

International College

Programme Specification

Academic Year 2023/24

1. Course summary

Names of programme and award title(s)	International Year One in Business
Award type	Certificate of Higher Education
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Certificate of Higher Education (lv14)
Normal length of the programme	1 year with progression onto a further 2 years at Keele
Maximum period of registration	The normal length as specified above plus 2 years
Location of study	Keele Campus
Accreditation (if applicable)	Not Applicable
Regulator	Office for Students (OfS)
Tuition Fees	International Students - Fee for 2023/24 is £14,700

How this information might change: Please read the essential information at [kuic-terms-and-conditions.pdf \(pcdn.co\)](#) and <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.

2. What is an International Year One (IYO) programme?

Keele University International College (KUIC) has designed its IYO programme in close partnership with Keele University. The IYO programmes in general are for students that meet Keele's minimum entry requirements, but not the specific requirements for entry directly onto the Keele degree programme of their choice. The programme is delivered in a way that fosters a culturally diverse and supportive environment for international students, with specific support needs catered for by an experienced team. Students on this programme are fully embedded in all that Keele University and its innovative and high-quality campus environment has to offer. Processes between Keele University International College and Keele University are aligned to ensure a smooth transition and consistent high quality educational experience for all students.

3. Overview of the programme

The International Year One in Business provides:

- Intensive modules which provide the requisite background for specific honours programmes for those without the necessary qualifications;
- Access for non-traditionally qualified students to a wide range of business courses;
- A broad grounding in academic principles and methods.

4. Aims of the programme

The broad aim of the programme is to provide preparation for subsequent study at Bachelor's honours degree level in Business Management, Marketing, Economics, Finance and Accounting subjects.

A full list of current Bachelor's honours degree programmes offered via this IYO in Business programme can be found via: [Business - Keele University International College](#)

The programme aims to enable you to:

- Achieve a broad knowledge and understanding of a range of business-related subjects;
- Acquire a range of cognitive, generic, and transferable skills, including those practical and technical skills and techniques appropriate to the study of business disciplines, and to deploy these skills appropriately;
- Acquire suitable background knowledge and understanding at FHEQ level 4 in your chosen specialist fields to allow progression to FHEQ level 5 degree programmes in those subject areas.

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:

- Understand broad business-related principles.

Subject specific skills

These are covered by the subject-specific modules, which are core to specific IYO programmes.

General academic skills

These are covered by the academic skills modules, which are core to specific IYO programmes.

Successful students will be able to:

- Show awareness of the components and structure of an academic essay;
- Access, use and reference appropriate resources;
- Show awareness of plagiarism and improved ability to paraphrase and incorporate direct quotations;
- Show ability to use rhetorical and linguistic styles and structures and cohesive devices;
- Show awareness of writer stance;

- Interpret and address set essay questions;
- Demonstrate ability to write in an academic style, with use of appropriate grammar, vocabulary, register, essay structure and cohesive devices;
- Set, research, support and defend an academic thesis;
- Think and write analytically and critically;
- Synthesize and comment critically on a body of academic writing;
- Prepare to participate meaningfully in a group seminar discussion;
- Select appropriate materials for and co-lead a seminar discussion;
- Plan, research and deliver an effective team academic oral presentation;
- Work as a member of a team to plan and execute assignments;
- Provide constructive and practical feedback to peers;
- Consolidate writing and research skills;
- Reflect on their own strengths and weaknesses, capitalize on their learning style, target areas for improvement and demonstrate progress towards personal SMART targets;
- Communicate well in both verbal and written modes;
- Carry out primary research with consideration of acknowledgements and ethical protocols;
- Carry out literature searches with consideration of referencing.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Demonstrate effective written and oral communication and rhetorical skills;
- Prepare and deliver presentations;
- Work cooperatively and collaboratively in groups;
- Communicate and negotiate effectively when working as part of a research and presentation team;
- Reflect on their own skills and progress;
- Participate in an investigative project;
- Utilize effective independent study skills;
- Demonstrate skills in problem solving;
- Manage time effectively.

Keele Graduate attributes

Engagement with this programme will enable you to develop your intellectual, personal, and professional capabilities. At Keele, we call these our ten Graduate Attributes and they include independent thinking, synthesizing information, creative problem solving, communicating clearly, and appreciating the social, environmental, and global implications of your studies and activities. Our educational programme and learning environment are designed to help you to become a well-rounded graduate who can make a positive and valued contribution in a complex and rapidly changing world, whichever spheres of life you engage in after your studies are completed.

Further information about the Keele Graduate Attributes can be found here: <http://www.keele.ac.uk/journey/>.

6. How is the programme taught?

The programme will be delivered through a mixture of lectures, tutorials, seminars, and workshops; some students will also have computer classes and computer-based exercises. In addition, students are expected to undertake a large amount of independent study and revision. Further information on our Keele Learning Principles and

scheduled activities, non-classroom-based activities and assessments can be found here: [Keele Learning Principles \(sharepoint.com\)](https://www.keele.ac.uk/students/academiclife/academicmentoring/)

Apart from these formal activities, students are also provided with regular opportunities to talk through areas of difficulty, and any special learning needs they may have, with their Academic Mentors or module lecturers on a one-to-one basis. Further information on Academic Mentoring can be found here: <https://www.keele.ac.uk/students/academiclife/academicmentoring/>

7. Teaching Staff

All current Keele University International College staff will normally already have or are completing formal teaching qualifications and collectively have many years of experience teaching on foundation year programmes. Many are engaged in scholarship relating to teaching and learning. In some cases, teaching may be delivered by staff from other Schools within the University, or external experts in their field contracted to deliver specific teaching.

The College will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having enough 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 College will endeavour to ensure that any impact on students is limited if such changes occur.

8. What is the structure of the Programme?

The IYO in Business programme offers a September and January start. Both provide 120 credits worth of study during the academic year. The academic year runs from September to June (September start) and January to August (January start) and is divided into two semesters. The number of weeks of teaching will vary from programme to programme, module to module, but you can expect to attend 12 weeks of scheduled teaching sessions each semester.

Important dates can be found here: [Important Dates - Keele University International College](#).

Our programmes 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 based on 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

Module Lists

International Year One

Compulsory modules	Module Code	Credits	Period
English for Academic Study 1	KIC-10017	15	Semester 1 and 2
Quantitative Methods	KIC-10013	15	1
Business Foundations	KIC-10011	20	1

Academic and Digital Skills	KIC-00057	15	1
Research Skills	KIC-90005	15	2
Principles of Economics	KIC-10001	20	2
Introduction to International Business	KIC-10003	20	2

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.

International Year One

In Year 2 (Level 5) these learning outcomes are achieved in the compulsory modules which all students are required to take. Some of these outcomes may also be achieved or reinforced in elective modules together with other outcomes not stated here. In Year 3 (Level 6) the stated outcomes are achieved by taking any of the modules offered in each semester.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
What a business is and its internal and external operating processes, inclusive of planning and strategy, growth, marketing, products/services, information systems, and the management and development of human resources within organisations.	KIC-10011, KIC-10001, KIC-10003
The world of business and commerce including the operation of markets and market economies.	KIC-10011, KIC-10001, KIC-10003
The structures, cultures and functions of business and marketing organisations and how they interact as part of core business functions and processes.	KIC-10011, KIC-10001, KIC-10003
The theories and key concepts of economics. Business and HR in an interdisciplinary context.	KIC-10011, KIC-10001, KIC-10003
How economics contributes to the wider range of social and political issues in the UK context and about UK central policies.	KIC-10011, KIC-10001, KIC-10003
Marketing and its importance to business thinking.	KIC-10011, KIC-10003
How the economic environment operates with an emphasis on the UK?	KIC-10011, KIC-10001, KIC-10003
The application of numerical techniques to the business and decision-making process with an emphasis on numerical and sampling methods, financial and accounting calculation; and the description of economic theories and models and in solving qualitative queries.	KIC-10011, KIC-10001, KIC-10003

Generic Academic Skills	
Learning Outcome	Module in which this is delivered
Understand and respond effectively and creatively to a range of assessment types.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003
Demonstrate the appropriate level of information literacy.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003
Demonstrate competence in a diverse range of communication modes.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003, KIC-00057
Reflect and synthesize a range of competing interpretations and approaches.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003
Critically develop and apply a civic ethos.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Communicate effectively in writing.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003, KIC-00057
Communicate effectively orally.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003
Prepare and deliver presentations.	KIC-10017, KIC-10011, KIC-00057
Work cooperatively and collaboratively in groups.	KIC-10017, KIC-10011
Reflect on their own skills and progress.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003, KIC-00057
Participate in an investigative project.	KIC-90005
Demonstrate skills in problem solving.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003
Manage time effectively.	KIC-10017, KIC-10013, KIC-10011, KIC-90005, KIC-10001, KIC-10003

9. Final and intermediate awards

Students that successfully complete the programme with 120 credits will be eligible to progress to their chosen Keele degree programme and receive a transcript.

10. How is the Programme assessed?

The wide variety of assessment methods used on this programme at Keele University International College reflects the broad range of knowledge and skills that are developed as you progress through the 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 table is representative of the variety of assessment methods used on your programme:

IYO Bus	Semester	Module Title	Assessment 1	Assessment 2
	1	English for Academic Study 1	Listening Task (25%)	Reading Task (25%)
		Academic and Digital Skills	Group Presentation (50%)	Reflective Essay (50%)
		Quantitative Methods	Problem Sheets (40%)	Data Spreadsheet Analysis Exercise (60%)
		Business Foundations	Business Plan Poster (50%)	Report (50%)
	2	English for Academic Study 1	Essay (25%)	Viva (25%)
		Research Skills	Literature Review (50%)	Essay (50%)
		Introduction to International Business	Group Poster Presentation (40%)	Essay (60%)
		Principles of Economics	28-Hour Open Book (100%)	

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 during 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.

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.

12. Accreditation

This programme does not have accreditation from an external body.

13. University Regulations

Unless identified as programme and Keele University International College specific 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/> and Keele University International College regulations here:

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: [Admission - Keele University International College](#).

Please note that all non-native English speaking students are required to undertake a diagnostic English language assessment when progressing to their Keele University degree programme to determine whether further English language support may help them succeed in their studies. An English language module may be compulsory for some students during their first year of their degree programme.

15. How are students supported on the programme?

All students will be designated an academic mentor who they will meet on a regular basis, with access as necessary for support. Academic mentors will normally meet with students at least twice during each semester of the Foundation Year programme. The programme itself is delivered by Keele University International College staff and other staff from elsewhere in the University who will provide learning and teaching support, alongside a wider College team. Students also have access to the University’s Student Services, Students’ Union and Keele Institute for Innovation in Teaching Excellence for study skills support and support regarding careers and employability.

16. Learning Resources

All modules are delivered through face-face contact but with access to online resources through the KLE. Most of the taught sessions will be in small classrooms. Some study will be undertaken in computer laboratories or practical laboratories under supervision from staff and some cases postgraduate demonstrators. Support materials, programme regulations and student handbooks will be available electronically on the KLE. All students will have access to the University’s library and reading lists, course books and journals and computing and printing facilities.

17. Other Learning Opportunities

Students are encouraged to participate in a wide range of activities offered by the University and Students’ Union, including societies, sports, and volunteering. Involvement can be recognized in several ways including the Higher Education Achievement Record and Keele Students’ Union awards. We also recognize where possible the value of work and work experience.

18. Additional Costs

Activity	Estimated Cost
Total estimated additional costs	£0

These costs have been forecast by the University as accurately as possible but may be subject to change because 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 programme is delivered by the Keele University International College on the University's campus. The College and University endeavour to ensure all students enrolled with the College and University are afforded an educational experience that not only provides assimilation into the campus and student life within the University but is aligned to the standards and protocols of the University experience.

The College is responsible for the day-day management of the programme inclusive of attendance monitoring and the various module leaders/lecturers/tutors are responsible for the delivery and initial assessment of modules, whilst appraisal of delivery and programme content is overseen by the College in consultation with Navitas UK and the University.

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

- The College is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the College, in liaison with the University.
- Individual modules and the programme 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 those of Navitas UK.

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 as part of annual programme review.
- Findings related to the programme from regular surveys of the student experience conducted by the College and University are subjected to careful analysis and a planned response at College level.
- Feedback received from representatives of students 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
- 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:

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:

- UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education: <http://www.qaa.ac.uk/quality-code>
- Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>
- [Navitas NPRs](#)

21. Annex 1 – Programme- Specific Regulations

While the programme pass mark is 40% to progress to a specific Keele University programme students may have to achieve a higher threshold. These specific thresholds are reviewed on an annual basis and are published on the KUIC website, in the student handbook and within the programme Keele Learning Environment (KLE). If a student passes the programme but fails to achieve the required threshold they will be offered a suitable alternative Keele University programme.

22. Version History

Date Approved:

Previous documents

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