

Programme Specification: Undergraduate

For Academic Year 2024/25

1. Course Summary

Names of programme and award title(s)	BSc (Hons) Business Management and Human Resources BSc (Hons) Business Management and Human Resources with International Year (see Annex for details) BSc (Hons) Business Management and Human Resources with Work Placement Year (see Annex for details) BSc (Hons) Business Management and Human Resources 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 the Chartered Institute of Personnel and Development (CIPD) - 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 only in 2026/27. Level 4 (Year 1) and L5 (Year 2) students should refer instead to the BA (Hons) Business Management with Human Resources programme documentation.

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 Human Resources Programme is a Single Honours Degree that enables students to study Human Resource Management within the broader context of studying business and management. The Business Management and Human Resources Programme at Keele offers a unique insight into Business and Human Resource Management and Employment Relations by a main provider of courses in HRM in the UK. The programme is designed to promote students' ability to engage either in graduate employment, in HR or in business more generally, or to undertake further postgraduate study in Human Resource Management, Business Management and related subjects. Both subjects are established, key Social Science disciplines which possess a clear and coherent intellectual structure that engages with a broad range of other subjects, including international business, environmental science, politics, psychology, law and sociology.

The Single Honours programme is delivered by Keele Business School and has been developed from our commitment to the responsibilities of business and their managers to wider social improvement. As a signatory to the Principles of Responsible Management Education (PRME), we promote reflection on a broad range of issues that have informed research interests here for over 20 years, including the promotion of gender equality, developing socially responsible practices and respect for difference and diversity. Our undergraduate programme is taught by colleagues from across the school and exposes students to new areas of research and development in the discipline as well as to the foundations of business and human resource management.

The programme is academically rigorous, and delivered in a challenging but supportive learning environment that provides sound foundations, enabling students to acquire a range of skills that are highly relevant for either subsequent careers or further study.

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 levels 5 and 6 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 Management relevant to both international and home settings.

4. Aims of the programme

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

- Think, talk, and write about Business Management and Human Resources in a systematic way, drawing on the intellectual traditions and scholarly methods of social sciences.
- Understand, evaluate and critically reflect on a range of concepts, theories and techniques relevant to contemporary developments in management.
- Understand, evaluate and apply a range of theories about the nature of the task of managing people at work.
- Appreciate the theory and empirical reality of Business Management and Human Resources in its historical,

social, political, legal and economic contexts.

- Develop an ability to draw from relevant complementary disciplines in order to explore and better understand organisations and work.
- 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 a critical understanding of the nature and development of Business Management and Human Resources, including managerial practices and worker organisation.
- 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.
- Become familiar with the main quantitative and qualitative methods of social scientific research used in the collection and analysis of employment 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:

- The contested nature of the employment relationship and its regulation.
- The main processes and actors in the regulation of the employment relationship.
- HRM theories and concepts and their relevance to organisations.
- Historical, social, political, legal and economic contexts of Business Management and Human Resources.
- 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.

Subject specific skills

Successful students will be able to:

- Describe and evaluate the application of key concepts and theoretical approaches to a range of contemporary problems in the management of labour and organisations.
- Explain and analyse the impact of social inequality and diversity and the significance of the historical, social, political, legal and economic contexts on the management of labour and the response of labour.
- Critically evaluate the effectiveness of current Business Management and Human Resources strategies and policies within organisations, and recommend enhanced strategies and policies.
- Assess and present the conclusions of theoretical and empirical work in Business Management and Human Resources to a range of audiences and in a variety of appropriate formats.
- Frame a research problem in the management of organisations and labour, deciding upon the factors that may be considered relevant to the purpose of the research.
- 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 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.

Key or transferable skills (including employability skills)

Successful students will be able to:

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

Keele Graduate Attributes

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:

- **Interactive 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. Lecture classes may feature activities such group discussions, 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 subject 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 Mentor or module lecturers on a one-to-one basis.

7. Teaching Staff

The programme is taught by highly qualified staff with specialist qualifications in a range of business and management subjects. Most staff members have teaching qualifications and those that do not are actively working to attain them. A majority of staff have PhD qualifications and a number have professional qualifications. All members of staff seek to ensure that module content represents up to date standards and legislation and reflects current relevant research, including the results of their own research.

The school maintains a strong commitment to excellence and innovation in teaching and research. Teaching is informed by research with teaching staff presenting and publishing academic papers at national and international conferences, in books and in internationally ranked journals.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme

depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

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

8. What is the structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from course to course, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April/early May. 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. 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/languagecentroptions/>

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

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

Year	Compulsory	Optional	
		Min	Max
Level 6	60	60	60

Module Lists

Level 6

Compulsory modules	Module Code	Credits	Period
Employee Development	HRM-30029	15	Semester 1
Pay and Performance Management	HRM-31119	15	Semester 1
Researching Contemporary Issues in HRM - ISP	HRM-31120	15	Semester 2
Enterprise Business Plan	MAN-30070	15	Semester 2

Optional modules	Module Code	Credits	Period
Advanced Business English Communication	ENL-90005	15	Semester 1
Business Strategy	MAN-30048	15	Semester 1
Comparative Business Cultures	MAN-30056	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
Labour Economics	ECO-30032	15	Semester 2
Contemporary Issues in Management	MAN-30047	15	Semester 2
Marketing and Globalisation	MAN-30060	15	Semester 2
Managing International Projects	MAN-30065	15	Semester 2

Level 6 Module Rules

1. HRM-31119 Pay and Performance Management: Students must have completed Year 1 module Foundations of HRM (HRM-10007) or Year 2 modules Employment Relations (HRM-20018) or Managing Human Resources (HRM-20015) as a pre-requisite.

2. HRM-31120 Researching Contemporary Issues in HRM - ISP: Pre-requisites: Managing Human Resources (HRM-20015) and/or Employee Resourcing (HRM-20017)

3. ECO-30032 Labour Economics: Pre-requisites: Introductory Microeconomics (ECO-10028) or equivalent; Introduction to Econometrics (ECO-20042) or equivalent.

4. ENL-90003 Academic English for Business Students (Part 1): 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.

5. 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.

6. ENL-90005 Advanced Business English Communication: Open only to THIRD-YEAR NON-NATIVE SPEAKERS OF ENGLISH on successful completion of AEB2 or EAP4; or AEB1 or EAP3 with a score of over 56%; or equivalent. Cannot be taken with other ENL- module (English Language module) in the same academic year.

7. MAN-30048 Business Strategy: Prerequisites: MAN-10018 Management in Context

Language modules: You can enrol on a Modern Language module (Semester 1 or Semester 2).

Optional module selection:

- Choose a minimum of 15 credits and a maximum of 30 credits from Semester 1 optional modules and a minimum of 15 credits and a maximum of 30 credits from Semester 2 optional modules

The following L6 modules are required for CIPD accreditation: HRM-30029, HRM-31119 and HRM-31120.

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.

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 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 modules at this level
Work effectively with information technology, literature searches, library resources	All modules at this level
Demonstrate effective skills in problem-solving	All 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 modules at this level

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
The contested nature of the employment relationship and its regulation.	Researching Contemporary Issues in HRM - ISP - HRM-31120 Researching Contemporary Issues in HRM - ISP
Human Resource Management theories and concepts and their relevance to organisations.	Employee Development - HRM-30029 Pay and Performance Management - HRM-31119 Researching Contemporary Issues in HRM - ISP - HRM-31120 Employee Development Pay and Performance Management Researching Contemporary Issues in HRM - ISP
Organisations, the changing environment in which they operate and how they are managed	All compulsory modules at this level
The activity and impacts of managers and the people they employ, their operations, business policy, ethics and strategies	Pay and Performance Management - HRM-31119 Researching Contemporary Issues in HRM - ISP - HRM-31120 Pay and Performance Management Researching Contemporary Issues in HRM - ISP
Issues familiar to social science that affect or influence the business environment such as globalisation, diversity, ethical or responsible business practice and technological change	Researching Contemporary Issues in HRM - ISP - HRM-31120 Researching Contemporary Issues in HRM - ISP All compulsory modules at this level

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Describe and evaluate the application of key concepts and theoretical approaches to a range of contemporary problems in the management of labour and organisations.	Researching Contemporary Issues in HRM - ISP - HRM-31120 Researching Contemporary Issues in HRM - ISP All compulsory modules at this level
Critically evaluate the effectiveness of current Business Management and Human Resources strategies and policies within organisations, and recommend enhanced strategies and policies.	All compulsory modules at this level
Assess and present the conclusions of theoretical and empirical work in Business Management and Human Resources to a range of audiences and in a variety of appropriate formats.	Pay and Performance Management - HRM-31119 Researching Contemporary Issues in HRM - ISP - HRM-31120 Pay and Performance Management Researching Contemporary Issues in HRM - ISP All compulsory modules at this level
Frame a research problem in the management of organisations and labour, deciding upon the factors that may be considered relevant to the purpose of the research.	Pay and Performance Management - HRM-31119 Researching Contemporary Issues in HRM - ISP - HRM-31120 Pay and Performance Management Researching Contemporary Issues in HRM - ISP
Utilise a variety of theories to analyse developments in the management of organisations	Pay and Performance Management - HRM-31119 Researching Contemporary Issues in HRM - ISP - HRM-31120 Pay and Performance Management Researching Contemporary Issues in HRM - ISP All compulsory modules at this level
Utilise a variety of methods of communicating ideas in management including graphical, poster-based, and essay exposition	Pay and Performance Management - HRM-31119 Researching Contemporary Issues in HRM - ISP - HRM-31120 Enterprise Business Plan - MAN-30070 Pay and Performance Management Researching Contemporary Issues in HRM - ISP
Apply logical reasoning based on knowledge of management to a variety of theoretical and applied topics and problems	Pay and Performance Management - HRM-31119 Researching Contemporary Issues in HRM - ISP - HRM-31120 Pay and Performance Management Researching Contemporary Issues in HRM - ISP
Organise, present and analyse data using a methodology appropriate to social research	Pay and Performance Management - HRM-31119 Researching Contemporary Issues in HRM - ISP - HRM-31120 Pay and Performance Management Researching Contemporary Issues in HRM - ISP All compulsory modules at this level
Frame a research problem, deciding upon the quality and limitations of a given approach	Pay and Performance Management - HRM-31119 Researching Contemporary Issues in HRM - ISP - HRM-31120 Pay and Performance Management Researching Contemporary Issues in HRM - ISP

9. Final and intermediate awards

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

Honours Degree	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 'with 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
- **Reports**, where you produce a document that sets out your response to the task, including your recommendations and conclusions, either individually or in a group
- **Group presentation**, where you collaborate with a group of fellow students and present your findings to other students on the module and the module tutor
- **Portfolios** where you assemble pieces of work to demonstrate your engagement with and understanding of a topic, either individually or in a group
- **Negotiation exercise** helps develop communication and team work skills by engaging with role-play activities that simulate workplace negotiations
- **Work Placement**, (if selected) enables 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 the submission deadline, 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)	15.8%	63.8%	20.4%
Year 2 (Level 5)	16.3%	83.7%	0%
Year 3 (Level 6)	14.8%	85.2%	0%

12. Accreditation

What is CIPD accreditation?

CIPD accreditation is a recognition of the quality and relevance of HR and L&D programmes. It is based on the [CIPD Profession Map](#), which sets the international standard for the skills, knowledge and behaviours required of HR and L&D professionals. CIPD accreditation is highly respected and sought-after by employers, and leads to CIPD membership, depending on the programme level. A university programme can receive CIPD accreditation if it meets the high-quality educational and professional standards set by the CIPD. A CIPD accredited programme is mapped against the CIPD Profession Map and meets the core knowledge and core behaviour criteria for a level of CIPD membership. This means that by studying a CIPD accredited programme as part of your degree, you are aligning yourself with the international standard for the people profession.

Keele University is a CIPD Accredited Programme Provider having mapped their undergraduate provision of HRM related programmes against the core knowledge and core behaviour standards related to the Associate level of CIPD membership. This means that as a student on this programme, to gain accreditation benefits, you will need to join the CIPD as student members during your studies. Upon successful completion of your programme (including meeting the CIPD requirements - see below what we mean by this), and maintaining active membership, students can gain CIPD Associate Membership and be able to use the designatory letters 'Assoc CIPD'. Please note, additional fees apply to join the CIPD as member.

[Check out more information on Membership grades | CIPD](#)

[Explore how to upgrade your membership | CIPD](#)

What does 'on successful completion of your course (including meeting the CIPD requirements)' mean in relation to the advanced membership benefits mentioned above?

It is important to note that the CIPD does not permit compensation or condonement of module marks and also requires that students on CIPD accredited programmes must pass all required assessment(s) in order to pass

CIPD accredited modules.

As a consequence, in order to benefit from the advanced membership benefits that the CIPD accreditation of your programme offers, you must pass all CIPD mapped compulsory modules without compensation or condonement rules applied, and also pass each of the assessments of these modules.

At undergraduate level, these CIPD mapped compulsory modules are:

HRM-20015 Managing Human Resources - Level 5 - 15 credits

HRM-20017 Employee Resourcing - Level 5 - 15 credits

HRM-20018 Employment Relations - Level 5 - 15 credits

HRM-20019 Developing Professional Knowledge and Practice in HRM - Level 5 - 15 credits

HRM-30029 Employee Development - Level 6 - 15 credits

HRM-31119 Pay and Performance Management - Level 6 - 15 credits

HRM-31120 Researching Contemporary Issues in HRM - ISP - Level 6 - 15 credits

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, with no subtest scores below 5.5.

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 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 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 (KLE) 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. Modules might also utilise MS Teams.

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 for students studying related modules.

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. Please also note that spending a semester abroad in their second year of studying will mean that students will not meet the accreditation requirements for advanced membership with the CIPD. Therefore, students are advised to consider the international year option (see below) instead.

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 Opportunities 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. To be eligible for the placement year, students must have a good University attendance record. They must also have passed all Year 1 and Year 2 Semester 1 modules. Students must have met the progression requirements to proceed to their final year of study prior to commencing a placement.

Students wishing to take the 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

Optional costs

There may be optional costs that students can choose to incur to enhance their learning experience. These are

not required to complete the course. Details of these optional costs are outlined below to help you plan accordingly.

Travel/subsistence for client visits or business engagement you choose to undertake.

Discretionary project expenses (e.g. travel for interviews, data purchase).

Optional UK/international study visits (including travel, accommodation, insurance).

Optional professional memberships/certifications, competitions, conferences, and any premium software or equipment you elect to use are also at your own cost. There will also be some cost related to graduation.

Funding or subsidies may occasionally be offered but are not guaranteed and may change from year to year. The School may amend or withdraw optional activities if needed necessary.

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.

The costs stated in this section 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%.

Students may also incur general expenses related to university study, such as for printing, textbooks and other materials. Students who undertake a placement may be responsible for additional costs, such as travel, accommodation, and subsistence costs. For further information, please refer to the [additional costs](#) information.

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 and Management (2015) <https://www.qaa.ac.uk/quality-code/subject-benchmark-statements?indexCatalogue=document-search&searchQuery=business&wordsMode=AllWords>

<https://www.qaa.ac.uk/quality-code/subject-benchmark-statements?indexCatalogue=document-search&searchQuery=business&wordsMode=AllWords>

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

21. Annex - International Year

Business Management and Human Resources 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 MS Teams conversations with Study Abroad tutor, in line with recommended Academic Mentoring meeting points.
- Support from the University's Global Opportunities Team

Learning Outcomes

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

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

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

Regulations

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

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

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

Students are barred from studying any module with significant overlap to the Level 6 modules they will study on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

Additional costs for the International Year

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

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Opportunities 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 Human Resources 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. 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)
- 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 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 Human Resources with Entrepreneurship Year

Entrepreneurship Year summary

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Entrepreneurship' option. Students accepted onto this programme will have an extra year of study (the Entrepreneurship Year) located within the Incubation Hub at Keele after they have completed Year 2 (Level 5) at Keele.

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

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

Entrepreneurship Year Programme Aims

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

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

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

Students will be expected to behave professionally in terms of:

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

Additional costs for the Entrepreneurship Year

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

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

Version History

This document

Date Approved: 10 April 2026

What's Changed

Annual review and revisions

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2024/25	CAROLA WEISSMEYER	06 March 2025	
1.1	2023/24	CAROLA WEISSMEYER	08 September 2023	Additional details in the sections on 'Accreditation' and 'Additional Costs'. Changes are made as part of re-approval process of the programme by the professional body the Chartered Institute of Personnel and Development (CIPD) and to provide an enhanced and more detailed description of the CIPD accreditation and its requirements.
1	2023/24	CAROLA WEISSMEYER	08 February 2023	