

## Welcome to Keele Management School

You will find in this document a summary of the pathways that we are offering to international students joining year 3 of our Undergraduate Programme from a Chinese partner institution in academic year 2012-2013.

We have chosen the curricula for these pathways carefully to help you gaining the most from your year with us, built on several decades of experience with overseas students in the School.

Keele's curriculum is, unlike most other UK universities, largely based on a system of 'dual honours' degrees. briefly, this system allows students to study two unrelated subjects alongside each other.

You will therefore find each pathway combining two subjects from within the range of disciplines represented in the School. For each subject we have put together a portfolio of modules tailored to the specific requirements of each discipline, taking account of core modules but adding a range of suitable modules from our range of electives.

Within this overall framework our overall aim is to ensure adequate internal consistency of the programme that you will follow, while complementing coverage of essential topics and subjects with ample opportunity for choice.

You will therefore find a considerable range of pathway combinations, and we also offer you to substitute one elective in each pathway with a module from outside the school. Have a look at the attached Year 2 Electives list of modules that you may be able to join.

We will also offer you the opportunity to apply for further variation on a case-by-case basis but would suggest you follow at least 6 of the KMS modules listed for each pathway (plus an appropriate English language module) if you are seeking to enrol on one of our Master's programmes in Spring 2013 (indicative progression indicated below).

Alongside the modules listed here we expect you to participate in a personal tutor system, where you will find guidance and support in groups with other students and also through direct access to a link tutor familiar with your home institution.

We wish you a productive year at Keele Management School and are looking forward to welcoming you in England soon.

**Bus Man & Marketing Dual Honours**

Programme	Year 3
September	Comparative Business Cultures
	Global Business Analysis
	Marketing Communications
	Academic English for Business Students 1
February	Contemporary Issues in Management
	Strategic HRM
	Global Marketing Decisions
	International Business Strategies / Choice from outside KMS

*Recommended Master's: MA Marketing, MA Management, MA International Business*

**Bus Man & HRM Dual Honours**

Programme	Year 3
September	Comparative Business Cultures
	Global Business Analysis
	Employee Development
	Academic English for Business Students 1
February	Contemporary Issues in Management
	Global Labour Regulation
	Strategic HRM
	International Business Strategies / Choice from outside KMS

*Recommended Master's: MA Management, MA HRM, MA International Business*

**Bus Man & Finance Dual Honours**

Programme	Year 3
September	Comparative Business Cultures
	Corporate Finance
	Options and Futures
	Academic English for Business Students 1
February	Contemporary Issues in Management
	Banking
	International Finance
	International Business Strategies / Choice from outside KMS

*Recommended Master's: MS Management & Finance, MA Management*

**Bus Man & Accounting**

Programme	Year 3
September	Comparative Business Cultures
	Management Accounting
	Advanced Financial Reporting
	Academic English for Business Students 1
February	Contemporary Issues in Management
	Corporate Governance
	Audit Framework
	International Business Strategies / Choice from outside KMS

*Recommended Master's: MS Management & Finance, MA Management*

**Business Economics**

Programme	Year 3
September	Market Imperfections and Market Failure
	Dynamic Macroeconomics
	Options and Futures <b>or</b> Corporate Finance
	Academic English for Business Students 1
February	Labour Economics
	Econometrics
	International Finance
	Game Theory / Choice from outside KMS

*Recommended Master's: MSc Management & Finance*

**Finance & Accounting**

Programme	Year 3
September	Corporate Finance
	Management Accounting
	Advanced Financial Reporting
	Academic English for Business Students 1
February	Audit Framework
	International Finance
	Corporate Governance
	Banking / Choice from outside KMS

*Recommended Master's: MSc Management & Finance, MA Management*