BUSINESS & MANAGEMENT
Medway
ACADEMIC EXCELLENCE AND INSPIRATIONAL TEACHING

Kent is one of the UK’s leading universities, ranked 23rd in The Guardian University Guide 2017. In the Research Excellence Framework (REF) 2014, Kent is ranked 17th* for research intensity, outperforming 11 of the 24 Russell Group universities.

Kent Business School has strong links with businesses in the UK and worldwide, and an international reputation for the quality of its programmes. In the National Student Survey 2015, business studies was ranked 5th in the UK for student satisfaction. In The Complete University Guide 2017, business and management was ranked 2nd in the south-east for overall performance.

Our Business & Management degree gives you a strong academic base and a solid skill set for a career in business and management. The curriculum maximises your progression into graduate employment. Our innovative retail pathway has been introduced in recognition of the retail industry’s prominence in the UK, providing 12% of overall employment. Both programmes include a compulsory Year in Industry, enabling you to gain first-hand experience in the workplace to boost your career prospects.

*of 122 universities, not including specialist institutions.

World-leading research
Kent Business School is proud of its strong research environment. In the Research Excellence Framework (REF) 2014, we were placed 25th (out of 101 institutions) in the UK for research intensity in business and management studies and 98% of our research was judged to be of international quality.

Our academics frequently publish in leading international journals, and regularly write textbooks for undergraduate and postgraduate students that underpin teaching in the School. Dr May Seitanidi, Senior Lecturer in Strategy, co-authored Creating Value in Nonprofit-Business Collaborations: New Thinking and Practice (2014), a publication described by leading academic Professor Rosabeth Moss Kanter (Harvard Business School) as ‘essential guidance for managers determining how to produce benefits for their organisations and high impact for society’.

Passionate teaching
You are taught by lecturers who have hands-on experience in a wide range of management disciplines. Our academics are passionate about their subjects and about sharing their knowledge with students, as well as the wider academic and business communities.

You learn by attending lectures and group seminars, creative teamwork projects and computer-based workshops. Teaching is further supported by Turning Point technology, the virtual learning environment, visiting academics from other leading universities and guest speakers from many areas of business.

Our supportive and flexible approach to teaching gives you the confidence and skills you need to follow the path that most interests you. We have a continuous cycle of reviewing and improving our teaching, our modules and our programmes.
Flexible programmes
We offer you the flexibility to switch your degree programme after your first year. Modules taught in the first year of our Business & Management degree are identical to those on our Accounting and Management degree and the retail pathway. Beyond the first stage, there is a wide range of optional modules, enabling you to tailor your degree to wherever your interests lie – whether that is in marketing, operations, human resource management or running your own business.

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. You are appointed an Academic Adviser, who supports you throughout your time at Medway – advising you on module choices; encouraging you to be involved in campus life, and helping to take you to the next stage in your chosen path.

The diverse backgrounds of staff and students create a dynamic learning environment, offering plenty of opportunity for discussion and debate. You will 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 a sound understanding of business; nurtures your individual management potential, and makes you highly attractive to employers.

A global outlook
Kent’s international reputation attracts staff and students from around the world: 37% of staff at the University come from outside the UK and our students represent 148 nationalities.

We pride ourselves on the strength of our global connections, which have developed as a result of building regional, European and international recruitment, training and consultancy contacts. We also have long-established links with business schools in China, France, Germany, Italy, Spain and Hong Kong. We believe that an international perspective on business benefits our students, and many choose to take a year in industry overseas. According to the Times Higher Education (THE), Kent is ranked in the top 10% of the world’s universities for international outlook.

Year in industry
We take your career aspirations seriously, and we know getting relevant work experience is your key to competing in the graduate job market. For all our Medway students there is a compulsory year in industry between the second and final year of their studies.

We support students in finding a placement that will suit their career ambitions across the private, public or charitable sectors. Our students have spent their Year in Industry in companies including The Walt Disney Company, UBS Warburg, Marks & Spencer, Sainsbury’s, IBM, Kent Police, HSBC, Nissan, Ernst & Young, PwC, Morgan Stanley, Unilever, Microsoft, Nike, Porsche, FTSE 100s to SMEs, and home and international companies. The year in industry represents the chance to increase your career potential and secure a coveted graduate role. Our students find out what type of work most appeals to them, and in return make a valuable contribution to their chosen organisation. Typically, 80% of our students are offered jobs in their placement company on graduation. See p17 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 and oral and written communication skills, 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. For more information on careers, see p8 or visit our employability web page at www.kent.ac.uk/employability
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.

Our students enjoy the best of both worlds: access to 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 University of Kent has invested millions in purpose-built facilities at our Medway campus. 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) 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. For further details, see www.kent.ac.uk/learning

Historic setting

In 2015 The Historic Dockyard, Chatham – just a short walk from the main campus – became home to Kent Business School (KBS) at Medway. With input from KBS students and staff, the Sail and Colour Loft, originally built in 1723, was adapted to create a 21st-century teaching and learning environment to house the Medway arm of our dynamic and successful business school. The development includes a new lecture theatre in the Royal Dockyard Church and a bar and bistro in the Galvanising Shop.

The Historic Dockyard, Chatham, is often used for location shoots for film and television productions (including Les Misérables and Call the Midwife). How many students are lucky enough to study on a campus that is also home to a naval destroyer and a submarine?

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, and approved pre-Games training camp for the London 2012 Olympic and Paralympic Games.

Close by is the historic town of Rochester, 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 KBS. There are mature students with work experience on campus and students from overseas, which means you not only learn from your lecturers but also from your peers.

Greenwich and Kent Students’ Unions Together (GK Unions) provides numerous social, sports and creative societies for you to join and also supports you if you wish to create your own society.

Live by the riverside

Liberty Quays, our student accommodation, is part of an attractive waterside village on the banks of the River Medway. Our student flats have modern fully fitted kitchens and en-suite study bedrooms linked to the University’s computer network. There is also a bar and bistro, called Cargo, which stages live music and is a great place to meet friends. There is also a convenience store and fast-food outlets.

Excellent location

The Medway campus is not far from central London. Trains to London from Gillingham or Chatham take about 50 minutes. A high-speed service to London St Pancras runs from nearby Ebbsfleet International and takes under 20 minutes. The Eurostar service from Ebbsfleet to Paris takes just over two hours. The Bluewater shopping centre is within easy reach by bus, train or car.

DID YOU KNOW?

Kent achieved the 5th highest score in the UK for overall student satisfaction in the 2015 National Student Survey.
Vanessa Voong is studying for a degree in Business & Management with a Year in Industry and is currently on placement with IBM.

What attracted you to studying Business & Management at Kent?
I was looking for a course with a year in industry. What sold me on Kent was its high ranking in student experience. It was a great comfort to me that there were international students at Kent who were also away from home for the first time. Kent’s proximity to London and mainland Europe, and the variety of scholarship options, made it my top choice.

How have you found the course?
I now have a good overview of the various functions that comprise a business. Our course directors regularly update the programme based on up-to-date and relevant practices in business, which enhances our learning.

Which module have you enjoyed the most, and why?
Managing Retail Locations – we had to analyse how effective a retailer was at visual merchandising and how it fitted in with their brand image. It was a subject we could all relate to and led to interesting discussions. I also enjoyed a module about business information systems, in which we considered what gives businesses a competitive edge over their rivals and looked at emerging technology and its potential uses in business.

How would you describe your lecturers and how are you supported in your studies?
My lecturers are passionate, friendly and great fun. They’re always ready with some advice when I drop by with any questions.

How would you describe your fellow students?
We are a diverse student body, coming from so many backgrounds. Being among the top five universities in the UK for student experience says a lot. My peers are happy, passionate and motivated.

How are you enjoying your Year in Industry? Where are you working and what are you doing?
I’m having a wonderful time. The placement team may have to drag me back to university when the new term starts! I am working in Human Resources with IBM, specifically in talent management, focusing on the organisation’s current and future leaders. I am based in the UK head office in London, so I have been enjoying and experiencing the lifestyle that comes with working in one of the liveliest cities in the world.

How do you think it will help you in your studies and your future career?
It has given me a real insight into how companies function and the types of roles that are available. This has helped me to understand what my business interests are and provide direction for my final year of studies. It has also helped me to discover my boundaries, strengths and passions.

What kind of career do you hope to follow when you leave?
I would like to work in the hotel management and tourism industry. I have been inspired by my international experiences and a project at work, which involved event management with a hotel, and was a hugely enjoyable experience.

Any advice to students thinking of studying at Kent?
University is the period people call the best time of your life. I chose Kent because I believed I would have a memorable time as a student here – the people make the place, and I have met so many wonderful people, so I would recommend taking that into consideration when making your choice.
A SUCCESSFUL FUTURE

Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job; more than 95% of Kent students who graduated in 2015 were in work or further study within six months.

In The Guardian University Guide 2017, business, management and marketing at Kent is ranked in the top 20 in the UK for career prospects.

Gain transferable skills

A degree in Business & Management can lead to a management career in a wide range of sectors. As part of your learning experience at Kent, we help you to acquire the key skills that stand you in good stead for future employment. You learn 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 and gaining confidence and experience in expressing your ideas in front of others are important skills that ensure our graduates are strong candidates, whatever career they choose.

Valuable contacts

Kent Business School has an international reputation and good links with local businesses. The School’s Business Society holds regular events with guest speakers, and supports budding entrepreneurs with mentors and funding for fledgling ventures. For details see: www.kent.ac.uk/kbs/business/start-up/index.html

The year in industry gives you a valuable opportunity to impress employers, and nurture your own business contacts. This wider networking, coupled with a better understanding of what employers are looking for, gives you a distinct advantage when it comes to your job prospects. Previous graduates have management positions at companies such as Deloitte UK, Deutsche Bank, Hewlett-Packard, Tesco and Vodafone.

Chartered Management Institute Accreditation

Kent Business School has joined forces with the Chartered Management Institute (CMI) to give you the opportunity to gain, alongside your degree, the Level 5 Professional Diploma in Management and Leadership. CMI qualifications are highly sought after by employers, and run alongside our own degrees, which ensures we provide you with the best opportunities for a successful management career.

The CMI is the only chartered body committed to excellence in management and leadership. The CMI vision is for ‘first-class management and leadership to drive up personal and corporate performance, national productivity and social well-being’. As many as 75% of employers believe professional qualifications make you more employable, through having a greater understanding of the skills needed in the workplace. As part of this partnership, you have access to ManagementDirect, which provides you with videos, podcasts and more, developed by professional managers for managers. You also benefit from the mentoring scheme CMI Achieve and have access to CMI’s careers hub.

Q-Step Centre

As a student on the Business & 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 and greatly enhance your employability. For more information, see www.kent.ac.uk/qstep

Careers advice

Kent’s award-winning Careers and Employability Service offers advice on how to apply for jobs, write a good CV and perform well in interviews and aptitude tests. It also provides up-to-date information on graduate employment opportunities before and after you graduate, and further postgraduate studies, for example, Master’s level or teaching qualifications. For more information, see www.kent.ac.uk/employability

Kent Business School’s careers practitioners also provide support to Business & Management undergraduate students for up to three years after graduation.
GRADUATE PROFILE

Joey Hosier graduated from Kent in 2015 with a degree in Business Studies with a Year in Industry*. He now works as a Customer Experience Manager at Marks & Spencer.

What attracted you to Kent and to this particular programme?
The main attraction was the reputation of the University and the suitability of the course, particularly with the year in industry.

How did you enjoy your studies?
I enjoyed every aspect of studying at Kent from the learning environment through to the people and lifestyle.

What did you think of the teaching at Kent?
The variety in teaching styles and sessions made learning enjoyable and rewarding. The interactivity and opportunity for students to give feedback on what we wanted was an important aspect of my learning.

Did the course live up to your expectations?
Yes, it exceeded them, in the way that I didn’t quite realise how much I could shape the course to suit me with such a variety of module options and the invaluable year in industry that kick-started my career.

How did you enjoy your year in industry, where did you work?
It was the most important aspect of my course as it allowed me to put what I had learnt into practice and then apply that ‘real-life’ experience to my learning in my final year. I worked for Marks & Spencer (M&S).

How has that helped with your future career?
Well, I am still there now – so that must say something! It allowed me to network and make the necessary connections in the business to start a career with M&S.

What are you doing now?
I am currently a Customer Experience Manager.

Can you describe a typical day in your current role?
In my current role, I work as part of a team responsible for anything that can have a potential impact on our customers. This can involve day-to-day operations through to longer-term strategic initiatives. My main aim is to ensure that the experience resulting from my involvement is as seamless and positive as it can be for the customer. While I do not directly deal with customer complaints, I do analyse themes in the data provided by our contact centres to understand where we can improve and help to shape the experience we offer in our stores. Ultimately, my role puts the customer at the heart of everything we do.

What are your plans for the future?
While it sounds like a cliché, the opportunities within retail and particularly M&S are endless. There are such a diverse range of roles to suit any skill set or interest, so I don’t really know what area I want my next role to be in.

How do you see your career progressing?
I see my future career progressing within M&S due to the diverse range of opportunities that are available. For example, I could work overseas with the business, which would be interesting, as I feel that we still have a lot of opportunities to grow the business in international markets, particularly the Far East. I could also target another area of interest, such as our dot-com business, which is becoming more important as our customers’ shopping habits continue to move towards digital devices.

What advice would you give to prospective students?
Get involved in everything. Take every opportunity that comes along and never be afraid to ask for support – it is always available.

DID YOU KNOW?
Kent’s award-winning Careers and Employability Service can put you in touch with Kent graduates through our Alumni Careers Network, to give you first-hand insight into graduate careers and jobs.

*now called Business & Management
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.

Business & Management programmes

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 you can provide solutions and make meaningful recommendations. The compulsory year in industry enables you to put the theories you have learnt into practice. This combination has contributed to our graduates having an excellent reputation 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, are essential ingredients for personal success. Our four-year Business & Management (Retail) pathway is designed for those with a genuine drive to pursue a career in the retail sector – whether that’s in-store management, product development, merchandising, logistics, retail marketing or running your own retail business. You explore fashion and food retailing, both in-store and online, as well as wider retail services.

The teaching approach is innovative and inspiring, with sessions delivered by industry guest speakers and alumni students; field trips to the stores, warehouses and head offices of world-class retailers; and projects sponsored by retail companies that will challenge you to apply your knowledge and entrepreneurial skills.

As well as teaching you the theories and methods relevant to today’s retail world, your compulsory year in industry is spent in the retail sector and/or supporting industries, enabling you to gain applied experience that supports your career aspirations in this fast-moving industry.

Accounting & Management with a Year in Industry

This degree 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), our Accounting & Management degree is specially designed to respond to the needs and expectations of the modern accountancy and management professions.

For more information request a copy of our Accounting & Management brochure (see p19 for contact details).

Additional management programmes

The following four-year Accounting & Management degree programme with a compulsory year in industry is also available at our Medway campus. On this programme, you have a wide range of optional modules as well as true flexibility, as modules taught in the first year are identical to those on our Business and Management degree. This gives you the opportunity to switch degrees at the end of your first year.

International Students

International students who do not have the standard entry requirements can gain entry via our 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 & Management degree programme. For details, see www.kent.ac.uk/ifp

DID YOU KNOW?

Business and management was ranked 25th in the UK for research intensity in the Research Excellence Framework (REF) 2014.
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 around 12 hours of class time per week, supported by an estimated 30 hours of private study. Assessment is by a mixture of coursework and examinations. Some modules are 100% coursework; where exams are part of the assessment, they usually count for 60% of the marks for that module.

Please note: this module list is not fixed as new modules are always in development and choices are updated yearly. Please see www.kent.ac.uk/ug for the most up-to-date information.

All students take the following compulsory modules:
• Economics for Business 1
• Employability and Study Skills for Success
• Fundamentals of Financial Accounting
• Fundamentals of Management Accounting
• Global Business Environment
• Introduction to Data Analysis and Statistics for Business
• Management Principles
• Marketing Principles.

Modules: Stage 1

Economics for Business 1
This introduces you to economics and the use of economics in analysing business decisions, strategic behaviour, problems and issues.

Employability and Study Skills for Success
This module equips you with the key skills for the academic study of business, such as interpersonal and work-related skills, and provides an understanding of research, critical thinking, referencing and essay writing at university level.

Fundamentals of Financial Accounting
You learn the principles and practices of financial accounting and acquire the skills of double entry bookkeeping in this module. Topics include financial reporting, sole traders, funds and cash flow, liabilities and measurement problems in financial accounting.

Fundamentals of Management Accounting
Management accounting provides information within an organisation that helps them to make better decisions that can improve efficiency and effectiveness. It covers costing and job order, as well as non-routine approaches for decision-making.

Global Business Environment
You develop an understanding of the complexity of the global business environment in this module. You analyse specific real-world examples of multinational enterprises and international organisations, such as the World Trade Organization, the International Monetary Fund and the World Bank.

Introduction to Data Analysis and Statistics for Business
This module equips you with the data management skills you need for the effective study and practice of business. It enables you to use graphical, numeric and algebraic techniques to handle business problems, and also make use of appropriate software, including Excel spreadsheets.

Management Principles
Here, you gain an understanding of the challenges of managing people within complex work organisations. Businesses today are affected by rapid change, such as emerging technologies and the growth of global competition. You 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.
STUDYING AT STAGE 2

Stage 2 is the second year of full-time study, where you deepen your knowledge and understanding of business and management.

Please note: this module list is not fixed as new modules are always in development and choices are updated yearly. Please see www.kent.ac.uk/ug for the most up-to-date information.

Stage 2 includes compulsory and optional modules. Compulsory modules:
- Digital Information Systems: a Management Perspective
- Managing People and Teams
- Project Management
- The Management of Operations.

Optional modules include:
- Corporate Social Responsibility
- Economics for Business 2
- Enterprise and Entrepreneurship
- Marketing Analytics
- Managing Retail Locations
- Retail Distribution and Supply Chain Management.

Students on the Retail pathway take:
- Managing Retail Locations
- Retail Distribution and Supply Chain Management.

You have about 12 hours of class time per week. Assessment is by a combination of coursework and examinations. Some modules are 100% coursework; where exams are part of the assessment, they usually count for 60-70% of the marks for that module.

Compulsory modules: Stage 2

Digital Information Systems: a Management Perspective
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.

Project Management
This module develops a 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; project life cycles, and project innovation.

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.
ventures in the global economy and across sectoral contexts. It examines the diverse characteristics and motivations of entrepreneurs, as well as the issues facing them when establishing a new enterprise. Through considering entrepreneurial successes – and failures – you learn about the factors that affect business start-up, survival and growth, and the continual emergence of new business planning, networking and marketing models.

Marketing Analytics
This introduces you to the role of data, information systems and metrics in marketing practice. It covers the types and sources of marketing data, and the uses of such data to inform business decisions. It looks at the role of information systems and infrastructures, organisational decision making, ethics and the regulation of marketing data.

Managing Retail Locations
This explores the ever-changing trends of retailers both in the UK and globally. You look at the dynamics of multi-channel retailing following the development of online retailing, and consider store design and visual merchandising techniques. You learn to analyse and interpret how the location of products, in line with purchasing and marketing policies, influences sales and profit, exploring the complexities of store management.

Retail Distribution and Supply Chain Management
Through considering issues such as planning, sourcing materials, managing deliveries and supply chain relationships and systems, this module allows you to explore the key strategic and operational elements of distribution and supply chain management in the retail sector.

“I did my year in industry with GSK at their global HQ in London. It’s an experience I’ll never forget. It gave me a chance to work on something I would never have imagined I could do and I am now considering further studies or a career in project management as I found it so interesting during my placement year.”

Dion Tang
Business & Management with a Year in Industry
STUDYING AT STAGE 3

Stage 3 follows the year in industry and is the final year of study.

You take the following compulsory and optional modules and can choose the options that best suit your interests and career aspirations.

Please note: this module list is not fixed as new modules are always in development and choices are updated yearly. Please see www.kent.ac.uk/ug for the most up-to-date information.

Compulsory modules:
• Corporate Strategy and Leadership
• Critical Thinking for Contemporary Business Issues
• Human Resources and Organisational Behaviour
• Strategic Marketing.

Students on the Retail pathway must take the following:
• Retail Buying
• Retail Merchandising and Sales Planning.

Optional modules:
• Business/Management Project
• Contract Law and Consumer Rights
• Business Law and Employment Rights
• Creating Your Own Enterprise
• European Business
• Retail Buying
• Retail Merchandising & Sales Planning
• Service Management.

Compulsory modules: Stage 3

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 and an awareness of the main theories and how they apply within modern organisations.

Human Resources and Organisational Behaviour
Here, you are exposed to key concepts and theories of human resource management (HRM) and organisational behaviour (OB). You develop an understanding of the links between strategic HRM policies and practices and organisational performance, and consider issues such as performance management, pay and rewards, ethics and managing innovation and change.

Critical Thinking for Contemporary Business Issues
In this module, you explore the historical context, current perspective, emerging issues and alternative approaches in contemporary business thinking. External speakers present live business issues with which they are grappling, exposing you to a range of challenges, opportunities and threats facing business leaders from a variety of sectors.

Strategic Marketing
This module explains how to take a strategic approach to marketing planning to achieve competitive advantage. It recognises the significance of situation analysis and introduces techniques for assessing the external and internal environments that enable effective decision making. The module outlines the importance of all stages within the marketing planning process, from the audit, through
strategic decision making, to implementation of plans. It outlines how managing resources and monitoring and measurement techniques enable the achievement of strategic marketing objectives.

Optional modules: Stage 3 Business/Management Project
This project-based module gives you an opportunity to research a business-related problem of your choice. By tapping into your own business and management interests, and applying the knowledge you have acquired during your degree programme, you prepare a thoroughly researched analysis of your chosen topic with recommendations for how change may be brought about in a real business context.

Contract Law and Consumer Rights
This module is one of two designed to make the legal system accessible so that you can understand the law you are most likely to encounter in your career. It focuses on the importance of law in governing transactions between individuals and businesses; what is required for legally compliant contracts and consumer protection, and how businesses manage – and avoid – disputes.

Business Law and Employment Rights
This law module deepens your understanding of how businesses fulfil their legal obligations to customers, suppliers and their workforce. As well as exploring how businesses are structured and the duties on partners and directors, it considers the legal obligations individuals and organisations have over those with whom they owe a duty of care and the main laws governing the employment of staff. By applying the law to real-world business situations, you fine-tune your problem-solving skills and your ability to construct well reasoned and persuasive arguments.

Creating Your Own Enterprise
Why do companies go bust? Here, 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 issues; customer care and the employment of staff, and produce your own business plan.

European Business
Globalisation and European economic integration both have significant effects on the business environment and business operations in general. In this module, you gain an understanding of the impact of cultural diversity on business, as well as the processes and practicalities of doing business in Europe and the practice of finance, marketing and human resource management in a European context.

Retail Buying
You investigate the importance of having a dynamic and innovative buying function in retailing to meet the shifting needs of the consumer who is influenced by fashion, technology and economics. You acquire expertise in how to plan and develop a range of products; how to develop pricing strategies, and how to work with strategic suppliers and partners to get a product to market that exceeds consumer needs and is ahead of the competition.

Retail Merchandising & Sales Planning
Here, you are introduced to the techniques of a retail merchandiser who is the ‘trader’ in the retail buying team. You learn how to drive the sales and profits of a department by sales forecasting, negotiating prices, setting margins, managing stock and creating seasonal promotions to meet the demands of the consumer. You explore how this is influenced by new trends that affect consumer behaviour in fashion and food retailing, and the influence of marketing and supply chain management.

Service Management
This module follows on from The Management of Operations, but focuses on the management of service operations: the part of an organisation that delivers services required by customers of the organisation. It provides a clearly structured qualitative treatment of service management that explores the design of service delivery systems and how customer service quality can be managed.
DID YOU KNOW?
Kent is ranked 23rd out of 127 UK universities in The Complete University Guide 2017 in which it is also ranked 12th for Marketing.
YEAR IN INDUSTRY

As part of your Business & 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 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.

Work placements
Students at Kent Business School have enjoyed fulfilling positions at organisations such as BAE Systems; Boots; BT; Hewlett-Packard; Kent County Council; Mothercare and Sainsbury’s, as well as at the Home Office and overseas government departments.

Students following the retail pathway are required to secure retail-specific placements within the retail sector and/or supporting industries.

During the year in industry you are required to complete a Placement Experience Portfolio of Evidence and a Business Placement Report to help you reflect on the knowledge, skills and insights you are gaining.

Salary and benefits
Salary and holiday entitlements vary according to the employer you work for. 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 keen to employ graduates who already have work experience, so your year in industry can enhance your job prospects. 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 help you in your final year at university. Generally grades improve by five to 10% for students who have been on placement, owing to increased confidence, experience, commitment 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 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 interview sessions and online testing. We also host networking events to expose you to different industries and business leaders.

While on placement, you are telephoned and visited by a member of staff to check your progress. 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.
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

CONNECT WITH KENT BUSINESS SCHOOL
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

This leaflet was produced in June 2016. The University of Kent makes every effort to ensure that the information contained in its publicity materials is fair and accurate and to provide educational services as described. However, the courses, services and other matters may be subject to change. For the most up-to-date information, see www.kent.ac.uk/ug and for full details of our terms and conditions, see www.kent.ac.uk/termsandconditions

Location
Medway

Award
BA (Hons)

Degree programme
Single honours
• Business & Management with a Year in Industry (N104:K)
• Business & Management (Retail) with a Year in Industry (N1N2:K)

Offer levels
BBB at A level, IB Diploma 34 points inc 4 in Mathematics or IB Diploma with 15 points at Higher inc 4 in Mathematics.

Mature students without these qualifications can be granted entry via interview, depending on their work experience.

Required subjects
GCSE English Language and Mathematics grade C or above.

Year in industry
This consists of a 44-week placement programme taken in the UK or overseas. See p17 for further information.

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

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

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