Programme Specification: Undergraduate

For students starting in Academic Year 2024/25

1. Course Summary

Names of programme and award title(s)	BSc (Hons) Business Management with Analytics BSc (Hons) Business Management with Analytics with Work Placement Year (see Annex for details) BSc (Hons) Business Management with Analytics with Entrepreneurship Year (see Annex for details)
Award type	Single Honours
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Normal length of the programme	3 years, 4 years with Placement Year or Entrepreneurship Year between years 2 and 3 of academic study
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	n/a
Regulator	Office for Students (OfS)
Tuition Fees	**UK students:** Fee for 2024/25 is £9,250* **International students:** Fee for 2024/25 is £21,900** The fee for the work placement year is calculated at 20% of the standard year fee

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/

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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 Single Honours programme in Business Management with Analytics 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 well as responding to current developments in business practices. As a signatory to the Principles of Responsible Management Education, 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.

The Business Management with Analytics degree at Keele provides students with an opportunity to acquire quality education with a high staff support level. In addition, students will have the opportunity to work collaboratively with entrepreneurs and business owners in the new Smart Innovation Hub, designed to support the creation and growth of new businesses and encourage more innovation-led business growth. The unique environment also aims to stimulate a new, more collaborative approach to business and management research which will benefit businesses locally and globally.

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 managing business. The programme concentrates on the quantitative and qualitative study of organisations and their operations and strategies, and a range of perspectives on employees and their interrelationship with organisations. This is supported by modules offering students a basic working knowledge in accounting and economics. Students are accordingly exposed to a wide range of concepts and debates regarding the management of people in organisations and the impacts of managerial decision-making across the private and public sectors. The programme is academically rigorous and delivered in a supportive and challenging learning environment.

The use of analytic techniques in organisations is ubiquitous. This degree introduces students to the collection, storage, analysis and communication of data. These are skills necessary to understand how organisations make decisions in a data rich environment. All of the functional areas of organisations have been impacted by the ability of organisations to collect and use large volumes of diverse data. In the analytics focussed modules students will study the nature of data use alongside the ways in which this interfaces with the strategic, operational and ethical challenges faced by organisations.

4. Aims of the programme

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

- Study the ways in which businesses operate by understanding the functional activities they undertake, the ways in which they set strategy and how they operationalise these.
- Critically analyse business management theories, techniques, approaches and practices.
- Identify and implement business solutions based around the collection, storage, analysis and communication of data.
- Use industry standard tools, for example Excel and Tableau, to organise, clean, analyse and communicate data.
- Produce reports, visualisations, dashboards, and other representations of data for specific audiences and develop these for live business situations.
- Discuss the ethical and governance challenges faced by organisations and develop strategies to address these. In particular the challenges of privacy and security faced by organisations when they store and use 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 a broad, analytical and highly integrated knowledge and understanding of organisations, the business environment in which they operate, their management and how analytic techniques interface with these.

- Appraise the activities and impacts of organisations, their operations, business policy, ethics, and strategies.
- Critically evaluate the impact the global business environment has upon organisations, their strategy, behaviour, management and sustainability.
- Identify opportunities for organisations to use data and analytic techniques to improve their operations, decision making and outcomes.
- Evaluate approaches to governance within organisations and how data privacy and security can be preserved in the complex global environment.

Subject specific skills

Successful students will be able to:

- Utilise a variety of theories to analyse developments in the management and operations of organisations.
- Demonstrate creativity to enable you to see the world in new and different ways, to challenge assumptions and orthodoxy in business.
- Generate and apply original and imaginative use of data to develop solutions to problems within business, the economy and society.
- Use quantitative analysis techniques to analyse data and produce outcomes beneficial to the organisation and society.
- Utilise a variety of methods of communicating ideas in business including graphical, poster-based, and essay exposition.
- Organise, present, and analyse data using appropriate software tools and communicate their results effectively to diverse user groups.
- Apply logical reasoning based on knowledge of management to a variety of theoretical and applied topics and problems affecting organisations.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Communicate using a variety of mediums to a range of audiences for specific purposes using, where appropriate, software tools to do this.
- 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

The Keele Graduate Attributes

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

6. How is the programme taught?

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

- Lectures accompanied by suggested reading for independent study, intended to provide a core framework of subject knowledge on which a systematic understanding of major principles can be built. Some lecture classes may feature activities such as mock auctions, quizzes that involve voting, or other interactive activities.
- 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 using relevant software tools such as SQL, Tableau and Excel.
- 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.
- 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 may be directed to online learning for software tools provided by software suppliers or using LinkedIn Learning content.

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

7. Teaching Staff

Keele Business School comprises subject expertise in Management, International Business, HRM, Marketing, Finance, Economics and Accounting - professors, readers, senior lecturers, lecturers and teaching fellows. Most staff members have teaching qualifications and those that do not are actively working to attain them. Most staff have PhD qualifications and a number have 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.

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8. What is the structure of the Programme?

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

There are two types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this course;
- Optional modules - these allow you some limited choice of what to study from a list of modules.

Optional modules include Global Challenge Pathways - a choice of modules from different subject areas that count towards the overall credit requirement but not the number of subject-related credits.

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 (except for the TESOL pathway). **Information about Global Challenge Pathways can be found after the module lists for Level 6.**

Language modules

Students on this programme will also be able to study language modules offered by the Language Centre, as part of a Global Challenge Pathway. You can enrol on either a Modern Language module [more information available at this link] (Semester 1 only) Teaching English to Speakers of Other Languages (TESOL) (Semesters 1 and 2) module (ENL-10053), or the Intercultural Explorer pathway (ENL-10057). See the Global Challenges

Pathway information under the module lists for more details.

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.

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

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

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

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Quantitative Methods I	ECO-10026	15	Semester 1
Accounting Principles	MAN-10015	15	Semester 1
Sourcing, Storing and Managing Data	MAN-10049	15	Semester 1
Quantitative Methods II	ECO-10027	15	Semester 2
Global Business Environment	MAN-10022	15	Semester 2
Data Management and Analysis using Excel	MAN-10051	15	Semester 2
Professional Development and Digital Footprint	MAN-10053	15	Semester 2

Optional modules	Module Code	Credits	Period
Introductory Macroeconomics	ECO-10029	15	Semester 1
Academic English for Business Students (Part 1)	ENL-90003	15	Semester 1-2
Management in Context	MAN-10018	15	Semester 2

Level 4 Module Rules

ENL-90003: Open only to non-native speakers of English and successful completion of ENL-10031 (EAP 1) with a score of over 60% or ENL-90006 (EAP 2), or equivalent or by recommendation of the Language Centre. Cannot be taken with other English Language module (ENL- module) in the same academic year. Students who are required to take an English for Academic Purposes (EAP) module as a result of their language competency test result will be required to pick this as their first option choice. 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 module in the same academic year. These students will not be eligible to take other option modules.

NB: Global Challenge Pathways (GCPs) - students have the option of taking a Global Challenge Pathway, which 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 (except for the TESOL pathway). Information on GCPs is shown under the Level 6 modules below.

Level 5

Compulsory modules	Module Code	Credits	Period
Finance I	ECO-20007	15	Semester 1
Statistics with Bloomberg	ECO-20049	15	Semester 1
Cost and Management Accounting	MAN-20049	15	Semester 1
Professional Development and Employability	MAN-20151	15	Semester 1
Operations and Quality Management	MAN-20053	15	Semester 2
Analytics and Decision making	MAN-20145	15	Semester 2
Interpreting and Communicating Data	MAN-20147	15	Semester 2

Optional modules	Module Code	Credits	Period
Academic English for Business Students (2)	ENL-90004	15	Semester 1
English for Academic Purposes 3 (EAP 3)	ENL-90001	15	Semester 1-2
Finance 2	ECO-20051	15	Semester 2

Level 5 Module Rules

ENL-90004/ENL-90003: Open only to non-native speakers of English after successful completion of AEB1 (Academic English for Business 1) with a score of under 60% or equivalent. Cannot be taken with other ENL-module (English Language module) in the same academic year.

Level 6

Compulsory modules	Module Code	Credits	Period
Business Strategy	MAN-30048	15	Semester 1
Advanced Data Visualisation	MAN-30119	15	Semester 1
Sports Sponsorship and Partnerships	MAN-30113	15	Semester 2
Business Ethics	MAN-30121	15	Semester 2
Professional Development for Business Leaders	MAN-30125	15	Semester 2

Optional modules	Module Code	Credits	Period
Academic English for Business Students (2)	ENL-90004	15	Semester 1
Advanced Business English Communication	ENL-90005	15	Semester 1
Entrepreneurial Ecosystems and Policy	MAN-30103	15	Semester 1
Managing Diversity - ISP	MAN-30071	30	Semester 1-2
Enterprise Business Plan - ISP	MAN-30123	30	Semester 1-2
Consultancy Project - ISP	MAN-30127	30	Semester 1-2

Level 6 Module Rules

ENL-90005/ENL-90004: Open only to non-native speakers of English on successful completion of AEB2 or EAP4 or EAP3 with a score of over 60%; or equivalent. Cannot be taken with other ENL-module (English Language module) in the same academic year.

Students must take one of the following modules:

- MAN-30123 Enterprise Business Plan - ISP
- MAN-30127 Consultancy Project - ISP
- MAN-30071 Managing Diversity - ISP

Global Challenge Pathways (GCPs)

Students have the option of taking a Global Challenge Pathway, which includes one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6. Students who started a Global Challenge Pathway at Level 4 will continue with the same pathway at Level 5. Students joining Global Challenge Pathways at Level 5 can join any pathway (except TESOL). Students at Level 6 will continue with the same Global Challenge Pathway they studied at Levels 4 and/or Level 5.

Global Challenge Pathways offer students the chance to fulfil an exciting, engaging route of interdisciplinary study. Choosing a pathway, students will be presented with a global issue or 'challenge' which directly relates to societal issues, needs and debates. They will be invited to take part in academic and external facing projects which address these issues, within an interdisciplinary community of students and staff. Students completing a Global Challenge Pathway will receive recognition on their degree certificate.

Digital Futures	The Digital Futures pathway offers you the opportunity to take an active role in current debates, cutting-edge research, and projects with external partners, addressing both the exciting potential and the challenges of disruptive digital transformation across all spheres of life. Part of a diverse and interdisciplinary pathway community, you will engage in exciting, impactful collaborative project work in innovative formats on areas that matter most to you. Engaged in real-world scenarios as digital citizens, you will expand, deepen, and mobilise knowledge and skills to drive inclusive, empowering, and sustainable change at local and global levels. **Level 4 Module**: **A digital life: challenges and opportunities (GCP-10005)** **Level 5 Module: Digital World - People, Spaces, and Data (GCP-20005)** **Level 6 Module: Digital Citizenship and Sustainable Futures (GCP-30005)**

Climate Change & Sustainability	Through the Climate Change & Sustainability pathway you will develop the skills, understanding and drive to become agents of change to tackle climate change and wider sustainability challenges.

You will hear from international partners to learn about climate change and sustainability in different international contexts; lead your own projects to drive real change in your communities; and be part of educating and supporting others to help achieve a more sustainable future.

Level 4 Module: Climate Change and Sustainable Futures: Global Perspectives (GCP-10009)

Level 5 Module: Climate Change and Sustainability: Action and Activism (GCP-20009)

Level 6 Module: Skills for Sustainability (GCP-30009) |
| **Social Justice** | The Social Justice pathway is based upon a transformative methodology which centres the student's role as 'agents of change' to reflect upon decolonising and feminist, perspectives on social justice, to forge critical outputs to transform the Sustainable Development Goals.

You will develop research and engagement skills with local, national, and international partners from Universities, NGOs, International Human Rights frameworks. You will engage with key societal challenges focused upon the Sustainable Development Goals, to develop an intersectional response from identity-based perspectives on race, gender, sexualities and disabilities. The pathway will allow you to monitor and critically evaluate policies and human rights treaties, and produce and disseminate digitally fluent, international and sustainable project findings.

Level 4 Module: **Reflections on Social Injustices, Past and Present (GCP-10003)**

Level 5 Module: Strategic Interventions for Social Justice (GCP-20003)

Level 6 Module: Transforming Social Justice; Global Perspectives (GCP-30003) |
| **Enterprise & the Future of Work** | In order to meet the challenges set out in the UN's Sustainable Development Goals we need to understand the power of enterprise and prepare for the future contexts of work, creativity and disruption. By providing you with the skills, knowledge and understanding of global challenges this pathway will prepare you to be part of future-facing solutions. This module will support you in developing creative, original thinking, allowing you to collaborate on projects that persuade and effect change, setting you up to thrive in future environments of work and innovation.

Level 4 Module: Enterprise and the Future of Work (GCP-10007)

Level 5 Module: Enterprise and the Future of Work: Collaborate to Innovate (GCP-20007)

Level 6 Module: Enterprise and the Future of Work: Designing Change (GCP-30007) |

Global Health Challenges	By taking the global health challenge pathway you will develop solutions to improve the health and quality of life for particular people and communities, engaging with these groups to co-design interventions. This pathway will provide you with skills that go beyond a focus on health and will allow you to develop your ability to work in a team and lead change in society. The knowledge, skills and work experience will complement your core degree and enhance your career opportunities and graduate aspirations. **Level 4 Module: Key concepts and challenges in global health (GCP-10001)** **Level 5 Module: Using Evidence to Improve Global Health (GCP-20001)** **Level 6 Module: Working to Improve Global Health (GCP-30001)**
Languages & Intercultural Awareness	Communication within and across cultures is inseparable from language, and development of intercultural awareness can enable you to actively contribute to the shaping of an international future. The Language and Intercultural Awareness pathway allows you to engage in genuine interdisciplinary and international exchange and to understand and explore the link between language, culture and communication. Each of the strands we offer provides you with skills and direct experience for active engagement in working to face global challenges. **The Language Specialist**: Become a specialist in one of our languages and graduate with a degree title that includes '... with competency in (Language)' or '... with advanced competency in (Language)'. **The Language Taster:** Explore a new language every year. **The Certificate in TESOL** (Teaching English to Speakers of Other Languages): ***(NB: only available if starting from Level 4)*** Enhance your undergraduate degree by studying the Trinity College Certificate in Teaching English to Speakers of Other Languages (TESOL). As an internationally recognised qualification, you can teach around the world, enabling you to travel whilst helping people develop their English Language Skills. You will also develop many transferable skills which will enhance your future employability. **The Intercultural Explorer:** Through an interdisciplinary understanding of intercultural communication - as both an academic discipline and as a tool to promote and engage in global activity, you will explore the concept of culture. Module content and assessments allow you to examine in-depth the role of both culture and language in, for example, the UN sustainability goals. **Modules available:** **The Language Specialist:** Any Semester 1 Language Module (the level at which you enter will be determined by your previous language learning experiences). **The Language Taster:** Any Semester 1 Language Module (the level at which you enter will be determined by your previous language learning experiences) **The Certificate in TESOL (NB: only available if starting from Level 4):** ENL-10053 TESOL 1 ENL-20007 TESOL 2 ENL-30009 TESOL 3 **The Intercultural Explorer:** ENL-10057 The stories we live by ENL-20009 Who do you think you are?

Information on Global Challenge Pathways can be found here:
https://www.keele.ac.uk/study/undergraduate/globalchallengepathways/

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.

Subject Knowledge and Understanding	
Learning Outcome	**Module in which this is delivered**
Demonstrate a broad, analytical and highly integrated knowledge and understanding of organisations, the business environment in which they operate, their management and how analytic techniques interface with these.	Global Business Environment - MAN-10022 Introductory Macroeconomics - ECO-10029 Business Strategy - MAN-30048 Analytics and Decision making - MAN-20145
Appraise the activities and impacts of organisations, their operations, business policy, ethics, and strategies.	Business Ethics - MAN-30121 Global Business Environment - MAN-10022 Business Strategy - MAN-30048
Critically evaluate the impact the global business environment has upon organisations, their strategy, behaviour, management and sustainability.	Sports Sponsorship and Partnerships - MAN-30113 Advanced Data Visualisation - MAN-30119 Global Business Environment - MAN-10022 Business Ethics - MAN-30121
Identify opportunities for organisations to use data and analytic techniques to improve their operations, decision making and outcomes.	Sourcing, Storing and Managing Data - MAN-10049 Professional Development and Employability - MAN-20151 MAN-20145: Analytics and Decision Making ISP (all three options)
Evaluate approaches to governance within organisations and how data privacy and security can be preserved in the complex global environment.	Analytics and Decision making - MAN-20145 Global Business Environment - MAN-10022 Sports Sponsorship and Partnerships - MAN-30113

Subject Specific Skills	
Learning Outcome	**Module in which this is delivered**
Utilise a variety of theories to analyse developments in the management and operations of organisations.	Operations and Quality Management - MAN-20053
Generate and apply original and imaginative use of data to develop solutions to problems within business, the economy and society.	Data Management and Analysis using Excel - MAN-10051 MAN-20145; Analytics and Decision Making ISP (all three options
Use quantitative analysis techniques to analyse data and produce outcomes beneficial to the organisation and society.	Statistics with Bloomberg - ECO-20049 Cost and Management Accounting - MAN-20049 Quantitative Methods II - ECO-10027 Quantitative Methods I - ECO-10026
Utilise a variety of methods of communicating ideas in business including graphical, poster-based, and essay exposition.	Advanced Data Visualisation - MAN-30119 Interpreting and Communicating Data - MAN-20147
Organise, present, and analyse data using appropriate software tools and communicate their results effectively to diverse user groups.	Interpreting and Communicating Data - MAN-20147 MAN-30119: Advanced Data Visualisation ISP (all three options)
Apply logical reasoning based on knowledge of management to a variety of theoretical and applied topics and problems affecting organisations.	Analytics and Decision making - MAN-20145 Sports Sponsorship and Partnerships - MAN-30113

Key or Transferable Skills (graduate attributes)	
Learning Outcome	**Module in which this is delivered**
Communicate using a variety of mediums to a range of audiences for specific purposes using, where appropriate, software tools to do this.	Data Management and Analysis using Excel - MAN-10051 Interpreting and Communicating Data - MAN-20147 MAN-30119: Advanced Data Visualisation ISP (all three options)
Work effectively with information technology, literature searches and library resources.	All Analytics focussed modules
Demonstrate effective skills in problem-solving.	MAN-30119: Advanced Data Visualisation ISP (all three options)
Demonstrate and sustain effective approaches to learning and study, including time management, flexibility, creativity, intellectual integrity and professional management skills	Professional Development and Employability - MAN-20151 Professional Development and Digital Footprint - MAN-10053 Professional Development for Business Leaders - MAN-30125

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.
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

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

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

10. How is the Programme Assessed?

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

- Technical portfolio of analytics work with reflective commentary
- Academic essays
- Project reports
- Business case studies
- Completed analytic project

- Group projects and reports or presentations

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

11. Contact Time and Expected Workload

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

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

Activity

	Scheduled learning and teaching activities	Guided independent Study	Placements
Year 1 (Level 4)	18.3%	81.7%	0%
Year 2 (Level 5)	19%	81%	0%
Year 3 (Level 6)	16.8%	83.2%	0%

12. Accreditation

This programme does not have accreditation from an external body.

13. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: http://www.keele.ac.uk/student-agreement/

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

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

See the relevant course page on the website for the admission requirements relevant to this programme: https://www.keele.ac.uk/study/

Applicants who are not currently undertaking any formal study or who have been out of formal education for more than 3 years and are not qualified to A-level or BTEC standard may be offered entry to the University's Foundation Year Programme.

Applicants for whom English is not a first language must provide evidence of a recognised qualification in English language. The minimum score for entry to the Programme is Academic IELTS 6.0 or equivalent.

English for Academic Purposes

Please note: All new international students entering the university will provide a sample of Academic English during their registration Using this sample, the Language Centre may allocate you to an English language module

which will become compulsory. This will replace any GCP modules. *NB:* students can take an EAP module only with the approval of the English Language Programme Director and are not able to take any other Language modules in the same academic year.

English Language Modules at Level 4:

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

English Language Modules at Level 5:

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

English Language Modules at Level 6:

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

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here: https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/

15. How are students supported on the programme?

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

- Module 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.

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 online as an e-book and/or in the campus library, together with electronic access to a wide variety of relevant academic journals.

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

For modules requiring access to a specific software platform (Bloomberg, Tableau, STATA) these will be provided to free of charge often under personal academic licences or as part of the Microsoft 365 licence.

Students will be guided in the use of online teaching resources provided by software providers such as Tableau. These resources are free for registered students. Alongside these resources are strong user communities offering discussion groups for sharing learning and asking questions. Use will also be made of LinkedIn Learning materials to further develop skills in analysis and the use of software tools.

17. Other Learning Opportunities

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.

Other opportunities

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 Faculty Placement Officer. All placements need to be paid at least national minimum wage so students will receive an income. During their placement year students only pay 20% of their normal tuition fee. Whilst on placement they are still recognised as a full-time student and therefore have access to all benefits such as council tax reduction and discounts on travel for example. Students who will require an extension to their visa will also incur costs, but this will be dependent on visa status and country. There are no specific additional costs to the programme (e.g. field trips, equipment)

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

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

19. Quality management and enhancement

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

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

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

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

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

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

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

20. The principles of programme design

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

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:
http://www.qaa.ac.uk/quality-code
b. QAA Subject Benchmark Statement: (Business and Management, 2023) https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-business-and-management
c. Keele University Regulations and Guidance for Students and Staff: http://www.keele.ac.uk/regulations

21. Annex - Work Placement Year

BSc (Hons) Business Management with Analytics (with Work Placement Year)

Work Placement Year summary
Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Work Placement Year' option (NB: for Combined Honours students the rules relating to the work placement year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the Work Placement Year) with a relevant placement provider after they have completed Year 2 (Level 5) at Keele.   Students who successfully complete both the second year (Level 5) and the Work Placement Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Work Placement Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.   Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Work Placement Year option.

Work Placement Year Programme Aims
In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with: The opportunity to carry out a long-term placement based learning experience (minimum 30 weeks equivalent of full-time work) between Years 2 and 3 (Levels 5 and 6) of their degree programme.

Entry Requirements for the Work Placement Year

Admission to the Work Placement Year is subject to successful application, interview and references from appropriate staff. Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module (minimum 30 weeks full time (1,050 hours), or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Passed all Year-1 and Year-2 Semester 1 modules
- Students undertaking work placements will be expected to complete a Health and Safety checklist prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.

(International students only) Due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

Students may not register for both an International Year and a Work Placement Year.

Student Support

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

Regular contact between the student and a named member of staff who will be assigned to the student as their University supervisor. The University supervisor will be in regular contact with the student throughout the year, and be on hand to provide advice (pastoral or academic) and liaise with the Placement supervisor on the student's behalf if required.

Two formal contacts with the student during the placement year: the University supervisor will visit the student in their placement organization at around 5 weeks after the placement has commenced, and then visit again (or conduct a telephone/video call tutorial) at around 15 weeks into the placement.

Weekly supervision sessions will take place with the placement supervisor (or his/her nominee) throughout the duration of the placement.

Learning Outcomes

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

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)

In order to ensure a high quality placement experience, each placement agency will sign up to a placement contract (analogous to a service level agreement).

Once a student has been accepted by a placement organisation, the student will make a pre-placement visit and a member of staff identified within the placement contract will be assigned as the placement supervisor. The placement supervisor will be responsible for ensuring that the placement experience meets the agreed contract agreed with the University.

The placement student will also sign up an agreement outlining his/her responsibilities in relation to the requirements of each organisation.

Students will be expected to behave professionally in terms of:

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

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

Additional costs for the Work Placement Year

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

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

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

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

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

22. Annex - Enterpreneurship Year

BSc (Hons) Business Management with Analytics (with Entrepreneurship Year)

Entrepreneurship Year summary

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Entrepreneurship' option. Students accepted onto this programme will have an extra year of study (the Entrepreneurship Year) located within the Incubation Hub at Keele after they have completed Year 2 (Level 5) at Keele. Students who successfully complete both the second year (Level 5) and the Entrepreneurship Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Entrepreneurship Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript. Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Entrepreneurship Year option.

Entrepreneurship Year Programme Aims

In addition to the programme aims specified in the main body of this document, the Entrepreneurship Year aims to provide students with the opportunity to develop a business idea into a live enterprise project within Keele's incubator for a minimum of 30 weeks (full-time equivalent work) but can be longer with access to expertise from Entrepreneurs in Residence.

Entry Requirements for the Entrepreneurship Year

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

- A good University attendance record and be in 'good academic standing'.
- A suitable business idea and demonstration of ability to benefit from time in the incubator, assessed through the submission of a proposal, presentation and interview during year 2.

Students who require a Study Visa to undertake the programme in the UK (including Tier 4) are not able to add in an Entrepreneurship Year due to UK Home Office (UKVI) restrictions. If a student has existing Immigration permission (Visa) to be in the UK, they may be able to carry out entrepreneurship activities depending upon the specific conditions of their visa category. Students may not register for Entrepreneurship Year if already enrolled on a Work Placement Year.

Student Support

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

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'Entrepreneurship Year' option will be able to: Create an innovative business venture and critically evaluate its potential viability Demonstrate understanding of the barriers to start-up enterprise growth and success Evaluate and apply a range of strategic decisions to maximise the viability of the start up Reflect on one's own entrepreneurial knowledge, skills, behaviour, and learning process These learning outcomes will be assessed through the non-credit bearing Entrepreneurship Year module (MAN-30075) which involves: The submission of a portfolio of evidence demonstrating the activities and learning taken place during the year and a detailed synopsis of how the business idea has progressed.

Regulations

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

Additional costs for the Entrepreneurship Year

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

23. Annex - Programme-specific regulations

Programme Regulations: [Programme Name]

Final Award and Award Titles	BSc (Hons) Business Management with Analytics BSc (Hons) Business Management with Analytics (with Placement Year) BSc (Hons) Business Management with Analytics (with Entrepreneurship Year)
Intermediate Award(s)	[insert]
Last modified	n/a
Programme Specification	https://www.keele.ac.uk/qa/programmespecifications

The University's Academic Regulations which can be found on the Keele University website (https://www.keele.ac.uk/regulations/)[1] apply to and regulate the programme, other than in instances where the specific programme regulations listed below over-ride them. These programme regulations list:

- *Exemptions* which are characterised by the omission of the relevant regulation.
- *Variations* which are characterised by the replacement of part of the regulation with alternative wording.
- *Additional Requirements* which set out what additional rules that apply to students in relation to this programme.

The following **exemptions, variations** and **additional requirements** to the University regulations have been checked by Academic Services and have been approved by the Faculty Education Committee.

A) EXEMPTIONS

The clause(s) listed below describe where an exemption from the University's Academic Regulations exists:

For the whole duration of their studies, students on this Programme are exempt from the following regulations:

- **[list exemptions] or state: No exemptions apply.**

B) VARIATIONS

The clause(s) listed below describe where a variation from the University's Academic Regulations exists:

Variation 1: [list topic or state: No variations apply]

This programme varies from Regulation [list].

[insert the text for the variation]

Variation 2: [continue list of variations as necessary]

Additional Requirements

The programme requirements listed below are in addition to the University's Academic Regulations:

Additional requirement 1: [list]

Additional requirement 2: [continue list of additional requirements as necessary]

[1] References to University Regulations in this document apply to the content of the University's Regulatory Framework as set out on the University website here https://www.keele.ac.uk/regulations/.

Version History

This document

Date Approved: 31 May 2024

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2023/24	DAN HERBERT	08 March 2024	
1	2022/23	ANDREA WITHINGTON		