Keele UNIVERSITY

Programme Specification: Post Graduate Taught

For students starting in Academic Year 2024/25

1. Course Summary

Names of programme and award title(s)	MSc Entrepreneurship
Award type	Taught Masters
Mode of study	Full-time Part-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 7
Normal length of the programme	1 year full-time or 2 years part-time
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:** Full-time fee for 2024/25 is £11,000 Part-time fee for 2024/25 is £6,000 per annum* **International students:** Full-time fee for 2024/25 is £21,900

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.*

* 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. Overview of the Programme

The MSc in Entrepreneurship provides students with the opportunity to learn about and become involved in Entrepreneurship that is purpose driven and which aims to manage both profit and planet. Purpose driven businesses aspire to be both commercially viable and aligned with responsible management practice and philosophies which support sustainability and positive social impact. The programme is aimed at students who are interested in enterprise, entrepreneurship, intrapreneurship and business management, who may be considering business start-up and are preparing for the world of work where self-employment is increasingly an option.

There are global challenges which cannot all be met by governments and corporations. Individuals with a global entrepreneurial mindset allied to a sense of purpose will be crucial for our future workforce. This degree will help students cultivate these mindsets and acquire the knowledge, skills and networks to become active change makers. A key element of the programme is the engagement and partnership work with external agencies,

businesses and stakeholders to help build skills, knowledge and a portfolio of enterprise ideas and projects. There is a growing demand for more responsible business and enterprise and therefore sustainability and ethical behaviour are foregrounded in the programme.

This specialist MSc echoes the mission of Keele Business School and its commitment to sustainable value and entrepreneurial action. The programme explicitly builds on four of the School's six educational pillars (enterprise, innovation, sustainability, creativity) whilst embedding the other two into its modules (Ethical and inclusive and Digitally aware).

3. Aims of the programme

By engaging with the programme, students will be able to develop a range of skills and attributes that sets them apart from other graduates. Graduates of the programme will:

- have the ability to create value and solve real world problems by applying an entrepreneurial mindset along with a range of theories and concepts, creative and innovative tools and techniques;
- gain a practical understanding of the role of purpose driven enterprise, entrepreneurship and innovation within general management;
- appreciate the implications of the cultural, social and environmental context for the responsible, purpose driven entrepreneur;
- have an open and questioning approach to ideas, demonstrating curiosity, independence of thought and the ability to appreciate a range of perspectives in group-working settings;
- develop the ability to effectively utilise relevant information and communication skills;
- work effectively with global stakeholders to generate sustainable value;
- acquire a range of relevant key skills including, but not limited to, communication, leadership, working with others, personal development and problem solving, professional software skills (for example word processing, presentation and spreadsheet software) in preparation for employment or further study;
- gain the ability and motivation to participate responsibly and collaboratively as an active citizen in the communities in which they live and work;
- develop and demonstrate personal responsibility and ethical behaviours;
- develop relevant competences, including: intuitive decision making, identifying opportunities, creative problem solving, innovating, strategic thinking, design thinking, negotiation, communicating, influencing, leadership and financial, business and digital literacy.

4. 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:

- A critical understanding of the concepts and theories behind enterprise and entrepreneurship;
- A critical understanding of the theories behind opportunity identification and validation and venture creation;
- The role of enterprise, entrepreneurship, sustainability and innovation within general management, in a variety of organisations and changing business contexts;
- Demonstrate an understanding of sustainability models;
- The determinants and consequences of innovation for sustainable development, and how enterprises adopt strategies to successfully manage this process;
- The main methods, tools, techniques and strategies of creativity and innovation and their use, limitations and practical application in enterprises.

Subject specific skills

Successful students will be able to:

- Deploy and manage tools and techniques to solve problems, generate innovative e value creation ideas and develop ventures;
- Set up, validate and manage ventures;
- Create and adapt sustainable venture models;
- Adapt problem based methods of enquiry into real world economic, societal and environmental challenges within complex, uncertain contexts;

- The ability to analyse the strategies and practices of enterprises operating within specific contexts;
- Development of creative skills to generate, implement and manage new ideas in dynamic and/or uncertain environments;
- The development and acquisition of entrepreneurial capabilities including resilience, autonomy, value creation and leadership;
- Effective and purposeful network building and stakeholder engagement;
- Entrepreneurial behaviours, including taking the initiative, making things happen, reflecting, communicating, pivoting and adapting, storytelling, taking responsibility, networking, personal effectiveness and managed risk taking;
- Enterprise attributes including open mindedness, proactivity, curiosity, self-efficacy, flexibility, adaptability, determination and resilience.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Communicate using a variety of mediums to a range of audiences;
- An open and questioning approach to ideas, demonstrating curiosity, independence of thought and the ability to appreciate a range of perspectives, together with an acknowledgement and appreciation of a rapidly changing global and local environment;
- 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;
- Demonstrate effective skills in creativity, problem-solving, evaluation, analysis and innovation;
- Demonstrate personal responsibility and ethical behaviour.

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.

5. How is the programme taught?

The mode of study is either full-time or part-time. The programme has a September and January intake. The same teaching strategy is employed for all modes. Acquisition of knowledge and understanding is through subject specialist and guest lectures, experiential engagement with organisations, small-group discussions and tutorials, individual consultation, mentoring and coaching, guided reading and self-study, and through the applied dissertation, consultancy project or entrepreneurship module. The programme encourages and supports independent learning and action research through the exploration of venture creation ideas and opportunities and through engagement with networks, stakeholder groups and events.

Engagement with real world business is embedded throughout the programme, including assessment. These principal learning and teaching methods are assisted by a variety of other learning activities, such as group and individual presentations, individual feedback on assignments, coaching and mentoring, the use of case studies and summative and formative assessment. A distinctive feature of the programme is the expectation that students will 'pull' knowledge from their environment - from their tutors and wider community - and that this mode of teaching and learning will be framed in the various modules.

In addition, all modules on the taught part of the course have formative in-class activities that are not assessed but aim to provide feedback to students about their learning to improve their achievement of intended learning outcomes. A combination of group feedback and individual feedback where appropriate is provided verbally in class.

The following formative activities are incorporated into the programme modules:

- Tutorials focus on a range of formative activities, including class discussions, group activities, group or individual presentations, case studies, question and answer sessions, to check understanding and to assist students when preparing for summative assessment.
- Case study workshops include class participation activities related to the presentations by academics and external business speakers.

- Essay and consulting guidance sessions are also provided for students to discuss their approach to the dilemma, problem solving and to receive feedback before they submit.
- Web-based learning using the University's virtual learning environment (KLE). The KLE is used to give students easy access to a wide range of resources and research tools.
- Independent study based on directed reading from (e-)text books, research papers, academic journals and business reports. Working in groups on assessments and other activities, in order to develop employment skills.
- Student led sessions which focus on presenting updates and research.
- Visiting talks from businesses and entrepreneurs.
- Live challenges with external organisations.

The final 45 credits of the programme offer a choice between applied dissertation, consultancy project, entrepreneurship:

- The Applied Dissertation requires independent thought and action and encourages the integration of course material with areas of individual expertise and interest. The focus of the applied dissertation responds to a live business problem or challenge set by an external organisation.
- The aim of the Consultancy Project is to encourage and enable you to reflect on an applied research placement and to develop and apply your knowledge and skills within organisations. You will work for 8- 12 weeks on a consultancy project for an organisation chosen by Keele Business School. The consultancy period plus a consultancy report, presentation, reflective piece and an organisation/company assessment will constitute the module's summative assessment.
- The aim of the Entrepreneurship Project is to allow you time and space to develop your own business idea. You will have access to facilities and expertise during the semester study period. During this time, you will be required to complete a portfolio of evidence, presentation to a panel and a reflective piece which will constitute the module's summative assessment.

The teaching approach will also encourage and support cohort learning and development with individual students working on several projects within the class. This will encourage goal setting and motivation as well as enabling students to draw on different kinds of expertise.

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, interactive lectures and independent study allow students to gain a systematic understanding of the topic.
- Tutorials provide opportunities for students to ask questions about, and suggest answers to problems in a responsible way, and to present their own ideas to members of staff and other students using an appropriate medium of communication.
- Tutorials encourage students to reflect on their own learning and take responsibility for its development by addressing areas of difficulty, perhaps by discussing them with their fellow students or by getting additional help from a member of staff.
- Undertaking a consultancy project allows students the opportunity to gain work experience and apply the skills developed during the taught modules in a real-life business setting.
- The entrepreneurship project will enable students to develop their own business idea with the intention of building their own business.

6. Teaching Staff

This programme will be delivered by Keele Business School (KBS). KBS staff have extensive teaching, research and work experience in their fields. In addition, materials and opportunities will be provided by a host of guest speakers and contributors from practice. We have in place partnerships with external organisations and businesses who will present consultancy challenges, networking opportunities, guest lectures and talks which will provide opportunities for students to develop their professional practice. The School maintains a strong commitment to excellence and innovation in teaching and research. Most current permanent staff have PhDs or other higher degrees or professional qualifications. All staff members engage with continuing professional development as academic teachers. All established staff have substantial teaching experience and/or formal teaching qualifications. Staff also have practical experience of industry, enterprise and entrepreneurship in a professional context and are able to support students in their practical learning. In addition, staff have formal affiliations with Enterprise Educators UK and are recognised Entrepreneurship Educators.

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.

7. What is the structure of the programme?

The following module lists cover September and January intakes and full-time and part-time study modes.

> ### *Module Lists*

September intake [full-time]		
Semester 1 - September		
Module	***Credits/Semester***	***Compulsory/Optional***
MAN-40319 Design Thinking and Innovation	*15 - semester 1*	*C*
MAN-40206 Entrepreneurship and innovation for sustainable development	*15 - semester 1*	*C*
MAN-40114 International Business Context	*15 - semester 1*	*O*
MAN-40056 Leadership	*15 - semester 1*	*O*
MAN-40128 Marketing Management in the Digital Age	*15 - semester 1*	*O*
ACC-40003 Accounting For Decision Making	*15 - semester 1*	*O*
Semester 2 - January		
MAN-40170 Developing an Investable Business Plan	*15 - semester 2*	*C*
MAN-40162 Enterprise & Innovation Portfolio	*30 - semester 2*	*C*
MAN-40317 Running a business	*15 - semester 2*	*C*
Semester 3 - June		
MAN-40192 Research Methods	*15 - semester 2-3*	*C*
MAN-40198 Consultancy	*45 - semester 3*	*O*
MAN-40315 Applied Dissertation	*45 - semester 3*	*O*
MAN-40202 Entrepreneurship	*45 - semester 3*	*O*

January intake [full-time]		
Semester 1 - January		
Module	**Credits/Semester**	**Compulsory/Optional**
MAN-40170 Developing an Investable Business Plan	15 - semester 2	C
MAN-40162 Enterprise & Innovation Portfolio	30 - semester 2	C
MAN-40317 Running a business	15 - semester 2	C
Semester 2 - June		
MAN-40192 Research Methods	15 - semester 2-3	C
MAN-40198 Consultancy	45 - semester 3	O
MAN-40315 Applied Dissertation	45 - semester 3	O
MAN-40202 Entrepreneurship	45 - semester 3	O
Semester 3 - September		
MAN-40319 Design Thinking and Innovation	15 - semester 1	C
MAN-40206 Entrepreneurship and innovation for sustainable development	15 - semester 1	C
MAN-40114 International Business Context	15 - semester 1	O
MAN-40056 Leadership	15 - semester 1	O
MAN-40128 Marketing Management in the Digital Age	15 - semester 1	O
ACC-40003 Accounting For Decision Making	15 - semester 1	O

September intake [part-time]		
Module	**Credits/Semester**	**Compulsory/Optional**
Semester 1 - September year 1		
MAN-40319 Design Thinking and Innovation	15	C
MAN-40206 Entrepreneurship and innovation for sustainable development	15	C
Semester 2 - January year 1		
MAN-40162 Enterprise & Innovation Portfolio	30	C
Semester 3 - June year 1		
MAN-40192 Research Methods	15	C
Semester 1 - September year 2		
MAN-40114 International Business Context	15	O
MAN-40056 Leadership	15	O
MAN-40128 Marketing Management in the Digital Age	15	O
ACC-40003 Accounting For Decision Making	15	O
Semester 2 - January Year 2		
MAN-40170 Developing an Investable Business Plan	15	C
MAN-40317 Running a business	15	C
Semester 3 - June Year 2		
MAN-40198 Consultancy	45	O
MAN-40315 Applied Dissertation	45	O
MAN-40202 Entrepreneurship	45	O

January intake [part-time]		
Module	*Credits/Semester*	*Compulsory/Optional*
Semester 2 - January year 1		
MAN-40162 Enterprise & Innovation Portfolio	*30*	*C*
Semester 3 - June year 1		
MAN-40192 Research Methods	*15*	*C*
Semester 1 - September year 1		
MAN-40319 Design Thinking and Innovation	*15*	*C*
MAN-40206 Entrepreneurship and innovation for sustainable development	*15*	*C*
Semester 2 - January Year 2		
MAN-40170 Developing an Investable Business Plan	*15*	*C*
MAN-40317 Running a business	*15*	*C*
Semester 3 - June Year 2		
MAN-40198 Consultancy	*45*	*O*
MAN-40315 Applied Dissertation	*45*	*O*
MAN-40202 Entrepreneurship	*45*	*O*
Semester 1 - September year 2		
MAN-40114 International Business Context	*15*	*O*
MAN-40056 Leadership	*15*	*O*
MAN-40128 Marketing Management in the Digital Age	*15*	*O*
ACC-40003 Accounting For Decision Making	*15*	*O*

Year	Compulsory	Optional	
		Min	Max
Level 7	105	75	75

Module Lists

Level 7

Compulsory modules	Module Code	Credits	Period
Entrepreneurship and Innovation for Sustainable Development	MAN-40206	15	Semester 1
Design Thinking and Innovation	MAN-40319	15	Semester 1
Enterprise and Innovation Portfolio	MAN-40162	30	Semester 2
Developing an Investable Business Plan	MAN-40170	15	Semester 2
Running a Business	MAN-40317	15	Semester 2
Research Methods	MAN-40192	15	Semester 2-3

Optional modules	Module Code	Credits	Period
Accounting For Decision Making	ACC-40003	15	Semester 1
Leadership	MAN-40056	15	Semester 1
International Business Context	MAN-40114	15	Semester 1
Marketing Management in the Digital Age	MAN-40128	15	Semester 1
Consultancy Project	MAN-40198	45	Semester 3
Entrepreneurship Project	MAN-40202	45	Semester 3
Applied Dissertation	MAN-40315	45	Semester 3

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 7

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**
A critical understanding of the concepts and theories behind enterprise and entrepreneurship	Entrepreneurship and Innovation for Sustainable Development - MAN-40206 Developing an Investable Business Plan - MAN-40170
A critical understanding of the theories behind opportunity identification and validation and venture creation	Design Thinking and Innovation - MAN-40319 Developing an Investable Business Plan - MAN-40170
The role of enterprise, entrepreneurship, sustainability and innovation within general management, in a variety of organisations and changing business contexts;	Developing an Investable Business Plan - MAN-40170 Entrepreneurship and Innovation for Sustainable Development - MAN-40206 International Business Context - MAN-40114
Demonstrate a critical understanding of sustainability models	Entrepreneurship and Innovation for Sustainable Development - MAN-40206 Developing an Investable Business Plan - MAN-40170
The determinants and consequences of innovation for sustainable development, and how enterprises adopt strategies to successfully manage this process;	Enterprise and Innovation Portfolio - MAN-40162 International Business Context - MAN-40114 Developing an Investable Business Plan - MAN-40170 Design Thinking and Innovation - MAN-40319 Entrepreneurship and Innovation for Sustainable Development - MAN-40206
The main methods, tools, techniques and strategies of creativity and innovation and their use, limitations and practical application in enterprises	Enterprise and Innovation Portfolio - MAN-40162 Design Thinking and Innovation - MAN-40319 Developing an Investable Business Plan - MAN-40170

Subject Specific Skills	
Learning Outcome	**Module in which this is delivered**
Deploy and manage tools and techniques to solve problems, generate innovate ideas and develop ventures	Developing an Investable Business Plan - MAN-40170 Design Thinking and Innovation - MAN-40319 Enterprise and Innovation Portfolio - MAN-40162
Set up, validate and manage ventures	Running a Business - MAN-40317
Create and adapt sustainable venture models	Design Thinking and Innovation - MAN-40319 Developing an Investable Business Plan - MAN-40170 Running a Business - MAN-40317
Adapt problem based methods of enquiry into real world economic, societal and environmental challenges within complex, uncertain contexts;	Design Thinking and Innovation - MAN-40319 Developing an Investable Business Plan - MAN-40170 Enterprise and Innovation Portfolio - MAN-40162
The ability to critically analyse the strategies and practices of enterprises operating within specific contexts;	Enterprise and Innovation Portfolio - MAN-40162 International Business Context - MAN-40114 Developing an Investable Business Plan - MAN-40170 Design Thinking and Innovation - MAN-40319 Entrepreneurship and Innovation for Sustainable Development - MAN-40206
Development of creative skills to generate, implement and manage new and original ideas in dynamic and/or uncertain environments.	Design Thinking and Innovation - MAN-40319 Enterprise and Innovation Portfolio - MAN-40162 Developing an Investable Business Plan - MAN-40170 Entrepreneurship and Innovation for Sustainable Development - MAN-40206 Running a Business - MAN-40317
The development and acquisition of entrepreneurial capabilities including resilience, autonomy, value creation and leadership.	Developing an Investable Business Plan - MAN-40170 Running a Business - MAN-40317 Enterprise and Innovation Portfolio - MAN-40162 Design Thinking and Innovation - MAN-40319
Effective and purposeful network building and stakeholder engagement	Developing an Investable Business Plan - MAN-40170 Enterprise and Innovation Portfolio - MAN-40162
Entrepreneurial behaviours, including taking the initiative, making things happen, reflecting, communicating, pivoting and adapting, storytelling, taking responsibility, networking, personal effectiveness and managed risk taking	Running a Business - MAN-40317 Design Thinking and Innovation - MAN-40319 Entrepreneurship and Innovation for Sustainable Development - MAN-40206 Developing an Investable Business Plan - MAN-40170 Enterprise and Innovation Portfolio - MAN-40162
Enterprise attributes including open mindedness, proactivity, curiosity, self-efficacy, flexibility, adaptability, determination and resilience.	Design Thinking and Innovation - MAN-40319 Running a Business - MAN-40317 Enterprise and Innovation Portfolio - MAN-40162 Developing an Investable Business Plan - MAN-40170

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.	International Business Context - MAN-40114 Entrepreneurship and Innovation for Sustainable Development - MAN-40206 Developing an Investable Business Plan - MAN-40170 Running a Business - MAN-40317 Enterprise and Innovation Portfolio - MAN-40162
An open and questioning approach to ideas, demonstrating curiosity, independence of thought and the ability to appreciate a range of perspectives, together with an acknowledgement and appreciation of a rapidly changing global and local environment	Running a Business - MAN-40317 Enterprise and Innovation Portfolio - MAN-40162 Entrepreneurship and Innovation for Sustainable Development - MAN-40206 Developing an Investable Business Plan - MAN-40170 Design Thinking and Innovation - MAN-40319
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.	Design Thinking and Innovation - MAN-40319 Enterprise and Innovation Portfolio - MAN-40162 Running a Business - MAN-40317 Developing an Investable Business Plan - MAN-40170
Demonstrate effective skills in creativity, problem-solving, evaluation, analysis and innovation	Developing an Investable Business Plan - MAN-40170 Running a Business - MAN-40317 Design Thinking and Innovation - MAN-40319 Enterprise and Innovation Portfolio - MAN-40162
Demonstrate personal responsibility and ethical behaviour	Enterprise and Innovation Portfolio - MAN-40162 Design Thinking and Innovation - MAN-40319 Developing an Investable Business Plan - MAN-40170 Running a Business - MAN-40317

8. Final and intermediate awards

Master's Degree	180 credits	You will require at least 150 credits at Level 7
Postgraduate Diploma	120 credits	You will require at least 90 credits at Level 7
Postgraduate Certificate	60 credits	You will require at least 40 credits at Level 7

9. 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:

- Reflections, where student's ability to identify their own experiences and opinions and display them in a constructive and critical way
- Team based assessments which involve groups of students working together on a particular challenge.
- Essays, including those based on case study material, test the quality and application of subject knowledge. In addition, they allow students to demonstrate their ability to carry out basic research and to communicate their ideas effectively in writing in an appropriate scholarly style
- Management reports test a student's knowledge of different research methodologies and the limits and provisional nature of knowledge. They also enable students to demonstrate their ability to formulate

research questions and to answer them using an appropriate strategy.
- Enterprise and Innovation portfolio tests the students' ability to present and reflect upon present evidence of entrepreneurial activity and rigorous engagement with the activity designed to support the development of their new business venture.
- Oral presentations assess a student's subject knowledge and understanding. They also test the ability to work effectively as members of a team, to communicate what they know orally and visually, and to reflect on these processes as part of their own personal development.
- Consultancy projects and Applied Dissertations test students' ability to work independently and with business clients on a project of benefit to the organisation. In doing so, the student will develop an appropriate research methodology and demonstrate mastery of the subject by applying to a business context. Through the final report and presentation, the student will demonstrate the ability to draw together all the strands of a particular argument into the approach to the solution to a business problem as well as reflect upon their professional journey.
- The Entrepreneurship project test students' ability to identify, develop and validate an opportunity. It tests their ability to research, build stakeholder networks and to evaluate a business case.

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.

10. Accreditation

This programme does not have accreditation from an external body.

11. 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'.

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

This degree is designed for those individuals with at least a second class honours degree or overseas equivalent qualification in any discipline to be able to apply to study the programme. If you have appropriate professional qualifications or relevant work experience you may also be considered.

English language entry requirement for international students IELTS 6.5 with a minimum of 5.5 in each component. The University also accepts a range of internationally recognised English tests. If you do not meet the English language requirements, the University offers a range of English language preparation programmes. During your degree programme you can study additional English language courses. This means that you can continue to improve your English language skills and gain a higher level of English.

Pre-Master's in Business - the Keele University International College offer a one semester Pre-Master's in Business programme for international students who do not meet the traditional entry requirements for a postgraduate business degree at Keele University. See the relevant course page on the website for the admission requirements relevant to this programme: https://www.keele.ac.uk/study/

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/

13. 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 assessments.
- Every student is allocated 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 Experience Support Officer and Disability and Inclusion Tutor who can assist and support with a

range of issues that face students throughout their studies.

- 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.

14. 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 text books 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 use 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.

15. Other Learning Opportunities

The programme includes additional, and optional, experiential activities, such as team-building exercises and consultancy exercises involving real-life business problems set by local companies. Students also have the opportunity to apply for and engage in short paid innovation projects with local businesses, to attend workshops and lectures from prominent external speakers, to visit organisations and to engage in wider networking and collaboration events.

16. Additional Costs

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.

17. 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 Postgraduate Taught Experience Survey (PTES), 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 on 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/

18. 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: Master's Degrees in Business and Management (2023) https://www.qaa.ac.uk/docs/qaa/sbs/subject-benchmark-statement-business-and-management-masters-23.pdf?sfvrsn=3570a881_18

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

Version History

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Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes