version History

This document

Date Approved: 10 April 2026

What's Changed

Version for 2026/27 at Level 6 (no changes)

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	TRACY CLEWLOW	30 May 2024	
1	2023/24	TRACY CLEWLOW	08 February 2023	