

## Programme Specification: Undergraduate

### For Academic Year 2023/24

#### 1. Course Summary

|  |  |
|--|--|
| <b>Names of programme and award title(s)</b>                                   | BSc (Hons) Economics and Finance<br>BSc (Hons) Economics and Finance with International Year (see Annex for details)<br><br>BSc (Hons) Economics and Finance with Work Placement Year (see Annex for details)<br>BSc (Hons) Economics and Finance with Entrepreneurship Year (see Annex for details)   |
| <b>Award type</b>  | Single Honours   |
| <b>Mode of study</b>   | Full-time  |
| <b>Framework of Higher Education Qualification (FHEQ) level of final award</b> | Level 6  |
| <b>Normal length of the programme</b>  | 3 years; 4 years with either the International Year or Placement Year between years 2 and 3  |
| <b>Maximum period of registration</b>  | The normal length as specified above plus 3 years  |
| <b>Location of study</b>   | Keele Campus   |
| <b>Accreditation (if applicable)</b>   | Various modules are accredited by professional bodies such as ACCA (Association of Chartered Certified Accountants) and CIMA (Chartered Institute of Management Accountants) - for further details see the section on Accreditation  |
| <b>Regulator</b>   | Office for Students (OfS)  |
| <b>Tuition Fees</b>  | <p><b>UK students:</b></p> <p>Fee for 2023/24 is £9,250*</p> <p><b>International students:</b></p> <p>Fee for 2023/24 is £19,900**</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 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 Economics and Finance Single Honours programme provides students with a thorough grounding in the twin disciplines of Economics and Finance. Based on a rich theoretical structure, Economics explains the economic behaviour of households, firms and government and covers a wide-range of applications associated with the operation of markets and government policy. Drawing both on Economics and on Accounting, Finance analyses the decision-making of investors (banks, hedge funds, portfolio managers) and the workings of financial markets with a wide range of practical applications. The two disciplines share a lot of common ground and students of this programme will benefit from the complementary perspectives by building more in-depth understanding. The wide range of electives available draw on Economics at large, Financial Economics, Statistics, Accounting, and related disciplines. Both Economics and Finance find extensive applications in a wide-range of real-world problems and policy-related issues related to business behaviour, government policy as well as the world of the financial markets; thus, this degree opens up a wider range of career possibilities in the private/business sector, finance, the public sector, and NGOs.

The Programme is academically rigorous and delivered in a challenging but supportive learning environment. It equips students with a range of skills and capabilities that are highly valued by prospective employers, whilst also providing a firm foundation for those wishing to pursue postgraduate study. In addition to subject-specific knowledge, you will be taught a range of generic, transferable skills such as analytical/critical/reasoning ability, advanced literacy (essay-writing, presentations) and numeracy (statistics, data analysis and presentation), time-management and capacity for independent study. In other words, the degree equips graduates with intellectual, professional and personal resources upon which they can draw throughout their lives.

### **Economics in more detail**

Economics begins from the core principle that economic agents (households, firms) aim to achieve the best outcome for themselves ('utility' or profits) subject to the constraints they face; in other words, they form their 'smartest' behaviour and strategy depending on the economic environment that surrounds them. From this powerful central idea, Economics then builds theories that explain the economic behaviour of households, firms and government; their decisions to spend, produce, invest or hire labour; the determination of market outcomes such as output, inflation, interest rates, the wage rate, the stock market and exchange rates; and the effects of government policies on such outcomes. This framework is applied in a wide range of areas of economic and social life, and this will be reflected in the module choice on offer (see below). You'll learn to use critical reasoning, analytical and mathematical/statistical techniques to address a wide range of real world problems and policy related issues and you will become familiar with professional software tools to analyse and interpret data.

You will study essentials of Economics such as Microeconomics and Macroeconomics at various levels; quantitative, mathematical and statistical methods; options that include Contemporary Issues in Economics, International Finance, Industrial, and Labour Economics. In addition to the other Principal Subject, you will be offered the choice of a wide range of Module from within the Keele Business School as well as others such as languages and other electives offered across the University.

### **Finance in more detail**

Finance is the study of financial markets, institutions and participants, their behaviour, strategies and market outcomes from a variety of perspectives. The study of Finance offered here possesses a clear and coherent intellectual structure based mainly on Economics but also engages with other subjects such as accounting, mathematics, business management, law and others. Based on a theoretical framework, the discipline also makes extensive use of empirical techniques and analysis that find application in a wide-range of practical real-world problems. You will study the decision-making and behaviour of investors and other participants of financial

markets, the functioning of those markets and the effects of government policies and regulation. Finance provides essential knowledge for the understanding of business behaviour, strategy and performance, particularly of financial firms.

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

The four-year Placement Year option provides students with the opportunity to undertake a professionally focused placement, minimum 30 weeks full time (1,050 hours), or equivalent, between Levels 5 and 6 of their degree programme. 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 Year 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 Economics relevant to both international and home settings.

## **4. Aims of the programme**

The programme enables the student to:

- Describe and explain a diverse range of real-world finance and economics phenomena in terms of a small set of unifying principles;
- Understand, evaluate and combine theoretical models and analysis with up-to-date factual knowledge about the economy and business behaviour, both 'real' (i.e., non-financial) and financial;
- Understand, evaluate and combine theoretical and empirical models and analysis with up-to-date factual knowledge about the economy, finance and public policy;
- Develop the knowledge and skills for independent:
  - sophisticated analysis and reasoning using relevant economic and finance concepts and methods;
  - understanding and formulation of proposals concerning practical problems and policies;
  - conduct of your own research exercising appropriate levels of scholarship;
- Acquire knowledge and skills that enable you to develop independence and self-confidence in your own-work and the ability to cooperate with colleagues;
- Become familiar with the main quantitative methods of economic research and develop the ability to use professional software tools for the analysis of real economic and 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:

- Apply economic and related, mainly accounting, reasoning to a variety of topics in the economy, business behaviour, government policy and finance;
- Utilise a variety of theory-based and model-based analytical methods for use in economics or finance;
- Become familiar with a range of methods used for the verbal, graphical, mathematical and econometric representation of economic ideas, and the capability to analyse and interpret relevant economic or financial data.

### **Subject specific skills**

Successful students will be able to:

- Demonstrate familiarity with analytical, quantitative methods and critical ability and their applications in economic and financial problem-solving and decision-making

- Organise, present and analyse data drawing appropriate inference;
- Express themselves clearly, fluently and effectively by writing in a scholarly manner.

## Key or transferable skills (including employability skills)

Successful students will have acquired:

- Effective skills in problem-solving;
- An ability to express themselves and communicate clearly, fluently and effectively in a variety of ways (written as well oral);
- An ability to work effectively with information technology and use spreadsheet software in the analysis of quantitative data;
- An ability to manage their own learning, reflect on and plan their own academic work.

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

- Lectures are the main conduit for the dissemination of subject-based material and lecture-based teaching promotes the associated Learning Outcomes;
- Tutor-led seminars aim to develop students' analytical and critical thinking, give opportunities for problem-solving, presentations and the conduct of teamwork and as such contribute towards the fulfilment of a variety of Learning Outcomes related to subject knowledge, subject-related-skills and generic skill development;

- Computer-based classes (e.g. those held in the Bloomberg terminals) enable students to acquire (subject-related and generic) skills associated with collecting, analysing and interpreting business data;
- Directed independent study in own time, making use of a variety of resources such as own library, Library facilities, the University's virtual learning environment (KLE) and the wider Internet, promotes subject knowledge; subject-related skills such as analytical thinking and problem solving; and generic skills such as self-management, the conduct of independent scholarly and research work, and IT literacy;
- A variety of methods of assessment develop students' ability to express themselves in a scholarly manner, fluently, confidently and in a variety of ways (orally and in writing);
- In addition, students who complete the placement programme will further their subject knowledge and a variety of skills, including self-management, versatility and adaptability in a new environment.

## 7. Teaching Staff

The programme is taught by highly qualified staff with specialist qualifications in economics. All current members of academic staff have doctorates (PhDs or equivalent) in relevant areas and hold (or are completing) qualifications in Teaching and Learning in Higher Education. Membership of the Advance Higher Education is encouraged in KBS, and most members of staff are currently either Fellows, Senior Fellows, or Principal Fellow.

All academic staff are active researchers and scholars whose work has been disseminated in various outlets. This research and scholarship inform the teaching in the programme. This means that we are teaching cutting edge knowledge, with staff often actively researching or practising in that area. Additionally, some of our staff actively research teaching and learning within higher education, so how we teach is also at the forefront of higher education practice.

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. 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 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/>

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 |     | Electives |     |
|---------|------------|----------|-----|-----------|-----|
|         |            | Min      | Max | Min       | Max |
| Level 6 | 60         | 60       | 60  | 0         | 0   |

## Module Lists

### Level 6

| Compulsory modules                | Module Code | Credits | Period     |
|-----------------------------------|-------------|---------|------------|
| Dynamic Macroeconomics            | ECO-30033   | 15      | Semester 1 |
| Advanced Topics in Microeconomics | ECO-30047   | 15      | Semester 1 |
| Investment Management             | ECO-30053   | 15      | Semester 1 |
| Risk Management with Derivatives  | ECO-30048   | 15      | Semester 2 |

| Optional modules                            | Module Code | Credits | Period     |
|---|-------------|---------|------------|
| International Finance                       | ECO-30037   | 15      | Semester 1 |
| Applied Econometrics                        | ECO-30050   | 15      | Semester 1 |
| Academic English for Business Students ( 2) | ENL-90004   | 15      | Semester 1 |
| Advanced Business English Communication     | ENL-90005   | 15      | Semester 1 |
| Labour Economics                            | ECO-30032   | 15      | Semester 2 |
| Industrial Organisation                     | ECO-30046   | 15      | Semester 2 |
| Data Analysis - ISP                         | ECO-30051   | 15      | Semester 2 |
| Analysing Company Performance ISP           | MAN-30064   | 15      | Semester 2 |
| The Political Economy of Trade Relations    | MAN-30111   | 15      | Semester 2 |

### Level 6 Module Rules

1. ECO-30050: Prerequisite: Introduction to Econometrics (ECO-20042)
2. ECO-30051: Prerequisite: Introduction to Econometrics (ECO-20042)
3. ECO-30053: Prerequisite: Finance 1 (ECO-20007)
4. 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.
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 recommendation of the Language Centre. Cannot be taken with other ENL- module (English Language module) in the same academic year.

Optional module selection:

- You MUST take AT LEAST ONE of the following two optional modules: ECO-30032 (Labour Economics) and ECO-30046 (Industrial Organisation)
- You MUST also take ONE of the following Independent Study Project (ISP) modules: ECO-30051 (Data Analysis ISP) and MAN-30064 (Analysing Company Performance ISP)

## 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 6

| <b>Subject Knowledge and Understanding</b>  |  |
|---|--|
| <b>Learning Outcome</b>   | <b>Module in which this is delivered</b>   |
| Apply economic and related, mainly accounting, reasoning to a variety of topics in the economy, business behaviour, government policy and finance;  | Labour Economics - ECO-30032<br>Dynamic Macroeconomics - ECO-30033<br>International Finance - ECO-30037<br>Industrial Organisation - ECO-30046<br>Advanced Topics in Microeconomics - ECO-30047<br>Risk Management with Derivatives - ECO-30048<br>Investment Management - ECO-30053 |
| Utilise a variety of theory-based and model-based analytical methods for use in economics or finance;   | Data Analysis ISP ECO-30051 OR Analysing Company Performance ISP MAN-30064<br>Applied Econometrics ECO-30050   |
| Become familiar with a range of methods used for the verbal, graphical, mathematical and econometric representation of economic ideas, and the capability to analyse and interpret relevant economic or financial data. | Labour Economics - ECO-30032<br>Dynamic Macroeconomics - ECO-30033<br>International Finance - ECO-30037<br>Industrial Organisation - ECO-30046<br>Advanced Topics in Microeconomics - ECO-30047  |

| <b>Subject Specific Skills</b>  |  |
|---|--|
| <b>Learning Outcome</b>   | <b>Module in which this is delivered</b>   |
| Demonstrate familiarity with analytical, quantitative methods and critical ability and their applications in economic and financial problem-solving and decision-making | Labour Economics - ECO-30032<br>Dynamic Macroeconomics - ECO-30033<br>International Finance - ECO-30037<br>Industrial Organisation - ECO-30046<br>Advanced Topics in Microeconomics - ECO-30047<br>Risk Management with Derivatives - ECO-30048<br>Investment Management - ECO-30053 |
| Organise, present and analyse data drawing appropriate inference;   | Data Analysis ISP ECO-30051 OR<br>Analysing Company Performance ISP MAN-30064<br>Applied Econometrics ECO-30050<br>Investment Management ECO-30053<br>Risk Management with Derivatives ECO-30048   |
| Express themselves clearly, fluently and effectively by writing in a scholarly manner.  | Labour Economics - ECO-30032<br>Dynamic Macroeconomics - ECO-30033<br>International Finance - ECO-30037<br>Industrial Organisation - ECO-30046<br>Advanced Topics in Microeconomics - ECO-30047  |

| Key or Transferable Skills (graduate attributes)  |  |
|---|--|
| Learning Outcome  | Module in which this is delivered  |
| Effective skills in problem-solving;  | Risk Management with Derivatives - ECO-30048<br>Investment Management - ECO-30053  |
| An ability to express themselves and communicate clearly, fluently and effectively in a variety of ways (written as well oral); | Labour Economics - ECO-30032<br>Dynamic Macroeconomics - ECO-30033<br>International Finance - ECO-30037<br>Industrial Organisation - ECO-30046<br>Advanced Topics in Microeconomics - ECO-30047<br>All modules |
| An ability to work effectively with information technology and use spreadsheet software in the analysis of quantitative data;   | Data Analysis ISP ECO-30051 OR Analysing Company Performance ISP MAN-30064<br>Applied Econometrics ECO-30050   |
| An ability to manage their own learning, reflect on and plan their own academic work.   | All modules  |

## 9. Final and intermediate awards

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

|  |             |   |
|--|-------------|---|
| <b>Honours Degree</b>                  | 360 credits | You will require at least 120 credits at levels 4, 5 and 6<br><br>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.<br><br>*An exemption applies for students transferring from a Combined Honours programme - see point 3.4 here: <a href="https://www.keele.ac.uk/regulations/regulationc3/">https://www.keele.ac.uk/regulations/regulationc3/</a> |
| <b>Diploma in Higher Education</b>     | 240 credits | You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher  |
| <b>Certificate in Higher Education</b> | 120 credits | You will require at least 120 credits at level 4 or higher  |

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

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

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

## 10. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive

feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- **Essays** including those based on case study material, test the quality and application of subject knowledge. In addition they allow you to demonstrate your ability to carry out basic bibliographic research and to communicate your ideas effectively in writing in an appropriate scholarly style using the Harvard system of referencing. Essays may be individual or based on working in a group and may also include a computational aspect
- **Class tests** taken either conventionally or online via the Keele Learning Environment (KLE) as Computer based tests assess your subject knowledge and your ability to apply it in a more structured and focused way compared to essays
- **Final examinations**, in different formats, test your knowledge and understanding of the module. Examinations may consist of essay, short answer, multiple choice questions and computational answers depending on the module
- **Individual report**, where you produce a document that sets out your response to the task, including your 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
- **Portfolios** where you assemble pieces of work to demonstrate your engagement with and understanding of a topic, either individually or in a group
- **Work Placement** reflection on work placement activity and development of employability skills

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

## 11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

### Activity

|                         | <b>Scheduled learning and teaching activities</b> | <b>Guided independent Study</b> | <b>Placements</b> |
|-------------------------|---|---------------------------------|-------------------|
| <b>Year 1 (Level 4)</b> | 19%   | 81%                             | 0%                |
| <b>Year 2 (Level 5)</b> | 17%   | 83%                             | 0%                |
| <b>Year 3 (Level 6)</b> | 16.3%   | 83.7%                           | 0%                |

## 12. Accreditation

Various Modules taught in this Programme, particularly accounting, finance and a small number of economics Modules, are accredited by certain professional bodies such as ACCA (Association of Chartered Certified Accountants) and CIMA (Chartered Institute of Management Accountants). Accreditation implies that if a student has taken the Modules referred to, they will be offered exemptions from some of the training and exams that these professional bodies require in order to confer membership and/or chartered status. Please ask the KMS Office for a list of the Modules that are accredited by professional bodies.

## 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 sit a diagnostic language assessment. Using this assessment, 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

**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 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.

## 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.

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

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

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

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

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual National Student Survey (NSS), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students in all three years of the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:  
<http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

## 20. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:  
<http://www.qaa.ac.uk/quality-code>

b. QAA Subject Benchmark Statement: Economics (2023) and Finance (2025)

<https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-economics>

[https://www.qaa.ac.uk/docs/qaa/sbs/subject-benchmark-statement-finance-2025.pdf?sfvrsn=3858de81\\_4](https://www.qaa.ac.uk/docs/qaa/sbs/subject-benchmark-statement-finance-2025.pdf?sfvrsn=3858de81_4)

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

## 21. Annex - International Year

### Economics and Finance with International Year

|  |
|--|
| <p><b>International Year Programme</b></p> <p>Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) at an international partner institution after they have completed Year 2 (Level 5) at Keele.</p> <p>Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the standard programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.</p> <p>Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.</p>  |
| <p><b>International Year Programme Aims</b></p> <p>In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with:</p> <ol style="list-style-type: none"><li>1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject</li><li>2. Experience of a different culture, academically, professionally and socially</li></ol>  |
| <p><b>Entry Requirements for the International Year</b></p> <p>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.</p> <p>The criteria to be applied are:</p> <ul style="list-style-type: none"><li>• 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)</li><li>• 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)</li></ul> <p>Students may not register for both an International Year and a Placement Year.</p> |

## Student Support

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

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

## Learning Outcomes

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

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. Design, plan and critically evaluate research projects with respect to Economics and Finance, recording relevant information accurately and systematically and be able to reflect on a range of sources in a critical manner.
5. Integrate, apply and develop enhanced principles relating to the analysis of Economics and Finance, 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](http://www.gov.uk)

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

Students 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

### Economics and Finance 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](http://www.gov.uk)

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

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

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

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

## **23. Annex - Entrepreneurship Year**

### **Economics and Finance with Entrepreneurship Year**

## **Entrepreneurship Year summary**

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

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

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

## **Entrepreneurship Year Programme Aims**

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

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

## **Entry Requirements for the Entrepreneurship Year**

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

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

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

## **Student Support**

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

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

## **Learning Outcomes**

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

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

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

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

## **Regulations**

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

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

Students will be expected to behave professionally in terms of:

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

## **Additional costs for the Entrepreneurship Year**

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

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

## **Version History**

### **This document**

**Date Approved:** 15 April 2026

### ***What's Changed***

Version for 2026/27

### **Previous documents**

| <b>Version No</b> | <b>Year</b> | <b>Owner</b>        | <b>Date Approved</b> | <b>Summary of and rationale for changes</b> |
|-------------------|-------------|---------------------|----------------------|---|
| 1                 | 2023/24     | CHRISTOPHER TSOUKIS | 08 February 2023     |   |
| 1                 | 2022/23     | CHRISTOPHER TSOUKIS | 27 January 2022      |   |
| 1                 | 2021/22     | CHRISTOPHER TSOUKIS | 23 March 2021        |   |
| 1                 | 2020/21     | CHRISTOPHER TSOUKIS | 12 December 2019     |   |
| 1                 | 2019/20     | CHRISTOPHER TSOUKIS | 12 December 2019     |   |