Kent is one of the UK’s leading universities and all of our academic schools produce world-class research. Kent Business School has an international reputation for the quality of its programmes. We have excellent links with business, both in the UK and internationally.

Our Accounting & Finance degree is specially designed to ensure that it responds to the needs and expectations of the modern accountancy profession.

World-leading research
Kent Business School is research-led, with 78 permanent academic staff and a number of associate staff who support their classes with visiting academics from other leading universities and guest speakers from many areas of business. You will be part of a community which encourages you to challenge assumptions and think critically and creatively. As a result, you receive a distinctive business education that allows you to develop your individual management potential and makes you highly employable.

Excellent teaching
At Kent, you learn by attending lectures and seminars, as well as undertaking project teamwork and presentations. You are taught by specialist accounting staff, many of whom hold accountancy qualifications, and by lecturers who have experience in a wide range of management disciplines. Whether they have a particular area of expertise or are actively involved in research, our academics are passionate about their subjects and about sharing their knowledge with students, as well as with the wider academic and business communities.

A global outlook
We pride ourselves on the strength of our global connections. These have developed as a result of many strategies including a policy of regional, European and global recruitment, and training and consultancy links with regional, European and global organisations. We also have long-established links with business schools in France and Spain. We believe that an international perspective on business benefits all our students.

Supportive academic community
Kent Business School has a friendly, student-focused environment with an active staff-student consultative committee aiding the development of our programmes. Our academic staff advise and support you throughout your studies, but also encourage you to take responsibility for your own learning. The diverse backgrounds of staff and students create a dynamic learning environment, offering plenty of opportunity for discussion and debate.
For many of these companies, this is an ideal opportunity to discover new talent or to staff one-year projects by tapping into an international pool of dynamic students who have, by this time, already gained a consolidated knowledge and understanding of current business issues. For our students, it represents the chance to put theory into practice as well as make a valuable contribution to an organisation.

A successful future

Accountants are probably best known for checking the validity of company accounts – auditing – but that is not all they do. They devise and operate financial systems, conduct investment analysis, advise on business start-ups, company takeovers and company rescue schemes. They also handle individuals’ and corporations’ tax affairs and make recommendations to Government on policy.

Our Accounting & Finance programmes (both single honours and others) offer exemptions from the examinations of the professional accountancy bodies. But the programmes are not just designed for accountants. At Kent, you gain a broad academic education with an emphasis on key skills (including numeracy, oral and written communication, group work and computing). In addition, you can choose from a wide range of Accounting & Finance options in your final year of study, allowing the development of specialist knowledge. For more information on careers, see p8 or visit www.kent.ac.uk/employability

Professional accreditation

Our Accounting & Finance programmes are accredited by the UK professional accountancy bodies, leading to exemption from specific examinations dependent on your choice of modules.

Year in industry option

All our Accounting & Finance students have the option of spending a year in industry on a work placement. This takes place between Stages 2 and 3 of your degree. Companies who have participated in the scheme in recent years include IBM, Morgan Stanley, Goldman Sachs, Deloitte, Accenture and The Walt Disney Company.

DID YOU KNOW?

Kent was ranked 20th in the UK for Accounting & Finance in The Times Good University Guide 2013.
SUPERB STUDENT EXPERIENCE

Based on a scenic campus, you benefit from Kent Business School's modern and business-like facilities on campus, a short walk from the popular Park Wood student village.

Our specialist facilities include two lecture theatres, seminar rooms and a large reception area, which is ideal for business networking events.

International community
Kent offers an incredibly diverse and cosmopolitan campus – 140 nationalities are represented here. Our staff and students are from a wide variety of backgrounds and combine to form an international community, offering a multicultural learning environment and a supportive and flexible approach to teaching.

Beautiful green campus
Our campus is set in a stunning location. It has plenty of green and tranquil spaces, both lawns and wooded areas, and is set on a hill with a view of the city and Canterbury Cathedral. For entertainment, you’re spoilt for choice. The campus has its own cinema, theatre and student nightclub. It has a reputation for being a very friendly university with a cosmopolitan environment. There are many restaurants, cafés and bars on campus, as well as a sports centre and gym.

Everything you need on campus is within walking distance including a general store, an off-licence, a bookshop, a medical centre and a pharmacy.

Excellent study resources
The study resources on campus are excellent. The Templeman Library has extensive printed and electronic collections specifically aimed at supporting the courses and subject areas taught at Kent. There are also over a thousand PCs on campus and a range of support services for help or advice.

Kent’s Student Learning Advisory Service also provides information and advice on all aspects of effective learning and study skills, and is available to students from the time they arrive at the University. See www.kent.ac.uk/uelt/learning for more information.

Attractive location
Canterbury city centre is a 20-minute walk or a short bus-ride from campus. It’s a beautiful city with stunning medieval buildings, lively bars, pubs, restaurants and cafés, and a wide range of shops, from small independent outlets to high street chains. The attractive coastal town of Whitstable is close by and there are sandy beaches further down the coast. London is under an hour away by high-speed train.

DID YOU KNOW?
Kent was ranked 20th in the UK in The Guardian University Guide 2014.
Andrew Howard is in the final year of his Accounting & Finance and Computing with a Year in Industry degree.

Why did you choose Kent?
I wanted to do a degree in Accounting & Finance and Computing and spend a year in industry, all of which Kent offered. I came on a UCAS Visit Day with my family and we all liked Kent; it felt like home, like the place I was meant to be. I live in Hertfordshire, so Kent was a good distance from home for me; far enough away to be independent but close enough to make going home easy.

How is the course going?
At the beginning, it was a bit of a shock because accounting didn't really link to anything I had done before, but my Dad is an accountant and he warned me that that would be the case. My first exam didn't go well and I was worried, but it is a real learning curve and once you get it, that's it and now everything is absolutely fine. You just have to prepare yourself for the fact that this is a new subject and expect there to be a period of adjustment.

Also, a lot of the time you are working independently, you have to be self-motivated, which I find quite easy, but for some people it can be more of a challenge.

Are the lecturers supportive?
Yes. The lecturers are excellent and happy to help when you need it. The accounting course is very well run; the seminars prepare you for the exams, you do lots of practice with past papers so by the time you take your exam you know what to expect.

Do you have a favourite module?
Probably the auditing module, partly because it is taught by David Godsell and he is such a good lecturer, awesome; he even includes a bit of humour. It is all essay based, which could be difficult but isn't because he makes it all so interesting. You learn about the principles of auditing, and the laws around it and the importance of the independence of auditors. We looked at real world examples, such as Enron, which collapsed in 2001, and discovered why that happened.

Primarily, we work independently but some tasks have been based on teamwork, which is good because in a working environment you are often part of a team, although you have your own tasks.

How was your year in industry?
I have always wanted to work in a chartered accounting practice and managed to get my placement by emailing the company direct. The Placement Team at KBS were very helpful; they did mock interviews with me so that when I had the actual interview I wasn't so nervous.

To be honest, I thought being on placement would mean I was the tea boy – but it wasn't like that at all. From my first day, I was doing accounts preparation, tax returns and service charges, and later was able to deal directly with clients. It was such a good experience I would definitely recommend it to everyone – and you get paid.

You have secured a job with the same company after graduation, you must be delighted.
Yes. I start in August and I'm really looking forward to it. The work will be similar to my placement, but you rotate so you do a year in auditing and a year in the business team (which is accounts where I worked in my placement) and a half a year in tax, qualifying as an accountant as you go along.

How does it feel to be so close to the end of your degree?
I am not worried because I have a job to go to.

I am looking forward to my degree ceremony in Canterbury Cathedral; it's a great place to have it. My Nan is 91 and I am hoping she will be able to come; it will be a special day.

What advice would you give to someone thinking of coming to Kent?
My advice would be, work hard in your first year, it definitely pays off. The work in your second and third years builds on what you do in your first year so if you haven't got a good foundation everything could collapse.

I would definitely recommend Kent. The accounting department is great; I have enjoyed every lecture.
Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job and is consistently in the top 20 for graduate starting salaries.

Good career prospects
According to recent employment statistics, Kent graduates are doing better than ever in the changeable job market. Six months after graduation in 2011, only 7% of the University’s students were without a job or further study opportunity.

While many Accounting & Finance graduates go on to become chartered, certified or management accountants, this is not the only career option open to you. A degree in Accounting & Finance also prepares you for a future in the financial services sector, such as banking, insurance and investment, or general management. We give you a broad-based education that equips you for a range of careers within the world of business. Whatever career you decide on, there is no shortage of opportunities for well-qualified Accounting & Finance graduates.

Accounting & Finance graduates from Kent have taken up graduate positions in a wide range of companies and sectors, including ABN Amro, Accenture, Burgess Hodgson, Baker Tilly, Deutsche Bank, Ernst & Young, Fidelity Investment, HSBC, KPMG, PricewaterhouseCoopers, and Royal Bank of Scotland.

The companies involved also see these placements as a good way to find potential full-time employees, so the scheme will give you a definite advantage when it comes to job prospects. See p14 for more details.

Careers advice
Kent’s Careers and Employability Service can give you advice on how to choose your future career, how to apply for jobs, how to write a good CV and how to perform well in interviews and aptitude tests. It also provides up-to-date information on graduate opportunities before and after you graduate. For more information go to www.kent.ac.uk/employability.

DID YOU KNOW?
Kent was ranked 12th for graduate prospects in Accounting & Finance in The Complete University Guide 2013.
Rebecca Simmonds graduated from the Accounting & Finance with a Year in Industry programme in 2010. She now works for GE Capital.

What attracted you to Kent and to this particular programme?
The Accounting & Finance programme appealed to me because of its great results in many of the important student satisfaction surveys. It is also rated highly for the quality of its teaching. Kent Business School has many international connections and a fantastic placement programme which illustrates how established and well-known the School is in the business world.

It was also important to me that the University is accredited by the professional accounting bodies.

The fact that the University is campus-based made it feel very personal. The teaching staff were always available to provide support, both academically and from a personal development perspective.

How do you think your degree has changed you?
My course, and especially my year in industry, has made me a more confident person. It’s one thing to have the theoretical knowledge, but being able to adapt it to a business environment is also key.

Having a degree in Accounting & Finance looks great on my CV, which is enhanced further by being able to include the 13-months’ work experience I gained through my industrial placement. Potential employers are always interested to hear about my experiences at Hewlett-Packard and what I think I gained from it, and I’m always keen to talk about my time there.

I would definitely recommend doing a year in industry to anyone who is thinking of studying Accounting & Finance.

What are your plans for the future?
The future… there is an amazing fact about GE and its FMP – ‘75% of Business Chief Finance Officer’s are FMP graduates’ – so there is a high possibility that one day that will be me.

So far, I’ve worked in the home lending business in the UK and I now live and work in Warsaw, Poland, for one of the country’s biggest banks which is owned by GE. This is what I love about the programme – you have the opportunity to travel around Europe and experience different cultures, but you always find that finance is the same whatever part of the world you are in.

Without my degree, I wouldn’t have been able to join a programme like this and it’s great now to apply everything that I learnt to real-life situations.

What are you doing now?
After graduating, I got a place on GE’s Financial Management Programme (FMP). It’s a two-year programme and you work in different areas of finance: controllership, financial planning and analysis, and pricing, to name a few.
CHOOSING YOUR DEGREE PROGRAMME

Not sure which programme to choose? Here’s a guide.

Singlehonours
Accounting & Finance
This allows you to focus almost exclusively on your chosen subject.

Accounting & Finance with a Year in Industry
You spend a year working in industry between Stages 2 and 3 of your degree. Placements help develop skills and knowledge which will aid your final year of study. A placement can act as a springboard for securing good opportunities on graduation, as the selection procedures for placement schemes are often similar to those used in graduate recruitment.

The Accounting & Finance single honours qualification is accredited for exemption from some of the major professional accountancy examinations.

International students
Those students who take the Kent International Foundation Programme (IFP) need to achieve an average mark of 60% to guarantee entry on to the first year of the Accounting & Finance programmes. This does not include marks obtained at resits of Foundation examinations. For the most up-to-date information, see www.kent.ac.uk/internationalpathways/ifp

Teaching and assessment
In a typical week, you spend eight hours in lectures and four hours in seminars. Some modules have workshops or sessions in the micro-computer labs. You also spend considerable periods on individual study using the library resources.

Most modules have an end-of-year examination which counts for 80% of the final module mark; the other 20% is based on your coursework. Your second and final-year marks combine to determine your final degree class (together with your marks from your year in industry, if applicable).

Joint honours
Joint honours are available with the following subjects:
• Economics (LN14) 3 years
• Law (NM41) 4 years
• Mathematics (GN14) 3 years.

Further joint honours programmes may be available. For details, see: www.kent.ac.uk/ug

For more information on your joint honours subjects, order the relevant subject leaflet from the Information and Guidance Unit:
T: +44 (0)1227 827272
Freephone (UK only): 0800 975 3777
E: information@kent.ac.uk

Joint honours graduates may gain exemption from some of the major professional accountancy examinations, subject to module choice.

Need more information?
If you would like advice on which is the right programme for you, you may email the Business School and request a one-to-one talk with the Head of Recruitment, Steve Robinson, at kbsinfo@kent.ac.uk
STUDYING AT STAGE 1

In the first year of your degree programme, you receive an introduction to accounting – including computer-aided systems, economics and, if you wish, business law.

All Accounting & Finance students take the following compulsory modules:
- Economics (Mode A or B).
- Financial Accounting 1
- Quantitative Models and Methods for Accounting & Finance.

Options
- Business Law (strongly recommended)
- 30 credits from the following list (which are optional if Business Law is not chosen):
  - Biological and General Psychology
  - British Government and Politics
- Business Skills and Employability (this module is compulsory if you are taking the year in industry programme)
- Introduction to Political Thought
- Introduction to Social Psychology
- Modern Languages
- Sociology.

If you are seeking professional exemptions, you will normally need to take Business Law.

Joint honours students must also take the required modules for their other subject.

Modules: Stage 1

Economics
This module has two options – one for those with A level Economics or equivalent, and the other for those not at this level. You study the basic principles of economics, the ways in which economists think about problems, and the debates about economic problems and policies.

Financial Accounting 1
You are introduced to the principle and practice of financial accounting which is primarily concerned with recording financial events and preparing and interpreting financial reports for parties outside the organisation. You use a computer-assisted learning package to study double-entry bookkeeping.

Quantitative Models and Methods for Accounting & Finance
This module has been designed primarily for Accounting & Finance students. It provides an understanding of computing, mathematics, statistics and modelling techniques, preparing you for later modules in finance and management accounting. You learn the fundamentals of computing and are able to select, and apply with understanding, appropriate mathematical and statistical methods to process problems, particularly in finance and management accounting, and to use spreadsheets and other software effectively.

Business Law
Run by Kent Law School, this covers the principal areas of law relating to the accounting profession, including contract, tort and employment law, as well as negligence in a business context.

Please note that instead of the Business Law module, you may choose an alternative module from the Faculty of Social Sciences.
STUDYING AT STAGES 2 AND 3

In Stages 2 and 3, you focus in greater depth on subjects including strategic management, investments and the role of the accountant in international markets. If you are taking a year in industry programme, your placement takes place between Stages 2 and 3.

The following four modules are compulsory for single honours students and those joint honours students needing professional exemptions:
- Financial Accounting 2
- Management Accounting 1
- Principles of Finance
- Strategic Management.

Other modules may be selected from options in Accounting:
- Auditing
- Business Finance
- Financial Statement Analysis
- Futures and Options Markets
- Management Accounting 2
- Social Responsibility Accounting
- Taxation.

Joint honours students must also take a number of modules in their other subject.

Modules: Stages 2 and 3

Auditing
To give you an understanding of the concepts which underlie the auditing process, this module begins by considering the overall objectives of, and the theory underlying, an audit of private sector organisations. You also study the historical development of auditing and the way in which the profession has responded to various criticisms, before considering options for its future.

Business Finance
Through both theoretical and practical study, you increase your understanding of the concepts and principles which underlie investment, financing and dividend decisions. As well as studying the UK’s financial system, you examine the major stock market theories. You have an opportunity to investigate the application of such theories through completion of an investment portfolio project. In addition, valuation models are considered in the context of mergers and acquisitions.

Financial Accounting 2
You gain a thorough understanding of financial accounting techniques at an advanced level and an appreciation of the regulatory and social environment within which financial reporting takes place. As far as possible, we integrate these areas – for example, we explore the nature of the financial reporting environment in the context of the relevant technical issues.

Financial Statement Analysis
This module further develops your ability to analyse corporate financial statement information and use this information in making performance
evaluations and investment decisions. You also investigate the role of corporate financial statements in the context of company valuation. The valuation models and implications of market-based accounting research are thoroughly analysed.

**Futures and Options Markets**

This module is concerned with international investment banks’ products and strategies that involve the description and analyses of the characteristics of financial derivative instruments, such as forward and future contracts, swaps, and options involving commodities, interest, and equities markets. You learn the techniques used in valuing financial derivatives and hedging risk exposure, and acquire a solid base for future employment in international investment banking and treasury management.

**Management Accounting 1**

One of the most important factors for a management accountant is to ensure that you provide relevant information for management activities such as decision-making, planning and control. In this module, you develop an understanding of the concepts, techniques and problems encountered in management accounting. We emphasise the need to examine managerial issues in the context in which they arise, and to appreciate the interrelationships of different approaches and disciplines in their resolution.

**Management Accounting 2**

In this module, you look at the provision of information for organisational decision-making and control. You develop a sound understanding of the nature of costs and management accounting and the relevance of costing information for management. Within an economic and organisational context, you study the principles and techniques used to help managers make better-informed decisions.

**Principles of Finance**

In this module, you examine the concepts and principles that underlie the investment and financing decision-making process. You investigate models for analysing potential investments. Issues concerning the financing of viable projects are examined within a ‘real world’ situation.

**Social Responsibility Accounting**

You examine the social implications of accounting and the role of the accountant in society. For example, with organisations and individuals placing greater emphasis on conservation, do the conventional accounting measures of performance encourage managers to make the best use of society’s natural and human resources? If not, how can this be changed?

**Strategic Management**

You examine strategic processes within organisations. The module is taught in two parts: approaches to strategic management, concepts and frameworks, and issues in strategic management. Through the use of case studies, you explore the relationship between theory and practice in organisations and how that interrelationship affects the strategies of firms.

**Taxation**

This module introduces you to the UK tax system including the overall function and purpose of taxation in a modern economy, different types of taxes, principal sources of revenue law and practice, tax avoidance and tax evasion. You also look at issues around income tax liabilities including the scope of income tax, income from employment and self-employment, property and investment income, the computation of taxable income and income tax liability, the use of exemptions and reliefs in deferring and minimising tax liabilities, and, finally, corporation tax liabilities.

---

**SCHOLARSHIPS AND BURSARIES**

For details of scholarships and bursaries at Kent, see [www.kent.ac.uk/scholarships](http://www.kent.ac.uk/scholarships)
YEAR IN INDUSTRY

As part of your degree programme, it is possible to work on a year’s business placement. This is taken between Stages 2 and 3.

Our students have been on placements with many major companies, both in the UK and overseas.

Study and career benefits
Employers are very keen to employ graduates who already have work experience, so this year can greatly enhance your job prospects by providing you with real commercial experience. It also allows you to evaluate a particular career path, and gain knowledge of the working environment. If your placement is a success, you may be offered a job by that employer after graduation.

The skills and knowledge you acquire will help you in your final year at university and a placement year can also act as a springboard for securing good opportunities on graduation.

Finding a placement
Kent Business School provides information and support in finding placements, visits you twice during your placement year and provides online support at other times. On your return to the University, you provide a reflective report on your placement.

There are frequent visits to the University of Kent by companies who present their placement opportunities and also interview candidates.

Salary and benefits
Students usually work on placement for an entire calendar year. Salary and holiday entitlements vary according to the employer you work for. However, many students find that they earn enough to be able to save some of their income, and this often helps them in their final year of studying at Kent.

Keeping in touch with Kent
The University maintains close contact with you during your year away. The industrial placement year is assessed by a combination of employer feedback and academic evaluation. It contributes over 10% to your overall degree mark.

Terms and conditions: the University reserves the right to make variations to the content and delivery of courses and other services, or to discontinue courses and other services, if such action is reasonably considered to be necessary. If the University discontinues any course, it will endeavour to provide a suitable alternative. To register for a programme of study, all students must agree to abide by the University Regulations (available online at: www.kent.ac.uk/regulations).

Data protection: for administrative, academic and health and safety reasons, the University needs to process information about its students. Full registration as a student of the University is subject to your consent to process such information.
Open Days
Canterbury Open Days are held in the summer and autumn for potential students, their families and friends. The day includes a wide range of subject displays, informal lectures and seminars, and the chance to tour the campus with current students to view accommodation and facilities. You can also meet staff to discuss course options or admissions, disability and dyslexia support and study skills. For more information, see www.kent.ac.uk/opendays

UCAS Visit Days
If you apply to study at Kent and we offer you a place (or invite you to attend an interview), you will usually be sent an invitation to one of our UCAS Visit Days. The Visit Day includes presentations in your subject area, guided tours of the campus, including University accommodation, and the opportunity to speak with academic staff about your chosen subject. For more information, see: www.kent.ac.uk/visitdays

Informal visits
You are also welcome to make an informal visit at any time. Our Information and Guidance Unit can provide you with a self-guided tour leaflet, which includes the main points of interest. It may be possible to arrange meetings with academic staff, although we cannot guarantee this. For more details and to download a self-guided tour, see: www.kent.ac.uk/informal

Location
Canterbury.

Award
BA (Hons).

Degree programmes
Single honours
• Accounting & Finance (N400)
• Accounting & Finance with a Year in Industry (N404)

Joint honours
Accounting & Finance and...
• Economics (LN14)
• Law (NM41)
• Mathematics (GN14)

Offer levels
ABB at A level, IB Diploma 34 points inc 4 in Mathematics (5 in Mathematics Studies) or IB Diploma with 16 points at Higher inc 4 in Mathematics (5 in Mathematics Studies). NM41: AAB at A level, IB Diploma, as above.

We come to you
The University of Kent attends higher education fairs in the UK, mainland Europe and in many countries around the world. At these events, universities and colleges come together to give face-to-face information and guidance to prospective students.

We also have Kent overseas representatives who can give you up-to-date advice on courses, the application process, applying for a visa (if you need one), and details about living and studying in the UK.

Need more information?
If you have any other queries, the Information and Guidance Unit offers a friendly service with advice on choosing your degree, admissions procedures, how to prepare for your studies, and information about the University of Kent’s facilities and services.

T: +44 (0)1227 827272
Freephone (UK only): 0800 975 3777
E: information@kent.ac.uk
COME AND VISIT US

We hold Open Days at our Canterbury and Medway campuses.
For more information, see: www.kent.ac.uk/opendays