BUSINESS & MANAGEMENT

Medway
What does a business need in order to thrive? How do you target your market, recruit the right people, deliver efficiently, control cash flow? Studying Business & Management gives you an understanding of the modern business world, providing you with a solid skill set and excellent career prospects.

www.kent.ac.uk/kbs
WHY STUDY BUSINESS & MANAGEMENT AT KENT?

**Placement opportunities**

Spending time on placement is a great way to gain experience and give you an edge in the job market. Kent Business School has connections with global and local organisations in a wide range of sectors and we support you in finding a managerial placement.

**Academic support**

University is different from school. You need to be self-motivated and well organised to succeed. We help by assigning you an academic adviser and organising peer mentoring. You can also get help with academic skills, such as essay writing and referencing.

**Support for start-ups**

Take the Business Start-up Journey and develop the skills you need to become a successful entrepreneur. You get advice from business experts to develop your own business plan, pitch your ideas and potentially win a cash prize to help fund your start-up.

**World-leading research**

You learn from leading experts. Our staff undertake research of international quality; write and contribute to journal articles and books; and provide expert comment to the media. They put you in touch with the latest ideas.

**CMI accreditation**

At Kent Business School you have the opportunity to gain the Chartered Management Institute’s (CMI) Level 5 Certificate in Management and Leadership alongside your degree. CMI qualifications are highly sought after by employers.

**Friendly campus**

Our Medway campus reinvents a former naval base as a 21st-century study space, with exceptional facilities and support. Close to the towns of Rochester and Chatham with their fascinating histories, there is plenty to do both on and off campus.

**Inspirational teaching**

Great teachers inspire enthusiasm and provoke debate. Whether they’re lecturing on data analysis or sparking a discussion on corporate social responsibility, our staff are skilled at bringing their subject to life and drawing you into the conversation.

**Excellent resources**

Access more than 1 million books, ebooks, databases and journals at the University’s Drill Hall and Templeman Libraries. Our expert subject librarians are on hand to help you find your way around and get the most from our collections.

**Career success**

Employability is a priority at Kent. By studying, you sharpen skills that are useful in working life, such as time management and team work. You have opportunities to gain work experience and access to careers advice, boosting your CV and your confidence.
Breadth of opportunity

At Kent, we encourage you to pursue your own interests in business. Through our course materials, Business Start-up Journey, business simulations, year in industry (placement or self-employed) and year abroad opportunities, we help to nurture your ideas, develop the key skills you need and accelerate your progress into a fulfilling career. Our small, friendly team can really get to know you and understand where you are heading. Corporate sector? Social enterprise? Business start-up? All paths start from here.

Independent rankings

Kent Business School

The Times Good University Guide 2018
• Business Studies at Kent ranked 22nd (out of 120 institutions)

National Student Survey 2017
• Over 89% of final-year Management Studies students who responded to the survey were satisfied with the overall quality of their course

University of Kent

Teaching Excellence Framework
• Kent was awarded gold, the highest rating, in the UK government’s Teaching Excellence Framework*

Research Excellence Framework
• Based on the most recent Research Excellence Framework, Kent was ranked in the top 20 for research intensity by the Times Higher Education, outperforming 11 of the 24 Russell Group universities

Destination of Leavers from Higher Education (DLHE)
• Over 95% of Kent graduates who graduated in 2017 and responded to a national survey were in work or further study within six months

*The University of Kent’s Statement of Findings can be found at www.kent.ac.uk/tef-statement
Helen Bedi is in the final year of her BA in Business & Management with a Year in Industry. This is what she told us about her course.

Why did you choose to study Business & Management?
I originally thought of doing a degree in events management but when I looked into it I thought Business & Management was much broader and would allow me to explore other avenues.

And what was it about the course here at Kent that appealed to you?
Definitely the year in industry – it’s very beneficial to have that experience before you’ve even graduated from university.

How is your course going?
What have you really enjoyed?
In first year you do a range of modules and get a little taste of everything. I loved that in second and third years we got to choose our modules, because I’ve been able to pick the options that will help me in my career. One of our modules involved creating a new range of products for a local company. We had to pitch our ideas to them, and in previous years they have actually used students’ ideas, so that was interesting. At the moment I’m doing a module on starting your own enterprise. It’s a really fresh module: you get pretty much free rein over the business you want to set up, which is great because you can choose something you’re really passionate about and are even offered support, through the Business Start-up Journey, if you want to bring it to fruition.

What do you think of the support available?
My lecturers have always been really approachable, whether you want to ask questions about the course or have a general chat. They’re very responsive to emails and always have time for you even if you pop into their offices without an appointment! KBS arranges all sorts of extra events and activities too – for instance we went to [fashion retailer] Phase Eight’s headquarters to see how they do their range planning, and we went to a talk with Tom Ilube who is a really big start-up entrepreneur. Usually you’d have to pay a lot of money to see him, but we got that as part of our experience at Kent Business School.

Did you enjoy your year in industry? What did you do?
I worked for a corporate event company in London, as an event co-ordinator. They give you a lot of responsibility right from the start – you’re not just there to make the tea! By the end of the placement I was their senior event co-ordinator at their Oxford Street branch.

What do you think of the campus and the facilities?
When I came for the open day, I really liked the Medway campus.

The intimacy is nice and Medway students get the best of both worlds as we have access to the Canterbury campus and all the facilities there via the free shuttle bus. The Business School has recently moved over to the Dockyard, where we now have brand-new study space and common rooms for students.

What social activities are you involved in?
In second year I was very busy – I was chair of the Medway Volunteering Committee and co-founded the RAG [Raise and Give] society on the Medway campus. I’ve taken a back seat with volunteering for my final year, although I’m continuing as a KBS student ambassador.

What are your plans for after graduation?
I have been offered a job at my placement company when I graduate, so I’ll be returning there. But I certainly plan to explore as many types of event as possible, maybe even weddings!

Any advice for future students?
I’d say try to be focused and driven from day one. Know what you want. As you’re going through, think about the long term but, in the short term, take up every opportunity, even if you aren’t sure about it. Now’s the time to give things a go.
The BA (Hons) in Business & Management provides you with a wide range of opportunities to develop your business skills.

You learn how to analyse business problems and policies, and how to find solutions. We invite guest speakers from industry to talk to our students so that you can see how theoretical knowledge is applied in real businesses.

At Stage 1 (the first year of a full-time degree), all your modules are compulsory, providing you with a broad-ranging understanding of the key areas of business and management. At Stages 2 and 3 (your second and third years) you take a mix of compulsory and optional modules, allowing you to tailor your studies to areas most relevant to your interests and career plans.

Between Stages 2 and 3, you can choose to spend a year in industry, either on placement or self-employed. You can also choose to study abroad. See p10 for more details.

Please note that the module lists below are not fixed as new modules are always in development and choices updated yearly. See www.kent.ac.uk/ug for the most up-to-date information.

### Stage 1
**Compulsory modules**

All students take the following:

- Economics for Business 1 (CB365)
- Employability and Study Skills for Success (CB373)
- Fundamentals of Financial Accounting (CB330)
- Fundamentals of Management Accounting (CB331)
- The International Business Environment (CB384)
- Introduction to Data Analysis and Statistics for Business (CB367)
- Management Principles (CB366)
- Marketing Principles (CB371).

### Stage 2
**Compulsory modules**

- Digital Information Systems: a Management Perspective (CB756)
- Managing People and Teams (CB697)
- Project Management (CB725)
- The Management of Operations (CB740)

**Optional modules**

Optional modules include:

- Contract Law and Consumer Rights (CB5009)
- Corporate Social Responsibility (CB754)
- Economics for Business 2 (CB363)
- Enterprise and Entrepreneurship (CB729)
- Marketing Analytics (CB5010)
- Retail Sales Management (CB717).

### Stage 3
**Compulsory modules**

- Leadership and Corporate Strategy (CB726)
- Critical Thinking for Contemporary Business Issues (CB724)
- Human Resources and Organisational Behaviour (CB743)
- Strategic Marketing (CB761)

**Optional modules**

Optional modules include:

- Business/Management Project (CB542)
- Contract Law and Consumer Rights (CB5009)
- Business Law and Employment Rights (CB760)
- Creating Your Own Enterprise (CB742)
- European Business (CB605)
- Merchandising and Sales Planning (CB721)
- Product Design and Buying (CB716)
- Service and Supply Chain Management (CB784).

Please see www.kent.ac.uk/ug/238 for more details about the course.
Teaching and assessment

Teaching methods include lectures, workshops and seminars where case studies are analysed, guest speakers from industry, business simulations, industrial visits, group projects and presentations, and computer-based simulations.

You have around eight to 12 hours of class time per week and regular access to an academic adviser. All modules involve independent study.

Assessment is usually by means of coursework and end-of-year examination. For details of the assessment for individual modules, see www.kent.ac.uk/ug

International students

If you need to extend your existing academic qualifications or ability in English to study at university level, Kent’s one-year International Foundation Programme (IFP) gives you the opportunity to do so.

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. See www.kent.ac.uk/ifp for more information.

Further information

See www.kent.ac.uk/ug for details on all our programmes.

“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.”

Vanessa Voong
Business & Management with a Year in Industry
YOUR YEAR IN INDUSTRY/ YEAR ABROAD

Why not broaden your experience by spending a year in industry on a professional placement or developing your own business? Alternatively, you could spend a year studying overseas.

The year in industry or abroad is usually taken between Stages 2 and 3 of your degree (the second and third years if you are studying full-time).

Year in industry
The year in industry has two routes:

• placement (working for an organisation)
• enterprise (self-employment).

Spending a year in the workplace gives you the opportunity to evaluate a particular career path and gain knowledge of the business environment. Employers are keen to employ graduates who already have work experience, so your year in industry can enhance your job prospects.

The skills and knowledge you acquire will also help you in your final year at university. Generally, students who have been on a year in industry see their grades improve by 5-10%, as a result of their increased confidence, experience, commitment and business acumen.

Finding a placement
We provide you with lots of information and support to help you find a placement. Kent Business School has connections with many employers, and opportunities for managerial jobs are available in a wide range of sectors. Following a successful placement, you may even be offered a position with the organisation after graduation.

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.

Enterprise year
If you are interested in starting your own business, you might prefer to spend your year in industry developing your ideas. You need to complete the Business Start-up Journey during Stage 2 if you wish to take this option (see p12 or visit www.kent.ac.uk/kbs/facilities/aspire for more details).

Assessment
Whether you choose the placement or self-employment option, you build up a portfolio of evidence over the year and at the end of the year you write a reflective report about your experience. These are assessed and your marks count towards your final degree classification.

Year abroad
Going abroad as part of your degree is an amazing opportunity and a chance for you to develop academically, personally and professionally. You gain confidence and independence and further develop many of the transferable skills employers are looking for, such as the ability to communicate effectively and to plan and organise your time. You also demonstrate that you are flexible in your outlook and have the enthusiasm and drive to succeed in a new environment.

For many students, their year abroad is a life-changing and rewarding experience. Having risen to the challenge of living in another country, they have a renewed belief in their ability to succeed.

We work with a wide range of partner universities in many countries, which currently include Australia, Chile, China (Hong Kong), a number of European countries, and South Korea.

You need to have reached certain academic standards in your first and second years in order to participate. Your year abroad is assessed on a pass/fail basis and doesn't count towards your final degree classification. See goabroad/opportunities/az.html for more information.
SUPERB STUDY SUPPORT

We’ll support you throughout your time at Kent, from helping you adjust to university study to discussing module choices and essay topics with you.

You are assigned an academic adviser in your first year, and they help you get the most from your degree programme. They meet with you regularly to discuss general academic issues or specific assignments. They will assist you in developing academic skills and refer you to other sources of help if you need it.

Peer support

The best advice often comes from people who’ve been in your situation. On our Academic Peer Mentoring scheme, first-year students can request to be matched with second- or third-year students on a similar degree programme.

Peer mentors will help you settle in to university life and find your feet. They can help you to discuss ideas and improve your study skills as you progress through your first year.

Study skills advice

Successful students take control of their own learning. Kent’s Student Learning Advisory Service (SLAS) can help you increase your competence and confidence and fulfil your potential. You can request a one-to-one appointment or attend workshops on a diverse range of topics, from making the most of lectures to writing well and avoiding plagiarism.

Student support and wellbeing

You might need extra help to get the most from university. If you have a medical condition, specific learning difficulty, mental health condition or disability, the Student Support and Wellbeing team is there to support you.

They are committed to improving access to learning for all students at Kent and can assist with many things, including:

• discussing exam access arrangements
• helping you with emotional, psychological or mental health issues
• applying for relevant funding to support you.

Find out more at: www.kent.ac.uk/studentsupport

“Peer mentoring is open to absolutely everyone. We’ve signed up to be peer mentors and we really do want to help, so take advantage of it.”

Evangeline Agyeman
Peer mentor
A SUCCESSFUL FUTURE

What do you hope to do once you have your degree? Whether you have a specific career path in mind or haven’t yet thought much beyond university, we can help you to plan for success in the future.

Build your CV
Your degree studies help you to develop skills such as thinking critically, expressing yourself clearly, solving problems and working both independently and as part of a team. These transferable skills are valued by employers and will also be vital if you go on to further study.

At Kent, you have lots of other great opportunities to enhance your skills. For instance, you could:
• join a society or sports club (even better – get involved in running it)
• volunteer with a community
• work in a part-time job or take up a summer internship
• represent your fellow students as a student rep, or become a student ambassador
• learn a new language or skill with Study Plus.

Getting involved like this means that you can earn Employability Points, which you can exchange for employability rewards. The more points you earn, the more valuable the rewards: we work with local, national and international employers to offer internships, work experience and a range of other activities that prepare you for the world of work.

Plan your first business
Participate in the Business Start-up Journey alongside your degree programme and learn the skills you need to become a successful entrepreneur. Over 12 weeks you get support and advice from business experts to develop your own business plan and learn about essential aspects such as market research and protecting your intellectual property. You pitch your ideas and have an opportunity to win a cash prize to help turn your idea into reality.

Find a great job
Your degree can lead to a career in a wide range of sectors. In recent years, our graduates have taken up positions at Deloitte UK, Deutsche Bank, Hewlett-Packard, Tesco and Vodafone, among many others.

Kent Business School’s qualified careers practitioners provide support to all Business & Management undergraduate students, both during your studies and for up to three years after you graduate.

Visit our careers fair to talk to potential employers and use our award-winning Careers and Employability Service for advice on preparing your CV. Our track record speaks for itself: just six months after graduating in 2017, over 95% of Kent graduates who responded to a national survey were in work or further study (DLHE, 2017).
Honey Hoda studied Business & Management with a Year in Industry and graduated with a first-class degree in 2017. She is now working in marketing on Fujitsu’s graduate scheme. Here’s what she told us about her studies and life after Kent.

I was drawn to Kent because it was clear that there is a strong focus on developing employability skills to equip students for life in the ‘real world’.

The first year provided the foundations of business, but I was then able to build on my interest in marketing by choosing modules related to this in the second and final year. Each taught a different aspect of marketing, from strategy to the value chain, so I always felt like I was learning about the subject from different perspectives. I particularly enjoyed the seminars, as these were more interactive and engaging. Often for seminars there is prep work to do and I felt that having ‘homework’ always put what was taught in lectures into context.

The library at Kent is very well resourced; I never had an issue with finding a computer, and even if there are no PCs available there are laptops that you can borrow. There are various learning environments, from quiet study for individual learning to group zones and conference rooms that can be booked for group learning.

Living in student accommodation (halls) in first year was by far the best year because I met so many different people and learnt a lot about myself through needing to be independent. There are always social events happening. It was nice that there were different types of event at the Deep End [the student hub], from dance nights to the SuperBowl showing.

When I was preparing my CV to apply for placements in second year, I got help from the Careers and Employability Service. They ran regular workshops to build up your employability skills, covering how to approach assessment centres, psychometric testing, interview practice, etc. All of these were helpful when I was applying for jobs.

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In Marketing, no two days are the same as the markets and customer demands change, so we constantly have to evolve and adapt. I get involved in corporate and industry events, campaigns, internal communications and social media activity.

The graduate scheme is a two-year programme and includes various modules that focus on developing leadership skills. I plan to study for a CIM [Chartered Institute of Marketing] qualification alongside work. I'd like to think that, in the future, I’ll be given more responsibility and authority as I learn more about the company, field and industry.

University life really is what you make of it. My main advice would be to get involved and take up the opportunities that come your way, because it is very unlikely that you will get a chance to live the experience again.

I did my placement at Fujitsu [a multinational IT equipment and services company] and have since returned as a graduate, joining the Fujitsu Graduate Scheme in Marketing. Without the option of doing a placement and building up my skills and experience, I would not find myself in the career I am in now.
Choosing a university is a big step, so it’s important to find out as much as you can before you make your decision. Come and visit us to see what we can offer you.

**Open Days**

Open Days are a great way to find out what life as a student at Kent is like. For instance, you can:
- learn more about the course you are interested in at a subject presentation
- ask questions – talk to the academic teams at the information stands
- experience our teaching at a taster lecture*
- find out about student finance, opportunities to study abroad and extracurricular activities such as Kent Sport.

Explore the campus at your own pace on the self-guided walking tour. You will be able to visit our student accommodation at Liberty Quays, chat to current students and discover the fascinating history of our Medway campus.

Open Days are held in the summer and autumn. Book your place at www.kent.ac.uk/opendays

Applicant Days

If you apply to Kent and we offer you a place (or ask you to come for an interview), you will usually be invited to an Applicant Day. Applicant Days run in the autumn and spring terms and are an opportunity to find out about the course in more detail. You spend time with your academic school meeting staff and current students, and take part in activities that give you a flavour of your prospective course and university life.

**Informal visits**

If you can’t make it to an Open Day or Applicant Day, you can still visit us. We run tours of the campus throughout the year.

* Programme of events varies according to subject.
If you live outside Europe, we appreciate that you might find it difficult to attend our scheduled events, so we can arrange a personal campus tour for you and your family.

Let us know you're coming
Scheduled tours and personal campus tours (for international students) need to be booked in advance – you can do this via www.kent.ac.uk/informal

Meet us in your country
Our staff regularly travel overseas to meet with students who are interested in coming to Kent. We also have strong links with agents in your home country who can offer guidance and information on studying at Kent. Find out more at www.kent.ac.uk/courses/international

Self-guided tours
If you prefer to explore on your own, you can download a self-guided walking tour at: www.kent.ac.uk/informal or pick up a copy from us.

A self-guided audio tour is available too, which allows you to learn about Kent without even leaving home. Visit www.kent.ac.uk/courses/visit/informal/audio-tour.html for more information.

Explore online
If you can’t come and see us, you can find out more about the academic team, the course and events in the School online at: www.kent.ac.uk/kbs

Keep in touch with us:
• www.facebook.com/KentBusinessSchool
• www.twitter.com/kbs_kent
• www.youtube.com/KentBusinessSchool
• www.instagram.com/KentBusinessSchool

Contact us
If you would like more information on the University of Kent’s courses, facilities or services, please contact us on:
T: +44 (0)1227 768896
www.kent.ac.uk/ug

Location
Medway

Award
BA (Hons)

Degree programme
• Business & Management*

Programme type
Full-time

Offer levels
BBB at A level, IB 34 points overall or 15 points at HL including Mathematics 4 at HL or SL

Required subject
GCSE Mathematics grade C/grade 4

Access and BTEC
Access and BTEC Level 3 Extended Diploma applicants are assessed on an individual basis. Please contact us for more information

Year in industry/year abroad
See p10 for details

Scholarships and bursaries
For details of scholarships and bursaries, please see:
www.kent.ac.uk/ugfunding

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

For the University to operate efficiently, it needs to process information about you for administrative, academic and health and safety reasons. Any offer we make to you is subject to your consent to process such information and is a requirement in order for you to be registered as a student. All students must agree to abide by the University rules and regulations at: www.kent.ac.uk/regulations

* The UCAS code for this course had not been allocated at time of publication. See the Business & Management course page at www.kent.ac.uk/ug for the latest information.
COME AND VISIT US

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