Academic Excellence and Inspirational Teaching

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 and is ranked 16th in the UK for graduating students’ employment prospects according to The Times Good University Guide 2014.

A degree in Business Administration gives you a strong academic base and a solid skill set for a career in business or management.

World-leading research

Kent Business School is proud of its strong research environment. In the most recent Research Assessment Exercise (RAE), we were placed in the top third of all UK business schools. Our academics contribute to cutting-edge research across the full range of management disciplines and frequently publish in leading international journals. They also regularly write textbooks for undergraduate and postgraduate students that draw on their research and are used to underpin teaching in the School.

You become 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.

Our School also hosts six applied research centres, including the Centre for Employment, Competitiveness and Growth, which provides world-class research on performance issues relating to work, employment relations and leadership. The Centre works with hundreds of small and medium-sized enterprises (SMEs) and the policy community that supports them. It hosts ‘Promoting Sustainable Performance’, a multi-method research programme which identified the characteristics of higher-performing SMEs, and provides exclusive access to data and contact with regional SMEs. The Centre has also recently launched an executive education programme for ambitious business owner-managers called the BIG Journey.

The School’s Anglo-Chinese Business and Management Centre promotes business relations between China and the UK.

Kent Business School is also home to the Centre for Value Chain Research, which provides a focus for multidisciplinary research on value chains, in particular how organisations create value and improve efficiency and effectiveness of operations and supply chain performance. The Centre has a large network of collaborators and partners in academia, industry and the public sector, both in the UK and internationally. The Centre hosts the Consumer Insight Service in partnership with dunnhumby, providing consumer insights for the food industry by allowing Kent Business School students exclusive access to consumer information from the UK’s leading supermarket.
Passionate teaching
At Kent, you learn by attending lectures and seminars, as well as undertaking projects and presentations. You are taught by lecturers who have experience in a wide range of management disciplines, as well as guest speakers from many areas of business. 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.

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.

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, training and consultancy links. We also have long-established links with business schools in Hong Kong, France and Italy. We believe that an international perspective on business benefits all our students. Some even choose to go overseas to take a year in industry (see below).

Year in industry
You have the option of doing a year in industry as part of a four-year degree programme. You go out on a work placement after completion of the second year of your programme, before returning for your final year of study.

Companies who have recently participated in the scheme include Chase Anderson, Cummins Power Generation, Deloitte, Enterprise Rent-A-Car, General Electric, IBM, KPMG, Microsoft, Lloyds Banking Group and Unilever, as well as corporations in Athens, Dubai, Ghana, Hong Kong, Mauritius and Shanghai.

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 already have a consolidated knowledge and understanding of current business issues. For you, it is the chance to put theory into practice as well as to make a valuable contribution to an organisation.

A successful future
As a student at Kent, you have the opportunity to engage in our active student-run Business Society at our Canterbury campus. The Society holds regular events with guest speakers to enhance your knowledge of the business environment, giving you the chance to interact with the external business community.

At Kent, you gain a broad academic education with an emphasis on key skills (including numeracy, verbal and written communication, group work and computing). In addition, you can choose from a wide range of options in your final year of study, allowing the development of specialist knowledge. For more information on careers, see p8 or visit our webpage at www.kent.ac.uk/employability

DID YOU KNOW?
88% of Business, Management and Marketing students at Kent were satisfied with the quality of their course, according to The Guardian University Guide 2015.
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 and business-like 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. Behind the main building is the Undergraduate Office, where the Senior Tutor and the programmes’ support staff are located.

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.

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, nightclub, bank, restaurants, bars, medical centre and pharmacy, off-licence and shop.

Excellent location

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?

Canterbury is consistently rated as one of the safest university cities in England and Wales in The Complete University Guide.
Charlotte Sexstone is in the third year of her degree in Business Administration with a Year in Industry.

What attracted you to studying Business Administration at Kent?
I’d always enjoyed business studies at school and it seemed like a good all-round subject to study at university. When I visited Kent, I really liked the campus – it’s not too far from home and the open green space appealed to me. Kent Business School is also a highly rated school, so it felt like the right choice.

How is your course going?
It’s going really well. There’s been a wide variety of modules to choose from and you have the opportunity to specialise in your second and final years, so you can tailor your studies to your particular interests.

I’ve really enjoyed the marketing modules. During one of them, I was able to apply my knowledge to a real business problem and then present ideas to improve a live marketing campaign. It was exciting to do something so practical and creative.

How would you describe your lecturers?
The teaching staff are very passionate about their subject areas, and if you have a question, they are approachable and always willing to help.

What do you think about the level of support in your studies?
There’s a lot of support available both within the Business School and around the University. Academic advisers are on hand to help with any queries regarding your course while the Student Support Officer can help with more personal issues. The University’s Unit for the Enhancement of Learning and Teaching also offers useful workshops on topics such as essay writing and referencing.

How would you describe your fellow students?
There’s a good international mix of students. It’s been great to meet people from all around the world, learn from their experiences and gain knowledge of different cultures.

How are you spending your Year in Industry?
I am currently on placement at Kent Business School as a Student Experience Assistant. My main focus is to improve communication and collaboration between students and staff, promote student engagement and enhance the student experience. The role appealed to me because student liaison is an important function in any university and it gives me the chance to see the Business School from a different perspective.

Gaining student feedback forms a large part of the job, as well as offering a student perspective on Business School initiatives and ensuring students are aware of all the support that’s available to them.

Marketing and project management are areas of particular interest to me, so I’m looking forward to getting involved with some marketing campaigns, learning more about social media and developing my business skills. There is so much scope within the role and it’s nice to think that my ideas will be making a difference.

How do you find the campus?
It offers so many facilities. There’s a large sports centre on campus, which I have used a lot. We also have a theatre, cinema and nightclub here, and there’s a campus shop, too. Plus, the campus isn’t too far from the city centre. Canterbury is very picturesque with lots to see and do, and it’s a great place for shopping. You can also easily visit nearby coastal towns such as Broadstairs and Whitstable. It’s a great location!

What kind of career do you wish to have when you leave?
I’m pretty open to anything business-related. My interests lie with project management and marketing, so I hope to go into one of those areas, or possibly HR. I think this course will prepare me well for any of those career paths.

Any advice to other students?
I would recommend the Year in Industry because it gives you the chance to gain valuable experience, and employers recognise the benefits of student placements. You should also try to immerse yourself in as many activities as you can as there is so much to get involved with.
Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job.

We are consistently in the top 20 for graduate starting salaries and, six months after graduation in 2013, less than 6% of Kent graduates were without a job or a further study opportunity. A degree in Business Administration can lead to a management career in a wide range of sectors.

Valuable contacts
Kent Business School has an international reputation and good links with local businesses. Previous graduates have moved into management positions in the UK or overseas, while others have gone on to continue their studies at Master’s level.

Taking the Year in Industry gives you a wonderful opportunity to impress employers and make contacts in the business world. It also provides you with a better understanding of what employers are looking for, and helps you discover what type of work most appeals to you. The companies involved 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.

Business Administration graduates from Kent have gone on to take up positions at a wide range of companies and sectors, including Deloitte, IBM, KPMG, Lloyds, Microsoft, PwC, Heineken, Sainsbury’s, Tesco, Transport for London, Yahoo! UK, Thames Valley Police, and a wide range of media agencies and management consultancy companies. Other graduates began their own successful business ventures or start-ups.

Gain transferable skills
At Kent, we help you to acquire key skills that will stand you in good stead for future employment. You learn to analyse information, to seek imaginative solutions to problems, demonstrate logical thinking and be sensitive to the values and interests of others. Analysing complex data, getting to grips with challenging ideas, writing well, gaining confidence and experience in expressing ideas in front of others, are all important skills and ensure that our graduates will be strong candidates whatever career they wish to go into.

Q-Step Centre
As a student on the Business Administration programme, you have the opportunity to 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 develop your quantitative skills in a practical and engaging manner, to greatly enhance your employability.

Careers advice
The University of 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 details, see www.kent.ac.uk/employability.

In addition, Kent Business School’s qualified careers practitioners provide support to all business undergraduate students for up to three years after graduation.
Tom Christian graduated from Kent in 2012 with a first-class honours degree in Business Administration with a Year in Industry. He now works as a Business and Systems Integration Consultant for Accenture.

Why did you choose to study at Kent?
Kent has a great campus environment that very few UK universities can offer. The view of Canterbury from the campus is amazing and I was sold the day I took my Open Day tour. It also helped that the University is rising rapidly up the rankings and has a fantastic business school.

What attracted you to the course?
I’ve always been interested in business so choosing to study it at university was an easy decision. I also liked the fact that I could take a year in industry as part of my degree. Being able to combine work experience with my studies was a big attraction.

What was your degree course like?
The biggest compliment I can pay to the course is that I miss it terribly. The wide range of modules, such as Enterprise and Statistics for Business meant that I could tailor it to my interests and strengths.

Could you describe your career path since leaving Kent?
I returned to IBM as part of their graduate scheme where I had the opportunity to work in a number of roles, from sales support to project management, building on the network I had created during my year in industry.

I now work for Accenture as a Business and Systems Integration Consultant, specialising in the communications and technology industry. My job typically varies across clients and projects, although I tend to specialise in project management and service integration roles. This involves a large degree of planning, organisation and flexibility, as things tend to change on an hourly basis. It’s a fast-paced place to work.

What are your plans for the future?
To go as far as I can! I’ve been lucky enough to spend some of my teenage years in countries such as Belgium and Romania, so I’d love to work abroad in the future.

Any advice for potential students?
Kent became my home for four fantastic years and it’s a great place to be. Join a society or two, play sports and just get involved in as many things as you can. You’ll not regret it!
Kent Business School offers a range of degree programmes that are tailored to specific aspects of industry, as well as your individual interests and requirements.

Flexible entry route
Kent International Foundation Programme (IFP)
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 Business Administration degree programme.

For more details of entry requirements, please see p19.

Single honours degree options
The following single honours programmes are available to study at our Canterbury campus over three years full-time, or four years full-time with an optional year in industry. You may also study part-time.

Business Administration
Taking a single honours degree in Business Administration prepares you for a future career in management. You are introduced to key functional areas (strategy, human resource management, accounting, marketing and operations) while also being able to develop other specialist areas by choosing from the options offered at Stages 2 and 3.

Business (top-up)
Building upon your in-depth knowledge of business and business-related subjects, this programme allows you the opportunity to attain a full honours degree in one year provided you have gained a HND or foundation degree with a compatible syllabus in Business or a related discipline.

Joint honours
Joint honours are available in Business Administration with a range of other subjects (see p19), studied over three years full-time at our Canterbury campus. A joint honours programme means that you are taking modules from two different subject areas. For more information about your other subject, please order the relevant subject leaflet (see p19).

International Business
This undergraduate degree programme gives you a thorough grounding in the core topics that are key for a successful business career, as well as covering the contemporary issues within the global business environment. It may be taken over three years full-time or with an additional year in industry, or with the option to study a European language and spend a year overseas.

Marketing
The Marketing degree focuses on developing marketing skills in a globally competitive environment. This programme requires that you take a range of Marketing modules at Stages 2 and 3 to facilitate the development of marketing skills and capabilities. It may be taken over three years full-time or with an additional year in industry.

Kent Business School at Medway
Our school also has several degree programmes available at the University of Kent’s Medway campus, including Business and Management with a Year in Industry and Accounting & Management with a Year in Industry.

For more information on these individual programmes or to download a subject leaflet, please see www.kent.ac.uk/ug
STUDYING AT STAGE 1

The first year of your degree programme introduces you to concepts and theories of the business environment.

In a typical week, you spend four hours in lectures, four hours in group discussions or classes, and four hours in seminars. Participation in group work is encouraged. You also have sessions in the computer labs to develop IT skills. Most modules involve considerable periods of individual study using the resources of the library.

Most Stage 1 modules are assessed by a combination of coursework and examination. Most modules have an end-of-year examination which counts for 60% of the mark; the other 40% is derived from your coursework. Before proceeding to Stage 2, you must successfully complete Stage 1.

Single honours students study the following:

- Business Skills and Employability
- Financial Accounting, Reporting and Analysis
- Global Business Environment
- Introduction to Business Modelling
- Introduction to Management
- Introduction to Marketing
- Introduction to Statistics for Business
- Microeconomics for Business.

Joint honours students take some of the above, alongside modules from their other subject.

Modules: Stage 1

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

Financial Accounting, Reporting and Analysis
This module provides you with an understanding of the relationship between business and accounting. Topics include: the principles underlying a double-entry accounting system; how to prepare primary financial statements from trial balance; and the analysis and interpretation of financial statements.

Global Business Environment
To help you develop a sound knowledge of the global business environment, this module analyses specific real-world examples of multinational enterprises and international organisations such as the World Trade Organisation, International Monetary Fund and the World Bank. You discover the complexity and diversity of doing business internationally.

Introduction to Management
Here, you are introduced to a range of management approaches, each of which advocates a different way of “doing” 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 practiced. Topics include scientific management, bureaucracy, culture management, leadership, aesthetic labour and managing ethically.

Introduction to Marketing
Focusing on both the consumer and the needs of companies, this module demonstrates the importance of marketing in competitive environments. You cover the market concept, brand development, new product development and gain an overview of internationalisation.

Introduction to Statistics for Business
Equipping you with the statistical skills for the study of business, this module enables you to use graphical, numeral and algebraic techniques to handle business and accounting problems, and also make use of the appropriate software.

Microeconomics for Business
This module introduces you to the use of economics in analysing business decisions, strategic behaviour, problems and issues, enabling you to construct your own economic arguments.
STUDYING AT STAGES 2 AND 3

At Stages 2 and 3, you deepen your knowledge and have the chance to specialise in areas that interest you, such as marketing, human resource management, strategy or operations.

Stages 2 and 3 are the second and third years of full-time study. Stage 3 follows the Year in Industry and is the final year of study.

You have about 12 hours of class time per week. Assessment is by a mixture of coursework and examinations. The exams normally count for 60% of the marks for each module.

All students take the following modules in Stages 2 and 3:
- Accounting for Management Control and Decision-Making
- Business Ethics and Sustainable Management
- Corporate and Business Strategy
- Interactive Decision Modelling
- Managing Human Resources in Contemporary Organisations
- New Enterprise Start-up
- Operations Management
- Project Management
- Research Methods
- Strategic Human Resource Management
- Strategy Analysis and Tools.

Your remaining modules are selected from a wide range available including:
- Business/Consultancy Project
- Contemporary Management Challenges
- Digital Marketing Applications
- Digital Marketing Strategy
- Diversity in Organisations
- Enterprise
- Macroeconomics for Business
- Psychology of the Workplace
- Service Management
- Simulation Modelling.

Compulsory modules: Stages 2 and 3
Accounting for Management Control and Decision-Making
This module introduces you to the role of the accountant in the management information system as well as to a range of accounting techniques and methods that play a role in the decision-making and control of a business.

Business Ethics and Sustainable Management
In this module, you analyse the relationship between business and society over time and look at the role of globalisation, policy and culture on business ethics and ethical dilemmas. The key principles of sustainability in business are studied, including the main ethical, economic, social and environmental challenges faced by public, private and not-for-profit organisations.

Corporate and Business Strategy
Extending your knowledge of strategic management and strategic issues, this module introduces a range of contemporary issues associated with the formulation and implementation of corporate strategies with an emphasis on identifying and implementing strategic change within an organisation.
New Enterprise Start-up
In this module, you discover why firms go bust – the economic, financial and operational reasons. You cover the planning necessary to start up a successful business, including budgetary planning and control, cashflow and working capital, marketing processes, legal issues, customer care and quality standards for business and planning, and employing staff. On completion of the module, you produce a draft business plan.

Operations Management
Operations management is concerned with creating the products and services upon which we all depend, realising the ideas of marketers and designers through the effective management of processes and people. The module provides you with a clearly structured outline of operations management as it applies to service and manufacturing businesses.

Project Management
This module aims to provide an understanding of the key concepts and practices within the context of the organisational setting and the wider business and technological environment. These include the principles of project management and planning, auditing and control, global markets, and supply and forecasting.

Research Methods
You gain an understanding of the techniques and approaches used in qualitative and quantitative research. You investigate a range of methodologies which can be employed in order to produce either an academic research project or a work-based consultancy/management report.

Strategic Human Resource Management
Here, you link the strategic management of human resources with the aims of an organisation. You critically evaluate human resource management, its role in the performance of organisations and assess the contribution employee participation makes to an organisation.

Interactive Decision Modelling
The inherent difficulties involved in modelling and decision-making in a business environment are studied in this module. You gain an understanding of advanced quantitative modelling techniques and develop hands-on experience in applying these modelling skills using Excel spreadsheets. Your knowledge and skills are also used to analyse and solve complex management and planning problems.

Managing Human Resources in Contemporary Organisations
Here, you examine organisational and human resource management as well as industrial relations theory. The relevant theory is then related to practical people and organisation management issues.
STUDYING AT STAGES 2 AND 3 (CONT)

Strategy Analysis and Tools
Introducing you to the key vocabulary, concepts and frameworks of strategic management, this module gives you the knowledge to assess whether or not a strategy can be successful, analysing different strategic environments and relating theoretical understandings of formulation and implementation.

Optional modules: Stages 2 and 3
Business/Consultancy Project
This module provides an opportunity for you to carry out an in-depth independent study (academic or consultancy based) of an aspect of business and management. Building on the Stage 2 Research Methods module, you are allocated an individual supervisor who provides the necessary advice and guidance throughout the course of your project.

Contemporary Management Challenges
Drawing on advanced management and organisational theory, this module explores the management and organisational challenges which managers face in today’s business world. As well as considering contemporary challenges from the perspective of mainstream management thinking, the module also draws on critical management studies, which provides an alternative way of exploring contemporary aspects of organisations.

Digital Marketing Applications
This module covers the challenges faced in the digital marketing arena and covers areas such as website design, implementation and analysis; customers and brands in the internet age; e-marketing campaigns; and digital marketing and globalisation. You assess the unique characteristics of digital products and look at how these are marketed.

Digital Marketing Strategy
Threats to security and other issues posed by digital marketing are studied here with a focus on how the internet and other platforms (such as mobile) support digital marketing. Underlying business and marketing concepts are considered in order to understand the relationship between digital marketing strategy and the wider organisation.

Diversity in Organisations
Examining the issues that confront managers of a diverse workforce – such as ethnicity, age, disability and gender identities – this module explores how to use knowledge of diversity issues to develop the leadership potential of individuals and organisations.

Enterprise
Small businesses make up a very significant part of the UK economy. This module examines the role of enterprise in the economy, particularly in relation to small businesses. You consider issues of business start-up, survival and growth strategies, government policy and intervention. You also look at individual entrepreneurs and how their businesses have developed.
Macroeconomics for Business

Here, you develop your understanding of the principles of macroeconomics as they relate to business. You go on to see how these principles can help you to understand the current macroeconomic policy debate and how they are applied to common macroeconomic situations you will meet in business.

Topics include: the circular flow of the macroeconomy; inflation and unemployment definitions and causes; aggregate supply, aggregate demand and fiscal policy; money, the financial system, interest rates and monetary policy; international trade, the balance of payments and exchange rates.

Psychology of the Workplace

This module provides an overview of what work psychology is and its relevance and usefulness in improving our understanding and management of people at work. You discover the best ways to motivate, assess, train, and lead people in the workplace.

Service Management

Following on from Operations Management, this module focuses on the management of the production and delivery of services. Evaluating different approaches to service design, you analyse case studies, present findings and suggest solutions.

Simulation Modelling

Real-world business systems are often very complex and characterised by considerable uncertainty, making them very difficult to analyse using precise mathematical and analytical techniques. Consequently, analysts must frequently rely upon the use of simulation models to adequately study the behaviours and dynamics of a system.

Here, you are introduced to some of the basic theoretical underpinnings of simulation modelling, learn necessary skills for the proper development and application of simulation models and gain practical training in how to implement models using commercial software. You also have the opportunity to put your knowledge into practice by building and analysing a simulation model as part of a case-study project.

“The lecturers are genuinely interested in their topics and they have lots of practical experience. They are able to make their subjects really interesting – their enthusiasm and passion holds your attention.”

Beth Flintoff
Business Administration graduate
YEAR IN INDUSTRY

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

Year in industry
Students at Kent Business School have had placements with many major companies both in the UK and overseas. Opportunities for managerial level jobs are available in a wide range of sectors.

Organisations who have recently participated in the scheme include Denne Construction, Enterprise Rent-A-Car, Ernst & Young, Eurosport, Fujitsu, IBM, Lloyds Banking Group, Morgan Stanley, National Grid, The Walt Disney Company, UBS AG Bank and Vauxhall Motors.

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 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 full-time position with the organisation 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. It contributes 10% to your overall degree mark.

DID YOU KNOW?
Kent was ranked 3rd in London and the south-east for overall student satisfaction in the National Student Survey 2013.
VISIT THE UNIVERSITY

Come along for an Open Day or a UCAS Visit 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

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. You can book to attend through your online Kent Applicant Portal. The Visit 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/visitdays

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 UCAS Visit 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
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

For the latest departmental information on studying Business Administration at Kent, please see www.kent.ac.uk/kbs

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
Canterbury.

Award
BBA (Hons).

Degree programme
Single honours
• Business Administration (N222)
• Business Administration with a Year in Industry (N224)

Joint honours
Business Administration and...
• Economics (LN11)
• Law (MN12)
• Computing (GNL2)
• Computing with a Year in Industry (GNK2)
• Hispanic Studies (NR24)
• German (NR22)
• English Language and Linguistics (QN32)
• French (NR21)
• Italian (NR23)
• Philosophy (VN52)

Programme type
Full-time and part-time.

Offer levels
Single honours
ABB at A level, IB Diploma 34 points including 4 in Mathematics or IB Diploma with 16 points at Higher including 4 in Mathematics.

Joint honours
As above.

Required subjects
Single honours
GCSE Mathematics grade C.

Joint honours
For details of any required subjects for your joint honours subject, see the leaflet for that subject, or visit www.kent.ac.uk/ug

Year in Industry
Available on all Business Administration degrees.

Q-Step Centre
You have the opportunity to benefit from Kent’s Q-Step Centre, which provides advanced training in quantitative methods in the social sciences.

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

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