Keele UNIVERSITY

International College

Programme Specification

Academic Year 2025/26

1. Course summary

Name of programme	Pre-Master's in Business
Level of study	Graduate Diploma
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	RQF Level 7
Normal length of the programme	1 Semester pathway stage + 1 year at University stage
Maximum period of registration	1 year at pathway stage +2 years at University stage
Location of study	Keele Campus
Accreditation (if applicable)	Not Applicable
Regulator	Office for Students (OfS)
Tuition Fees	https://kuic.keele.ac.uk/admission/fees/

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 Pre-Masters Programme (PMP)?

Keele University International College (KUIC) has designed its PMP programme in close partnership with Keele University. The PMP 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 Pre-Masters 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 Master's degree level in Business Management, Marketing, HR, Finance and Accounting subjects.

A full list of current Master's degree programmes offered via this PMP 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 6 in your chosen specialist fields to allow progression to FHEQ level 7 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 PMP programmes.

General academic skills

These are covered by the academic skills modules, which are core to specific PMP 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 our 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

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?

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)

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 PMP in Business programme offers a September and January start [depending on chosen progression Degree]. Both provide 80 credits worth of study during the academic year. The academic year runs from September to January (September start) and January to June (January start). 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

Pre-Master's

Compulsory modules	Module Code	Credits	Period
English for Academic Study 2	KIC-10019	20	Semester 1
Critical and Creative Thinking	KIC-90011	20	Semester 1
Applied Concepts	KIC-90007	20	Semester 1
Research Methods (Management and	KIC-90015	20	Semester 1

Business Strategy)			

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.

Pre-Masters

Subject Knowledge and Understanding	
Learning Outcome	**Module in which this is delivered**
Define and critically assess arguments and evidence from a range of academic sources	KIC-90011, KIC-90007, KIC-90015
Recall and explain approaches to effective critical reading at postgraduate level	KIC-90011, KIC-90007, KIC-90015, KIC-10019
Select, synthesise, and critically assess information from a variety of written sources to reach informed conclusions	KIC-90011, KIC-90007, KIC-90015, KIC-10019
Define the basis of knowledge and the problems of knowing	KIC-90011, KIC-90007
Describe key research concepts and critically compare various research methodologies	KIC-90011, KIC-90007
Demonstrate understanding of research methods and methodologies	KIC-90011, KIC-90007
Identify and explain ethical considerations and their application to and impact on research	KIC-90011, KIC-90007
Demonstrate the ability to undertake all the key activities involved when producing a written piece of work for submission at postgraduate level	KIC-90011, KIC-90007, KIC-90015, KIC-10019
Plan, construct and deliver effective arguments.	KIC-90011, KIC-90007, KIC-90015
Demonstrate a critical approach to knowledge acquisition commensurate with postgraduate level study.	KIC-90011, KIC-90007, KIC-90015
Demonstrate ability to identify and critically review appropriate academic literature	KIC-90011, KIC-90007,
Research and analyse a complex range of strategic problems	KIC-90015
Compare and contrast a range of organisational environments	KIC-90015
Critically evaluate strategic decision-making and planning	KIC-90015

Generic Academic Skills	
Learning Outcome	**Module in which this is delivered**
Understand and respond effectively and creatively to a range of assessment types.	KIC-10019, KIC-90011, KIC-90007, KIC-90015

Demonstrate the appropriate level of information literacy.	KIC-10019, KIC-90011, KIC-90007, KIC-90015
Demonstrate competence in a diverse range of communication modes.	KIC-10019, KIC-90011, KIC-90007, KIC-90015
Reflect and synthesize a range of competing interpretations and approaches.	KIC-10019, KIC-90011, KIC-90007, KIC-90015
Critically develop and apply a civic ethos.	KIC-10019, KIC-90011, KIC-90007, KIC-90015

Key or Transferable Skills (graduate attributes)	
Learning Outcome	**Module in which this is delivered**
Communicate effectively in writing.	KIC-10019, KIC-90011, KIC-90007, KIC-90015
Communicate effectively orally.	KIC-10019, KIC-90011, KIC-90007, KIC-90015
Prepare and deliver presentations.	KIC-10019, KIC-90015
Work cooperatively and collaboratively in groups.	KIC-10019, KIC-90015
Reflect on their own skills and progress.	KIC-10019, KIC-90011, KIC-90007, KIC-90015
Participate in an investigative project.	KIC-90015
Demonstrate skills in problem solving.	KIC-10019, KIC-90011, KIC-90007, KIC-90015
Manage time effectively.	KIC-10019, KIC-90011, KIC-90007, KIC-90015

9. Final and intermediate awards

Students that successfully complete the programme with 80 credits will be eligible to progress to their chosen Keele degree programme as per offer letter and CAS 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:

PMP Business	Semester	Module Code + Title	Assessment 1	Assessment 2	Assessment 3	Assessment 4
	1	**English for Academic Study 2**	Listening Task (25%)	Reading Task (25%)	Essay (25%)	Viva (25%)
		Applied Concepts	Reflective Essay (100%)			
		Critical & Creative Thinking	Debate (50%)	Poster Presentation (50%)		
		Research Methods (Mgt & Strategy)	Group Presentation (30%)	Written Report (70%)		

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 800 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 assessment briefs
- Confirming all marks
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

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 in the Programme handbook and within the programme Keele Learning Environment (KLE).

22. Version History

Date Approved:

Previous documents

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

Information Classification: Restricted