INTERNATIONAL BUSINESS

Canterbury
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 in The Guardian University Guide 2015 88% of business, management and marketing students were satisfied with the quality of their course.

Our International Business degree is specially designed to ensure that it responds to current issues and developments in the business environment around the world.

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 academics contribute to cutting-edge research across the full range of management 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.

Our School 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, and works with hundreds of small and medium-sized enterprises (SMEs) and the policy community that supports them.

Our Centre for Value Chain Research provides a focus for multidisciplinary research on value chains, in particular how organisations create value and improve efficiency and effectiveness of the operations and supply chain performance. 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.

The School’s Anglo-Chinese Business and Management Centre promotes business relations between China and the UK. We also have centres focusing on logistics and heuristic optimisation; quantitative finance; and tourism in islands and coastal areas. For more information on all our centres, see www.kent.ac.uk/kbs/research

Passionate teaching
At Kent, you are part of a 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 individual management potential and makes you highly employable.

You learn by attending lectures and seminars, as well as undertaking projects and presentations. You are taught by lecturers with experience in a wide range of management disciplines. Whether they are actively involved in research or have a particular area of expertise, our academics are passionate about their subjects and about sharing their knowledge with you, 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 a staff-student consultative committee that aids 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
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
To put theory into practice and to make a valuable contribution to an organisation.

For those who choose to study abroad, destinations include Europe – Italy, France, Germany or Spain – or Asia, in either mainland China or Hong Kong.

A successful future
You have the opportunity to engage in the 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 web page at www.kent.ac.uk/employability

“Taking an international business degree at Kent provides you with specialist knowledge in international business issues. You gain insight into the strategies needed to approach management in a multinational and multicultural environment, as well as an understanding of the role of emerging economies.”

Dr Patricia Lewis
Reader in Management, Director of Learning and Teaching
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. Please see www.kent.ac.uk/learning for more information.

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.
What about the social life on campus?
It's pretty good; I lived in Park Wood on campus in my first year, which makes going out very easy! I joined the Latin and Ballroom Society and also did hip-hop. I enjoyed it and it was a good way to expand my social circle.

What are your future plans?
I want to go to Italy and work there for a year, partly to gain work experience but also because I want to perfect my Italian and I think the best way to do that is to live and work in Italy.

I think my degree has given me the confidence to work in an international company. I would love to travel as part of my job, ideally in a marketing role, where my knowledge of how cultural differences can impact on business will be a real advantage.

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I understand that you can't just come up with one business plan, implement it everywhere and expect to be successful.

What advice would you give to someone thinking of going to university?
I talked about Kent so much that my brother is here now! I would say though, choose carefully, take advice, but make sure the university you choose is the one you want to go to. And don’t think your first year isn’t important, it is! It's the foundation you build on in your second and third years. University is fun but it is hard work as well.
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.

Kent graduates continue to do well in the job market; six months after graduation in 2013, less than 6% of Kent graduates were without a job or a further study opportunity. A degree in International Business prepares you for a career in an increasingly global business environment. The international focus of this degree further enhances your employment prospects as you acquire the knowledge and skills you need to effectively manage a business either in the UK or overseas.

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.

Those students taking the year abroad programme find that their careers are enhanced; 65% of international employers indicate that having overseas work experience makes graduates more employable.

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 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.

International Business graduates from Kent have gone on to take up positions in a wide range of companies and sectors, including Deloitte UK, IBM, KPMG, Lloyds Banking Group, 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 set up 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 your 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 International Business 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 will develop your quantitative skills in a practical and engaging manner, to greatly enhance your employability. See www.kent.ac.uk/qstep

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 undergraduate business students while at the School, and for up to three years after graduation.
Sarah Roddis studied International Business with a Year in Industry at Kent, graduating in 2013; she now works for Petroplan.

What attracted you to Kent and to this particular programme?
I was first attracted to Kent because of the campus; it is set in such beautiful surroundings, which suited me more than a built-up campus in the centre of a city. I also liked that you could walk from one side of the campus to the other, and that there were so many activities I could get involved in.

How were your studies?
I really enjoyed my studies at Kent; every module gave me an insight or skill that I have found useful in my work. In my first year, we had a module dedicated to teaching us computing software that is relevant to business, which has been invaluable to me now I am working full-time.

What did you think of the teaching at Kent?
The teaching at Kent is fantastic. In my final year, when I was writing my dissertation and deciding what I wanted to do after university, all my lecturers were always accommodating if I wanted some advice. This is not only something that I valued, but is also a great ethos to pass on to any student; that giving your time to someone is probably one of the most valuable things you can do. Teaching staff such as Zita Stone and Steve Robinson help their students to understand the importance of everything they are taught, in a way that is memorable and enjoyable.

During your time at Kent, were you able to pursue your own interests?
Absolutely. I had part-time jobs throughout my degree. In my final year, I worked with the marketing department at Kent Business School to set-up the Kent Business Student Editorial Board, which is still running today. This opportunity gave me great experience that I am grateful for in my working life now.

In what way has your degree helped you to find work?
Before I started my degree I had never really considered marketing as a career option. However, as soon as I started learning about it, I loved the mix of strategy, creativity and communication that working in this area can bring. Kent Business School helped me to find my placement for the year in industry, which was really the starting point for my career.

What do you enjoy about your work?
I am working as a marketing specialist in the oil and gas sector. I enjoy everything about my job; I work for a global company so I get to talk to lots of people every day. I also manage various relationships between the company and external organisations and individuals and manage the company’s marketing strategy, which is an amazing opportunity. I absolutely love what I do.

Do you have a typical working day?
No, every day is different, which I think makes my job all the more enjoyable. I get involved with lots of different projects across the company, so I get to learn about and contribute to many different areas.

What are your plans for the future?
I want to continue learning – in what form I haven’t decided yet.

What advice would you give to prospective students?
Studying at Kent gives you a fantastic opportunity to get involved with lots of other things, as well as to get a degree from a respected university. I found that if I wanted to do something the staff at Kent would try and support me in achieving my goals. So, I would say to other students: ‘Find opportunities and take them!’
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. Here's a guide to what's available.

**International Business**

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

**Other degree programmes**

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

**Accounting & Finance**

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

**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 in your second and final years.

**Business (top-up)**

Building upon your in-depth knowledge of business and business-related subjects, this programme allows you 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.

**Marketing**

Our Marketing degree focuses on developing marketing skills in a globally competitive environment. You take a range of modules to facilitate the development of your marketing skills and capabilities.

**Kent Business School at Medway**

Our school also runs several degrees at the University’s Medway campus, including Business & Management with a Year in Industry, Business & Management (Retail) 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

**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 (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 International Business degree programme. For more details of entry requirements, please see p19.

**DID YOU KNOW?**

In the National Student Survey 2014, Kent gained the 3rd highest score in the UK for overall student satisfaction.
STUDYING AT STAGE 1

Stage 1 represents the first year of your degree programme. You are introduced to key concepts and theories in international business.

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 normally 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.

All first-year students take the following modules:
- Business Skills and Employability
- Financial Accounting, Reporting and Analysis
- Global Business Environment
- Introduction to Business Modelling
- Introduction to Marketing
- Introduction to Statistics for Business
- Microeconomics for Business.

All students can take a European language option (either French, German, Italian or Spanish) instead of Business Skills and Employability and Introduction to Statistics for Business. Any student registered for the year abroad degree will need to take the relevant language option.

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.

Financial Accounting, Reporting and Analysis

In this module, you gain 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, 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. You discover the complexity and diversity of doing business internationally.

Introduction to Business Modelling

This module covers basic spreadsheet functionalities, data management, facilities, what-if analysis and basic financial analysis. It develops essential spreadsheet skills for those seeking a graduate career in any area of management.

Introduction to Management

Here, you are introduced to a range of management approaches, each of which advocates a different style of management. A key focus of the module is the contemporary relevance of these various approaches; discussion centres on which areas of business and types of organisation practice the different forms of management studied. Topics covered 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 marketing concept, brand development, new product development and gain an overview of internationalisation.

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.

Introduction to Statistics for Business

This module enables you to use graphical, numerical and algebraic techniques to handle business and accounting problems, and also make use of the appropriate software. It provides you with key statistical skills required for graduate employment.

DID YOU KNOW?

Kent is a leading university and is ranked among the top 20 in the UK in The Guardian University Guide 2015.
STUDYING AT STAGES 2 AND 3

At Stages 2 and 3 (your second and final years of study), you deepen your knowledge and have the chance to focus on areas that interest you. You also develop your international business specialism.

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

All students take the following compulsory modules in Stages 2 and 3:
- Business in Emerging Markets
- International Business I
- International Business II
- International Business: A Strategic Perspective
- European Business or International Business Management Project
- Business Ethics and Sustainable Management
- Corporate and Business Strategy
- Creativity, Innovation and Organisation
- Interactive Decision Modelling
- Operations Management
- Strategy Analysis and Tools.

Your remaining modules are selected from a wide range available including:
- Cross-Cultural Management
- International Entrepreneurship
- Diversity in Organisations
- Enterprise
- Macroeconomics for Business
- New Product Marketing
- Service Management
- a European language.

Please note: other modules may be available; for the latest information visit: www.kent.ac.uk/kbs

Compulsory modules: Stages 2 and 3

Business in Emerging Markets

In this module, you look at the challenges facing emerging markets as they aim to make an impact in the global business world. You also explore the shifting balance of power created by the entry of formerly closed economies on to the world trading stage. Topics studied include: the motives and impact of systemic changes (privatisation, liberalisation of trade policies, etc) on the business environment in emerging markets; the distinguishing features of emerging market economies and associated risks in doing business; comparative analysis of the similarities and differences between emerging and developing market economies; strategic alliances and international business networks in emerging economies; the challenges of developing flexible and adaptable corporate strategies in emerging markets.

CONTINUED OVERLEAF
STUDYING AT STAGES 2 AND 3 (CONT)

International Business I
This module covers the core questions raised in the area of international business, including the motivations underlying firms’ international expansion, their choice of entry modes and their interaction with the global and national business environment. We apply the key theories to the practical issues faced by firms when expanding internationally.

International Business II
Firms who operate internationally are simultaneously faced with demands for standardising their practices across countries and adjusting their practices to the particular conditions in individual countries. In this module, we discuss how firms deal with these conflicting demands in the various areas of their business such as: marketing, human resource management, supply chain management, finance, research and development.

International Business: A Strategic Perspective
Here, you examine advanced theories, tools and concepts in international strategic management. This includes the management of the internationalisation process, HQ strategies, subsidiary strategies, global strategic alliances, mergers and acquisitions and global human resource management.

European Business
Globalisation and European economic integration both have significant effects upon the business environment. In this module, you gain an understanding of the impact of EU policies on European business and discover the practicalities of doing business within the ‘new’ Europe. You also analyse different European business cultures and management styles; specifically the management of cultural diversity within a European business environment.

International Business Management Project
This module gives you the opportunity to research a topic of particular interest to you. Projects usually involve the analysis of primary or secondary data on some aspects related to international business. For example, you might analyse the international operations of a company that you are interested in.

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, 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.
Creativity, Innovation and Organisation

Here, you gain a critical understanding of the challenges of managing people within contemporary organisations. The experience of work, employment, and management practices are affected by rapid technological change, intensifying global competition and changing demographic profiles and values of the workforce. Contemporary organisations are pressurised to tackle these developments through creativity, innovation and new organisational forms.

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. You use your knowledge and skills to analyse and solve complex management and planning problems.

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.

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

Cross-Cultural Management

Cultures vary across nations, organisations and professions. In this module, you study how these differences affect the operations of organisations that operate in the international market and how these effects can be managed.

International Entrepreneurship

This module examines key concepts, theories and issues in international entrepreneurship, including born-global firms, entrepreneurial mobility and the opportunities and barriers to an entrepreneur’s global expansion path and the strategic decisions necessary to ensure the growth of firms.
STUDYING AT STAGES 2 AND 3 (CONT)

Diversity in Organisations
This module presents an overview of the definition of workforce diversity and its relevance and usefulness in improving our understanding and management of people (including ourselves) at work. The demographics of the population and the workplace are changing dramatically because of a number of factors, such as an increasing number of ethnic minorities and women in the workforce and in management. Accordingly, there is a need to effectively understand and manage workforce diversity, not only to increase organisational business outcomes but also to create an inclusive workplace in a socially responsible manner.

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 covered 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; and international trade, the balance of payments and exchange rates.

New Product Marketing
This module introduces you to core theories about innovation and new product marketing. It is based around understanding what a new product is and illustrating effective new product marketing practices through a systematic new product marketing process.

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.
YEAR ABROAD/ IN INDUSTRY

As part of your degree programme, it is possible to go on a year’s business placement or spend a year studying or working abroad. This 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, 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.

The skills and knowledge acquired will also help you in your final year at university, by allowing you to put your academic learning into practice in 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.

Year abroad
For your year abroad, you spend your time studying at one of our partner institutions in Europe or Asia. It may also be possible to spend your year abroad on an approved work placement. See www.kent.ac.uk/kbs for details.

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 you graduate.
VISIT THE UNIVERSITY

Come along for an Open Day or an Applicant Day and see 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 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. 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
### Location
Canterbury

### Award
BSc (Hons)

### Degree programmes
#### Single honours
- International Business (N126)
- International Business with a Year Abroad (N127)
- International Business with a Year in Industry (N128)

### Programme type
Full-time and part-time.

### Offer levels
ABB at A level, IB Diploma 34 points inc 4 in Mathematics or IB Diploma with 16 points at Higher inc 4 in Mathematics.

### Required subjects
GCSE Mathematics grade C.

### Year abroad/in industry
Available on all International Business degrees, see p17.

### 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. See www.kent.ac.uk/qstep for details.

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

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### More information
If you have any further queries on how to choose your degree, our admissions procedures, how to prepare for your studies or would like information 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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### 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.
COME AND VISIT US

To find out more about visiting the University, see our website:
www.kent.ac.uk/visit