The UK’s European university

ACCOUNTING & MANAGEMENT

Medway
ACADEMIC EXCELLENCE AND INSPIRATIONAL TEACHING

Kent is one of the UK’s leading universities, with all of our academic schools producing world-class research and committed to delivering excellence in teaching.

With strong links with businesses, both in the UK and worldwide, Kent Business School has an international reputation for the quality of its programmes.

Our Accounting & Management degree is specially designed to respond to the needs and expectations of the modern accountancy and management professions.

World-leading research
Kent Business School is proud of its strong research environment. In the 2008 Research Assessment Exercise (RAE), we were placed among the top 30 business schools in the UK for the quality of our research. Our academic staff frequently publish in leading international journals, and write textbooks for undergraduate and postgraduate students that draw on their research and are used to underpin teaching in the School.

Passionate teaching
At Kent Business School, you learn through 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 hands-on experience in a wide range of management disciplines. Whether they have a particular area of practical expertise or are actively involved in research, our academics are passionate about their subjects and about sharing their knowledge.

Teaching at the School is further supported by visiting academics from other leading universities, and guest speakers from many areas of business, who bring their unique insight to your learning.

Our supportive and flexible approach to teaching gives you the confidence and skills you need to follow the path that most interests you. We are also engaged in a continuous cycle of reviewing and improving our teaching, our modules and our programmes, to ensure that you receive the best possible education in a stimulating learning environment.

A flexible degree
The Accounting & Management degree offers you a great deal of flexibility. The modules taught at Stage 1 (the first year of a full-time degree) are the same as those taught on our Business & Management degree, which means that you can switch programmes at the end of Stage 1 if you wish. After Stage 1, the wide range of optional modules allows you to tailor your degree to your own interests, while ensuring you maximise your professional exemptions.

For more information on the Business & Management degree please download a copy of the brochure from www.kent.ac.uk/courses/undergraduate/leaflets

Supportive academic community
Kent Business School at Medway offers a lively, friendly and student-focused experience. The School is small enough for you to be known as an individual, offering a personalised setting in which to work and study.

Our academic staff advise and support you throughout your studies, while also encouraging you to take responsibility for your own learning. At the beginning of your degree, you meet with your Academic Adviser, who supports you throughout your course – advising you on module choices, encouraging you to be involved in campus life, and helping you to the next stage in your chosen path.

The diverse backgrounds of staff and students create a dynamic learning environment, with plenty of opportunity for discussion and debate. You become part of a vibrant, forward-thinking community that 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 management potential and makes you highly employable.
We also have long-established links with business schools in Hong Kong, France and Italy. We believe that an international perspective on business benefits our students, and many choose to take a year in industry overseas.

The year in industry represents the chance to put theory into practice. Our students find out first-hand what type of work most appeals to them, and make a valuable contribution to their chosen organisation. Typically, 80% of our students are offered jobs in their placement company on graduation. See p15 for details.

A successful future
At Kent Business School, you gain a broad academic education with an emphasis on developing key foundational and transferable skills, including numeracy, IT, oral and written communication, as well as an aptitude for teamwork. In addition, you can choose from a wide range of optional subjects that allow you to specialise in areas that particularly interest you.

Our flexible and supportive approach has led to an excellent record of graduate employment, with our graduates moving into a wide range of careers including professional training in public practice (chartered accountancy) or in industry, commerce, the public sector, financial services or general management. For more information on careers, see p9 or visit our employability web page at www.kent.ac.uk/employability

Professional accreditation
Our accounting and management programmes are accredited by the UK professional accountancy bodies, leading to exemption from specific examinations dependent on your choice of modules. Advice is given as to the best options to take dependent upon your career plans.

A global outlook
Kent’s international reputation attracts staff and students from around the world: 41% of staff at the University come from outside the UK and our students represent 149 nationalities.

At Kent Business School, we are proud of the strength of our global connections, developed as a result of building regional, European and international recruitment, training and consultancy connections. We also have long-established links with business schools in Hong Kong, France and Italy. We believe that an international perspective on business benefits our students, and many choose to take a year in industry overseas.

Year in industry
We take your career aspirations very seriously and we know that getting relevant work experience is key to competing in the graduate job market. That is why all of our students spend a year in industry as part of their degree.

We help you to find a placement in the private, public or charitable sector that will suit your career ambitions. Our students have spent their year in industry in leading companies such as Accenture, Deloitte; Goldman Sachs; IBM; Mazars; Morgan Stanley; The Walt Disney Company, and many more, ranging from international companies to local SMEs.
SUPERB STUDENT EXPERIENCE

Our modern campus at Medway provides a stunning location for your studies. As well as outstanding teaching and learning facilities, the campus has a real sense of community.

Kent Business School is located in the award-winning Medway Building. Our students enjoy the best of both worlds: access to all the connections and resources that are offered as part of the University’s international environment, while being located on a smaller, more intimate campus.

Excellent study resources

The general resources on campus are excellent. The £8 million Drill Hall Library is well stocked with printed books, journals and electronic information. You have access to a range of study support services such as IT support, library support and public PCs and printers.

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 from the time they arrive at the University. Please see www.kent.ac.uk/learning for more information.

Historic setting

Combining beautiful old buildings with state-of-the-art facilities, the campus is near The Historic Dockyard, Chatham built at the start of the 20th century. There are cafés, a shop and a student pub, all of which create a friendly, close-knit environment.

The nearby Dockside retail outlet, based in a Grade II-listed Victorian building, features a range of shops, bars, restaurants and a multi-screen cinema complex. You also have access to Medway Park, a multimillion-pound sports centre, which was an approved pre-Games training camp for the London 2012 Olympic and Paralympic Games.

Close by is the historic town of Rochester, which is home to an imposing Norman castle. The impressive Rochester Cathedral is the venue for the University’s degree ceremonies.

Diverse environment

Our students come from a variety of backgrounds and benefit from the diverse nature of Kent Business School. There are always a number of mature students with work experience on campus, 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.

Greenwich and Kent Students’ Unions Together (GKUs) also provides numerous social, sports and creative societies for you to join and will support you in creating your own.

Live by the riverside

If you join Kent as a full-time student, you could be living in an attractive new ‘waterside village’ set on the banks of the River Medway. Our student flats are part of a multimillion-pound investment and have modern fully fitted kitchens and en-suite study bedrooms linked in to the University’s computer system. The development also has its own social area, convenience store and fast-food outlets.

Excellent location

The Medway campus is quick and easy to reach from central London. Travel to London from stations at Gillingham or Chatham takes about 50 minutes. There is a high-speed train to London St Pancras from nearby Ebbsfleet International that takes under 20 minutes. You can take the Eurostar from Ebbsfleet and be in Paris in just over two hours. Bluewater shopping centre is also within easy reach by bus, train or car.

DID YOU KNOW?

In the National Student Survey 2014, Kent gained the 3rd highest score in the UK for overall student satisfaction.
Harriet Walker is on her placement year as part of her Accounting & Management with a Year in Industry degree.

Why did you choose Kent?
I was attracted by the University’s proximity to London, which means you can enjoy the London lifestyle without actually having to pay for it! Also, Kent Business School has a very good reputation and is highly ranked.

Had you always wanted to study accounting?
Not really. I looked at various degree programmes but the structure of Kent’s Accounting & Management degree appealed to me. I think it is a very good degree, with a wide choice of modules, and it has certainly opened up a lot of doors for me. With this degree, you give yourself lots of options and whatever area you want to go into, you will have a credible degree from a very credible university.

What has been your favourite part of the course so far?
Definitely my year in industry. It has been a roller-coaster ride at times, and very hard work, but the experience of working within a corporate environment, while still having the support of the University, is invaluable.

What about the lecturers?
My personal tutor, Duncan Finn, is a fantastic lecturer; his lectures and seminars are well structured and he is easily accessible via email if you have any questions.

Is there support available?
At university you are expected to be an independent learner, but that doesn’t mean that people will not help you; there is always somebody to point you in the right direction. Even while living and working in Edinburgh on my year in industry, there is always someone on campus to lend a hand if need be.

What about the other students?
We are a very diverse group but we all get on with each other and support one another. We have to do quite a lot of group work, so the friendly atmosphere really helps to make things go smoothly. You learn so much working in a group, whether as a team leader or a team member; whether it is difficult or things go well, you gain invaluable experience.

Tell us about your year in industry?
I currently live in Edinburgh, and am working for Mazars LLP on a ten-month contract. Mazars offered me the chance to split my time between the Audit and Tax departments, which has given me a fantastic insight into the very different service lines offered by the firm. Despite still being a university student, I have taken on the role of a first-year graduate, which means the level of responsibility and tasks offered to me are fantastic for someone my age. So far, highlights have included representing Mazars at client visits; being invited to take an active role in client meetings; attending audits all over Scotland, and tax compiling for high net worth individuals. I have been fortunate enough to be offered an insight into the accounting industry, and that makes the long hours and high workload definitely worth it.

What do you think of the campus and the Medway area?
Coopers is the campus bar and that has really improved over the time I have been at Kent. The campus is close to Rochester, Maidstone and Chatham, and we tend to go out on Monday and Thursday nights. If you want to go out during the day, Rochester is a lovely quaint town and has a marina, or you could walk along the River Medway and go to the Riverside Country Park.

What are your plans for the future?
Off the back of my placement year with Mazars, I have been offered a graduate job in their Audit department in Edinburgh. My plan just now is to go back to university to complete my final year with the best grades possible, and then enjoy the rewards of my hard work.

What advice would you give to someone coming to Kent?
I would say keep on top of your notes and add your own comments to your lecture slides because that will really help when you are revising. We are lucky on our course because the lecturers are all very good and happy to answer questions.
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 2013, less than 6% of the University’s graduates were without a job or further study opportunity.

While many graduates may go on to become Chartered, Certified or Management Accountants, this is not the only career option open to you. An Accounting & Management degree also prepares you for a future in general management or the financial services sector.

At Kent Business School, you gain many of the key transferable skills employers are looking for. You are taught to analyse critically, think creatively, express your views cogently, manage your time effectively, and work well independently and in groups. Whatever career you decide on, there is no shortage of opportunities for well-qualified Accounting & Management graduates.

**Valuable contacts**
Kent Business School has an international reputation and good links with local businesses large and small. The School has a very active Business Society that runs regular events with guest speakers, to enhance your knowledge and give you the chance to interact with the business community. The year in industry also gives you a fantastic opportunity to impress employers and build business contacts.

This wider networking, coupled with a better understanding of what employers are looking for, gives you a definite advantage when it comes to your job prospects.

Recent graduates have taken up positions in companies including ABN Amro; Accenture; Baker Tilly; Burgess Hodgson; Deutsche Bank; Ernst & Young; Fidelity Worldwide Investment; HSBC; KPMG; Mazars; PwC and Royal Bank of Scotland.

**Q-Step Centre**
As a student on the Accounting & Management programme, you can benefit from Kent’s Q-Step Centre, which provides advanced training in quantitative methods in the social sciences. You can choose to follow one of two pathways, which will develop your quantitative skills in a practical and engaging manner, to greatly enhance your employability. For more information, see www.kent.ac.uk/qstep

**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 information on graduate opportunities before and after you graduate – not only in employment but also in postgraduate studies, whether at Master’s level or teaching qualifications.

In addition, Kent Business School’s qualified careers practitioners provide support to Accounting & Management undergraduate students for up to three years after graduation.

For more information, please go to www.kent.ac.uk/employability

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**DID YOU KNOW?**
The University of Kent is ranked as a top 20 UK university in *The Guardian University Guide 2015.*
CHOOSING YOUR PROGRAMME

Kent Business School at Medway offers a range of degree programmes that are tailored to specific aspects of industry as well as your individual interests and requirements.

Accounting & Management with a Year in Industry

This programme combines the study of accounting theory, principles and analysis with the key aspects of management practices. Accredited by the UK professional accountancy bodies, including the Chartered Institute of Management Accountants (CIMA), the Association of Chartered Certified Accountants (ACCA) and the Institute of Chartered Accountants in England and Wales (ICAEW), this degree is specially designed to respond to the needs and expectations of the modern accountancy and management professions.

Additional management programmes

The following four-year degree programmes with a compulsory year in industry are also available at our Medway campus.

Business & Management with a Year in Industry

This four-year programme teaches you the theories and methods that are relevant to today’s business world. You develop key transferable skills and learn how to analyse a wide range of business problems so that you can provide solutions and make meaningful recommendations. Your year in industry enables you to put the theories you have learned into practice. This combination has contributed to the excellent reputation our graduates have with employers.

Business & Management (Retail) with a Year in Industry

The retail industry is the second largest employer in the UK, comprising some of the largest companies in the world. It offers fulfilling, diverse and well-paid management career paths, and is an industry where transferable management skills, combined with a strong work ethic and a confident character, can lead to great personal success.

Our new four-year Business & Management Retail pathway is designed for those with a drive to pursue a career in the retail sector – whether that is in store management, product development, merchandising, logistics, retail marketing or running your own retail business. The degree explores fashion and food retailing, both in-store and online, as well as wider retail services. Teaching is innovative, with sessions delivered by industry guest speakers and Kent Business School alumni; field trips to the stores, warehouses and head offices of world-class retailers; and projects sponsored by retail companies that will inspire and challenge you.

Your spend your compulsory year in industry in the retail sector, gaining applied experience that will support your career aspirations in this fast-moving industry.

On all of these programmes, the same modules are taught in the first year, which means that you have the opportunity to switch degree programmes at the end of your first year. In subsequent years, all programmes offer a wide range of optional modules which allows you to study the topics that interest you most and that fit with your career plans.

For more information on these programmes, download a copy of our Business & Management brochure at www.kent.ac.uk/courses/undergraduate/leaflets

International Foundation Programme

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. If you gain a good pass from the Kent International Foundation Programme (IFP), with an overall average of 60% and a pass in all components, you are guaranteed entry to the first year of the Accounting & Management degree programme. For further details see www.kent.ac.uk/ifp

Further information

For further details of entry requirements, please see p19.
STUDYING AT STAGE 1

Stage 1 is your first year of full-time study, during which you gain a solid foundation in key business concepts, theories and skills.

In your first year, you have approximately 12 hours of class time per week. This is supported by guided reading in your own time. Assessment is by a mixture of coursework and examinations. Some modules are 100% coursework; where examinations are part of the assessment, they usually count for 60% of the marks for that module.

All students take the following compulsory modules:
- Business Skills and Employability
- Data Management for Business
- Economics for Business 1
- Fundamentals of Financial Accounting
- Fundamentals of Management Accounting
- Management Principles
- Marketing Principles.

Please note: the module list may be subject to change to reflect market trends.

Modules: Stage 1

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.

Data Management for Business
Equipping you with appropriate data management skills for the study of business, this module enables you to use graphical, numeric and algebraic techniques to handle business problems, and also make use of the appropriate software, including Excel spreadsheets.

Economics for Business 1
This module introduces you to economics and the use of economics in analysing business decisions, strategic behaviour, problems and issues. The material covered here will be useful throughout your degree and you develop the skills to construct your own economic arguments.

Fundamentals of Financial Accounting
Here, you learn the principles and practices of financial accounting. You acquire the skills of double entry bookkeeping, while topics covered in the module range from financial reporting, sole traders, funds and cash flow, to liabilities and measurement problems in financial accounting.

Fundamentals of Management Accounting
Management accounting is concerned with providing information within an organisation to help make better decisions and improve its efficiency and effectiveness. The module covers traditional concepts of costings and job order, as well as non-routine approaches for decision making.

Management Principles
You gain an understanding of the challenges of managing people within complex work organisations. Affected by rapid change such as emerging technologies and the growth of global competition, you learn to view these challenges in an historical context, and explore their impact on contemporary management practices.

Marketing Principles
This module introduces you to the importance of marketing in competitive and dynamic environments. You cover market segmentation and targeting; brand and new product development; management of the marketing mix, and the implications of internationalisation for marketing managers.

“I have just completed my first year on the Accounting & Management degree and it has been a great experience. Support is always available if you need it and I feel I have gained the skills I need to secure my year in industry placement and, further down the line, a graduate job.”

Frida Rodrigues
First-year Accounting & Management student
STUDYING AT STAGE 2

Stage 2 represents the second year of your degree programme, where you deepen your knowledge and begin to focus on more specialised topics.

All students take the following compulsory modules:
- Business Financial Management
- Economics for Business 2
- Financial Regulations and Reporting
- Intermediate Financial Accounting
- Intermediate Management Accounting.

You also take two of the following optional modules:
- Business Information Systems
- Consumer Insight
- Global Business Environment
- The Management of Operations
- Managing People and Teams
- Project Management
- Strategy Theory and Practice.

“Alongside learning about aspects of the business world, one of the main attractions of the Accounting & Management degree is the extent of exemptions available from various professional accounting bodies. The teaching also provides a real-life insight into the skills and knowledge required to develop a career within accountancy.”

Sandra Ferreira
Second-year Accounting & Management student

Compulsory modules: Stage 2

Business Financial Management
Through both theoretical and practical study, you develop your understanding of the concepts and principles that underlie investment, financing and dividend decisions. You investigate models for analysing potential investments. Issues concerning the financing of viable projects are examined within a ‘real-world’ situation. You also study the UK’s financial system and examine the major stock market theories. You complete an investment portfolio project, which gives you the opportunity to investigate the application of these theories. The module also covers the basics of risk management.

Economics for Business 2
Building on the knowledge gained in the Stage 1 module Economics for Business 1, this module challenges you to look at the circular flow of income; inflation and unemployment; supply and demand; fiscal and monetary policy; and international trade.

Financial Regulations and Reporting
This module provides you with a thorough understanding of financial accounting techniques at an advanced level and with an appreciation of the regulatory and social environment within which financial reporting takes place.

Intermediate Financial Accounting
The main areas covered further develop your understanding of the importance and relevance of financial accounting disciplines. You also learn to differentiate between various forms of accounts and how to interpret them.

Intermediate Management Accounting
You extend your understanding of the nature of costing systems and the relevance of costing information for management. Within an organisational and economic context, the module increases your knowledge of the principles and techniques used to provide appropriate information to managers to enable them to make better informed decisions.

Optional modules: Stage 2

Business Information Systems
In recent years, IT has become a strategic business resource that can affect competitive advantage, transform industries and products, and be a key factor in the success or failure of an organisation. This module equips you with the strategic IS management skills you need to make appropriate use of IT as general or functional managers in an information-based age.
Managing People and Teams
You gain an understanding of the key concepts within management theory. You then apply this core knowledge to a range of organisational settings so that the influence of management theory on management practice is clearly understood. The role played by specialist management functions within human resource management (HRM) and employment relations is also investigated.

Project Management
This module develops your critical understanding of the importance of project management at strategic, systems and operational levels. Topics covered include project and resource planning, team management and motivation, stakeholder management and project life cycles, as well as innovation in projects.

Strategy Theory and Practice
In this module, you gain a broad understanding of strategy and strategic management upon which further strategic analysis, the exploration of strategic issues and the evaluation of strategic options is built. It introduces you to the key vocabulary, concepts and frameworks of strategic management and the means by which the success of a strategy can be assessed through analytical frameworks and in light of differing theories.

Consumer Insight
Consumer insight has become a key source of competitive advantage for businesses seeking to differentiate their products and services through more precise targeting of specific consumer segments. In this module, you explore this development and specifically consider the way in which loyalty data can be used, in combination with traditional approaches, to generate unique behavioural insights that facilitate more effective marketing decision-making.

Global Business Environment
To develop a sound knowledge of the global business environment, you analyse specific real-world examples of multinational enterprises and international organisations such as the World Trade Organisation, International Monetary Fund and the World Bank. Using analytical tools and frameworks, you develop your understanding of the complexity and diversity of conducting business internationally.

The Management of Operations
Operations management is concerned with creating the products and services upon which we all depend. This module provides a clearly structured qualitative treatment of operations management as it applies to service and manufacturing businesses, covering process design, capacity planning, inventory control and supply chain management.
YEAR IN INDUSTRY

As part of your full-time Accounting & Management degree, you take a compulsory paid business placement between Stages 2 and 3.

This should be for a minimum of 44 weeks, and starts between June and September, following your second-year examinations.

Professional work placements are a critical part of the degree programme. They enable you to understand the real-world challenges facing today’s businesses and discover the latest concepts in business thinking, while gaining invaluable knowledge and experience.

You find your work placement to suit your career aspirations with our full support. This can be in the UK or abroad; the School has connections and links with many global and local organisations that are able to offer our students this fantastic opportunity.

Students at Kent Business School have had placements with many major companies, and opportunities for managerial-level jobs are available in a wide range of sectors. Our students have enjoyed fulfilling positions at organisations such as Accenture, Deloitte, Goldman Sachs, IBM, Mazars, Morgan Stanley, The Walt Disney Company, and many more, ranging from international companies to local SMEs, as well as public sector bodies and overseas government departments.

Salary and benefits
Salary and holiday entitlements vary according to the employer you work for. You have a contract with your employer with your salary paid at market levels. 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.

Study and career opportunities
Employers are very keen to employ graduates who already have work experience, so your year in industry can greatly enhance your job prospects by providing you with real managerial challenges. The placement also allows you to evaluate a particular career path and gain knowledge of the working environment. Following a successful placement, you may even be offered a position with the organisation after graduation.

The skills and knowledge acquired will also help you in your final year at university, allowing you to put your academic learning into a real-world context. Generally grades improve by five to 10% in the final year of study for students who have been on placement, due to their increased confidence, experience and business acumen.

Overseas experience
According to the Council for Industry and Higher Education, 65% of international employers indicate that having overseas professional work experience makes graduates more employable. Currently, 15% of our students enjoy a placement overseas, and additional funding can be available for European placements. For further details, please see www.kent.ac.uk/goabroad

Finding a placement
Kent Business School provides information and support in finding placements, through a range of preparatory employability workshops in Stages 1 and 2 of your degree. These workshops help you to identify your key skills and capture them in your CV, as well as giving you practice sessions on how to do well at interviews, Assessment Centres and online testing. We also host networking events to expose you to different industries and business leaders.

While on placement, you will be telephoned and visited by a member of staff to check your progress, and online support is available at all other times. On your return to the University, you provide a reflective report on your placement that helps you to consolidate your experience and use it to increase your attractiveness to future employers.
STUDYING AT STAGE 3

Stage 3 represents your final year of study. You further develop your choice of subject specialisms.

You select your modules from the list below:
- Business Law
- Business Management Project
- Business Valuation and Financial Analysis
- Corporate Strategy and Leadership
- Creating Your Own Enterprise
- Human Resources and Organisational Behaviour
- Management Accounting 2
- Marketing and the Value Chain
- Sales Forecasting
- Taxation.

Modules: Stage 3

Business Law
The law affects our lives in many ways. In the commercial world, it impacts on how businesses conduct transactions; how they are structured; how they operate; how they employ staff, and how they manage – and avoid – disputes. This module makes the legal system accessible so that you are able to identify and understand those parts of the law you are most likely to encounter in your career and in business.

Business Management Project
This project-based module gives you the opportunity to research a business-related problem of your choice. By tapping into your own business and management interests, and applying the knowledge and skills you have acquired on the course, you prepare a thoroughly researched analysis of your chosen topic with recommendations for how change may be brought about in a real business context.

Business Valuation and Financial Analysis
This module develops your ability to analyse corporate financial statement information and to make performance evaluations and investment decisions. You also investigate the role of corporate financial statements in the context of company valuation. Areas covered include financial statement analysis and critique, economic and sector performance and valuation modelling.

Corporate Strategy and Leadership
Extending your knowledge of strategic management and strategic issues, Corporate Strategy and Leadership enables you to develop a systematic understanding of strategic analysis, decision-making and processes, as well as an awareness of the main theories and how they apply within modern organisations.

Creating Your Own Enterprise
Why do companies go bust? In this module, you discover the economic, financial and operational reasons. You cover the planning necessary to start up a successful business, including budgetary planning and control; cash flow and working capital; marketing processes; legal
Marketing and the Value Chain
This module integrates theory and practice to give you experience of using real market data for marketing planning and decision-making. From learning about consumer behaviour, new product development and the communication of value-added proposition to consumers, you identify opportunities where consumer value can be created in specific marketing contexts.

Sales Forecasting
Sales forecasting is a vital area of business activity, with implications for marketing, operations management, purchasing and supply. This module provides you with a critical understanding of alternative forecasting methods, and practical experience in the use of statistical software packages for the generation of sales forecasts.

Specific case studies are used throughout the module to illustrate the application of the different forecasting methods in a variety of contexts.

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.
VISIT THE UNIVERSITY

Come along for an Open Day or an Applicant Day and see for yourself what it is like to be a student at Kent.

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/opendays

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 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. For more details and to book your place, see www.kent.ac.uk/informal

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

Search 'Kent Business School'
Scholarships and bursaries
For details of scholarships and bursaries at Kent, please see www.kent.ac.uk/ugfunding

More information
If you would like more information on Kent’s courses, facilities or services, or would like to order another subject leaflet, please contact us on:
T: +44 (0)1227 827272
Freephone (UK only): 0800 975 3777
www.kent.ac.uk/ug

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.

Location
Medway.

Award
BA (Hons).

Degree programme
Single honours
• Accounting & Management with a Year in Industry (NN2K:K)

Offer levels
BBB at A level, IB Diploma 34 points inc Mathematics 4 at HL or SL (Mathematics Studies 5 at SL) or IB Diploma with 15 points at Higher inc 4 in Mathematics (5 in Mathematics Studies).

Required subjects
GCSE Mathematics grade B.

Year in industry
This consists of a 44-week placement programme taken in the UK or overseas. See p15 for further information.

Professional recognition
Full or partial exemption from the preliminary stage of professional accountancy examinations provided you choose the appropriate modules.

Offer levels and entry requirements are subject to change. For the latest information, see www.kent.ac.uk/ug
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