ACADEMIC EXCELLENCE AND INSPIRATIONAL TEACHING

Kent is one of the UK’s leading universities, ranked 20th in The Guardian University Guide 2015. In the Research Excellence Framework (REF) 2014, Kent is ranked 17th* for research intensity, outperforming 11 of the 24 Russell Group universities.

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 proud of its strong research environment. Based on our results in the Research Excellence Framework 2014, business and management was ranked 25th in the UK out of 101 institutions for research intensity by the Times Higher Education. Our academics contribute to cutting-edge research across a full range of disciplines and frequently publish in leading international journals. They also write textbooks for undergraduate and postgraduate students that draw on their research and are used to underpin teaching in the School.

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 professional 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.

In addition, you are taught by leading experts from business and the professions, as well as visiting academics from other universities who work closely with our permanent academic team.

A global outlook
Kent is known as the UK’s European university and has strong links and partnerships across the world. Forty-one per cent of our academics come from outside the UK, which adds an international dimension to your studies and outlook. At Kent Business School, 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, training and consultancy links. We also have excellent links with business schools in Hong Kong, China, France, Germany, Spain, Finland and Italy. We believe that an international perspective on business benefits all our students.

* of 122 universities, not including specialist institutions
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 Accenture, Deloitte, Ghana Oil Company Ltd, Goldman Sachs, IBM, Morgan Stanley, The Walt Disney Company and YEK Partners Malaysia.

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 and joint honours) 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

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.

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.

DID YOU KNOW?
In the National Student Survey 2014, 93% of Accounting & Finance students were satisfied with the overall quality of the course.
SUPERB STUDENT EXPERIENCE

Our campus at Canterbury provides a stunning location for your studies and offers first-class academic and leisure facilities.

Kent Business School has its own modern facilities on campus, a short walking distance from the popular Park Wood student village. The main building has two lecture theatres, seminar rooms and a large reception area which is often used for business networking events.

Diverse environment

Our students come from a variety of backgrounds and all of our students benefit from the diverse nature of Kent Business School. There are always a number of mature students who have worked in industry, as well as an increasing number of students from overseas. This mix means you not only learn from your lecturers but also from the experiences of your peers.

Excellent study resources

The study resources on campus are excellent. The Templeman Library has extensive print and electronic collections specifically aimed at supporting the subject areas taught at Kent. Electronic resources include e-journals, e-books, databases, reference resources and newspaper archives.

Kent’s Student Learning Advisory Service (SLAS) also provides information and advice on all aspects of effective learning and study skills, and is available to all students at the University. For details, please see www.kent.ac.uk/learning

Sociable campus

The campus is built on 300 acres of parkland, overlooking the city of Canterbury. Modern buildings are surrounded by open green spaces, courtyards, gardens and woodland. It’s self-contained and all the main facilities are within walking distance.

There are excellent academic facilities, including the library and support for developing your study skills. There are extensive additional facilities, including a sports centre, theatre and cinema, concert hall, nightclub, restaurants, bars, medical centre and pharmacy, off-licence and shop.

Historic city

Canterbury city centre is just a 25-minute walk or a short bus-ride from the University campus. It’s a small but 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. At the heart of the city, Canterbury Cathedral is also the venue for the University’s degree ceremonies.

Canterbury is an ideal base from which to explore further afield. The attractive coastal town of Whitstable is close by and there are sandy beaches further down the coast. We have strong links with universities in Europe, and Kent is only around two hours by train from Paris and Brussels, with London less than an hour away by high-speed train.

DID YOU KNOW?

Kent was ranked 20th in the UK in The Guardian University Guide 2015.
Lydia Nartey is in the final year of her Accounting & Finance with a Year in Industry degree.

Why did you choose Kent?
The main reason was because the course offered a year in industry, the entry requirements were reasonable and they accepted a subject I did as part of a pre-university course in business and management. My cousin studied at Kent and I visited him and liked the campus because it's very green, there's lots of wildlife and everyone is friendly. It is also close to home (Croydon).

How is the course going?
It's going really well. The year in industry has helped me to find a focus, I now know what I want to do and I can put the theory I've learnt into practice. When they teach us something new it makes more sense, it's not so abstract as it seemed in the first year.

What sort of support is there in your studies?
It's really good. I asked to do the value programme in my first year; they put on workshops in the week leading up to exams in the summer term to help with any key topics; it helps to give you a deeper understanding of the subject. The lecturers are very approachable and you can go to see them in their regular office hours if you have any questions.

Do you have a favourite module?
I really enjoyed Financial Accounting in first and second year, because I like numbers. I also enjoyed Quantitative Models and Methods for Accounting & Finance.

How was your year in industry?
I worked for GOIL (Ghana Oil Company) in the head office in Accra. I am from Ghana originally and I still have family there so I lived with them, which was great.
I worked as an internal audit officer and it was my first time working in an office situation. I started in the finance team before joining the audit department where I worked for the Chief Audit Officer. Everyone was friendly and helpful.

The year in industry taught me how to conduct myself in a business environment and it has given me confidence. When I came back to Kent I was able to talk about my experiences, something I would not have done in my first or second year. It's also shown me that I really do want to work in finance. I enjoy working with numbers and I found I wanted to learn more. Everything I've learnt at university suddenly became clear. I also learnt to be more assertive and to ask questions if I don't understand something, which is really important as I used to be quite reserved.

How do you see your career progressing?
I'm applying for graduate schemes in finance and accountancy firms. I don't mind whether it's a service industry like a bank or an accounting firm or in manufacturing. I'm applying for jobs now. Kent Business School held a workshop with the Institute of Chartered Accountants in England and Wales (ICAEW) to give us some contacts and to help with networking, which is very important in the business world.

What advice would you give to someone thinking of coming to Kent?
I would say 'Go for it!' Kent is really beautiful and Canterbury is a lovely city. The Careers and Employability Service is very helpful, and there's an excellent peer mentoring scheme. I think you should have an idea of what you want to study and I would suggest that you do something you enjoy because you don't want to waste your time or money. I think it's really important to come to an Open Day because you get to know more about the degrees on offer. If I hadn't come to an Open Day at Kent I wouldn't have known that they would accept me if I did the Pre-U course.*

*Cambridge Pre-U course. A post-16 qualification that gives sixth formers the skills and knowledge they need to succeed at university.
A SUCCESSFUL FUTURE

Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job. We offer many opportunities to gain worthwhile experience and develop specific skills and aptitudes that employers value.

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 2013, less than 6% 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, PwC, and Royal Bank of Scotland.

Valuable contacts
Taking the year in industry programme gives you a wonderful opportunity to impress employers and make contacts in the business world. It also gives you a better understanding of what employers are looking for, and helps you discover what type of work most appeals to you.

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 18th for graduate prospects in Accounting & Finance in The Guardian University Guide 2015.
Christine Livingston graduated with a BA in Accounting & Finance in 2014. She is now working as an ACA graduate trainee at Oury Clark Chartered Accountants.

What did you choose to study at Kent?
I chose to study Accounting & Finance, primarily because of the course and its syllabus and the opportunity to gain exemptions from professional chartered accountancy examinations. During the first and second year, all modules were compulsory, and in the third year I chose Taxation, Financial Statement Analysis and Valuation, Business Finance, and Management Accounting 2.

How would you describe the teaching at Kent?
I found the lecturers and seminar leaders very approachable and they provided comprehensive study materials. Seminars were an opportunity to clarify and discuss areas that were particularly challenging and review seminar preparation. The majority of the work was completed during self-study, although tutors were always available during office hours for help. Throughout the year we were focused on various assignments, exam preparation and technique.

What about the academic standards at Kent
It is difficult to compare the academic standards with anything I have done previously. However, I am extremely well prepared for my future studies. I am currently studying towards my ACA qualification and I am achieving high marks. Kent is consistently ranked highly in university league tables, which is testimony to the high academic standards achieved by Kent graduates.

How do the skills you gained at Kent help you in your present career?
I chose to continue with accounting and finance as a career and therefore I have found that much of the academic knowledge is transferable. In addition to this, I developed a range of self-study techniques at Kent that continue to help me. At Kent, we were encouraged to participate in group projects that develop communication skills, time management, analysis and teamwork. These skills are particularly applicable in my career, especially when working on an audit to tight deadlines.

How did your career progress after graduation?
After receiving my degree results I immediately began applying for graduate positions. I posted several online applications which resulted in a lot of online testing and several interviews. Within eight weeks I was offered two positions in quick succession, this meant I had to consider both these and additional pending applications, and how I wanted my future career to progress. I chose my current position because of their acceptance of exemptions from ACA professional examinations and the belief that a smaller firm more suited my personality and career goals.

What advice would you give to prospective students?
My main piece of advice to prospective students is to ask questions. Ask the lecturer or your seminar leader if you are confused, or don’t understand a certain part of the syllabus, they are always willing to help, whether through email or meeting you during their office hours.

I would also recommend maintaining a healthy work-life balance, make sure you make time to relax, have fun, chill out with your friends, go to the gym, or join a society. Taking breaks from work meant I was more focused when I was studying, I learnt more and I had time to pursue other interests. I had a great time at Kent and would thoroughly recommend it to any prospective student.
CHOOSEING YOUR DEGREE PROGRAMME

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

Single honours
Accounting & Finance (N400)
This allows you to focus almost exclusively on your chosen subject.

Accounting & Finance with a Year in Industry (N404)
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
If you are applying from outside the UK without the necessary English language qualifications, you may be able to take the Kent International Foundation Programme (IFP). Achieving a good pass from the Kent IFP with an overall average of 60%, including passing all components, guarantees you entry to the first year of the Accounting & Finance degree programme. For more details of entry requirements, please see p15.

For the most up-to-date information, see www.kent.ac.uk/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 usually counts for 70% of the final module mark; the other 30% 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.

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
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:
- Financial Accounting 1
- Introduction to Economics
- Quantitative Models and Methods for Accounting & Finance.

Options
- Business Law (strongly recommended)
- Business Skills and Employability (this module is compulsory on the year in industry programme)
- Introduction to Management (strongly recommended, particularly for those on the year in industry programme)

or 30 credits from the 'wild' modules list (these are optional if Business Law is not chosen) they include:
- Analysing British Politics Today
- Introduction to Political Thought
- Introduction to Psychology
- 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**

**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.

**Business Skills and Employability**
This module equips you with the key skills needed for the academic study of business, such as interpersonal and work-related skills, as well as an understanding of research, critical thinking and conceptual models.

**Introduction to Economics**
This module introduces you to the basic principles of economics, to the main ways in which economists think about problems and to the important current economic issues in the United Kingdom, the European Union and the world economy.

**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 support the teaching of double-entry book-keeping.

**Introduction to Management**
Here, you are introduced to a range of management approaches, each of which advocates a different way of management. A key focus of the module is the contemporary relevance of these various approaches, with attention directed at the area of business and type of organisation within which different forms of management are practised. Topics include scientific management, bureaucracy, culture management, leadership, aesthetic labour and managing ethically.

**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 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 accounting, and to use spreadsheets and other software effectively.
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 & Finance at Stage 3:

- Auditing
- Business Finance
- Financial Statement Analysis and Valuation
- Futures and Options Markets
- Management Accounting 2
- 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 and Valuation
This module 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
Here, 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.

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.

DID YOU KNOW?
For details of scholarships and bursaries at Kent, see www.kent.ac.uk/ugfunding
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 acquired also help you in your final year at university, allowing you to put your academic learning into a real-world context.

Finding a placement

Kent Business School provides information and support in finding placements, through a range of preparatory employability workshops. You are visited during your placement, and provided with online support at other times. On your return to the University, you provide a reflective report on your placement.

Salary and benefits

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 year in industry is assessed by a combination of employer feedback and academic evaluation.

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.

“I worked at Deloitte, the financial services firm. It was a fantastic year, everyone was friendly and it helped me to secure an offer of a graduate job with them, too.”

Rebecca Rusch
Accounting & Finance with a Year in Industry
## Degree Programmes

### Single Honours
- Accounting & Finance (N400)
- Accounting & Finance with a Year in Industry (N404)

### Joint Honours
- Economics (LN14)
- Law (NM41)
- Mathematics (GN14)

### Offer Levels
- ABB at A level, IB Diploma 34 points overall or 16 at HL inc Mathematics 4 at HL (Mathematics Studies 5 at SL).
- NM41: AAB at A level, IB Diploma 34 points overall or 17 points at HL inc Mathematics 4 at HL (Mathematics Studies 5 at SL).

### Professional Recognition
Full or partial exemption from the preliminary stage of professional accountancy examinations provided you choose the appropriate modules. Single honours degrees offer further exemptions from the examinations of some accountancy bodies.

### Required Subjects
GCSE Mathematics grade B.

### Scholarships and Bursaries
For details of scholarships and bursaries at Kent, please see www.kent.ac.uk/ugfunding

### More Information
If you have any queries on how to choose your degree, our admissions procedures or about the University of Kent’s facilities and services, please contact us.
T: +44 (0)1227 827272
Freephone (UK only): 0800 975 3777
www.kent.ac.uk

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## Location
Canterbury.

## Award
BA (Hons).

## Year in Industry
See p14.

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### Open Days
Kent runs Open Days during the summer and autumn. These provide an excellent opportunity for you to discover what it is like to live and study at the University. You can meet academic staff and current students, find out about our courses and attend subject displays, workshops and informal lectures. We also offer tours around the campus to view our sports facilities, the library, and University accommodation. For further information and details of how to book your place, see www.kent.ac.uk/visit

### Applicant 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 Applicant Days. You can book to attend through your online Kent Applicant Portal. The Applicant Day includes presentations in your subject area, guided tours of the campus, including University accommodation, and the opportunity to speak with both academic staff and with current students about your chosen subject. For further information, see www.kent.ac.uk/visit

### Informal Visits
You are also welcome to make an informal visit to our campuses at any time. The University runs tours of the Canterbury and Medway campuses throughout the year for anyone who is unable to attend an Open Day or Applicant Day. It may also be possible to arrange meetings with academic staff, although we cannot guarantee this.

Alternatively, we can provide you with a self-guided tour leaflet, which includes the main points of interest. For more details and to book your place, see www.kent.ac.uk/informal

### Scholarships and Bursaries
For details of scholarships and bursaries at Kent, please see www.kent.ac.uk/ugfunding

### More Information
If you have any queries on how to choose your degree, our admissions procedures or about the University of Kent’s facilities and services, please contact us.
T: +44 (0)1227 827272
Freephone (UK only): 0800 975 3777
www.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