INTERNATIONAL BUSINESS

Canterbury
ACADEMIC EXCELLENCE AND INSPIRATIONAL TEACHING

Business is global; to be successful you need to understand international cultures and markets and adapt your business to their needs. As an International Business student at Kent, you develop the essential business skills to lead any business anywhere.

Our International Business degree is specially designed to ensure that it responds to current issues and developments in the business environment around the world. It equips you with the skills and knowledge needed for managing a business in a global environment.

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.

Year in industry/abroad
As part of your degree, it is possible to spend a year working in industry either in the UK or abroad, or a year studying abroad. This takes place between your second and final year of study.

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

For many of these companies, this is an ideal opportunity to discover new talent, or to staff one-year projects by tapping into an international pool of dynamic students who already have a consolidated knowledge and understanding of current business issues. For you, it is the chance to put theory into practice and to make a valuable contribution to an organisation.

For those who choose to study abroad, previous destinations have included Italy, France, Germany, Spain, China or Hong Kong.
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 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

World-leading research

In the most recent Research Excellence Framework (REF), Kent was ranked 17th* for research intensity, outperforming 11 of the 24 Russell Group universities.

Kent Business School is proud of its strong research environment. Based on our results in the REF, business and management was ranked 25th in the UK out of 101 institutions for research intensity. Our academics contribute to cutting-edge research across a full range of 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.

A global outlook

Kent is known as the UK’s European university and has strong links and partnerships across the world. Forty-two per cent of our academics come from outside the UK, which adds an international dimension to your studies and outlook. At Kent Business School, we pride ourselves on the strength of our global connections. These have developed as a result of many strategies including a policy of regional, European and global recruitment, training and consultancy links. We also have excellent links with business schools in Hong Kong, China, France, Germany, Spain, Finland and Italy. We believe that an international perspective on business benefits all our students.

Independent rankings

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<th>Kent Business School</th>
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<tr>
<td>National Student Survey (NSS) 2016</td>
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<tr>
<td>• Business Studies at Kent ranked 15th for overall satisfaction</td>
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<td>The Guardian University Guide 2018</td>
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<td>• 12th for graduate prospects</td>
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<td>The Times Good University Guide 2017</td>
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<td>• 17th in the UK</td>
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<td>Destination of Leavers from Higher Education (DLHE)</td>
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<td>• Of Business Studies students who graduated from Kent in 2015, 93% were in work or further study within six months</td>
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<th>University of Kent</th>
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<td>National Student Survey (NSS) 2016</td>
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<tr>
<td>• 1st in London and the south-east</td>
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<td>• 4th highest score for overall student satisfaction</td>
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<td>The Guardian University Guide 2018</td>
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<td>• 22nd in the UK</td>
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*of 122 universities, not including specialist institutions
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 in the newly opened Sibson building. Our new teaching and learning spaces and modern social and breakout areas encapsulate our academic values and identity. The state-of-the-art building is a short walk from Park Wood student village.

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.

Kent offers an incredibly cosmopolitan campus – 158 nationalities are represented here. We also have strong links with universities and research centres around the world.

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 green open spaces, courtyards, gardens and woodland. It’s self-contained and all the main facilities are within walking distance. Our excellent academic resources are matched by extensive sport and social facilities including a sports centre, theatre and cinema, concert hall, nightclub, restaurants, bars, medical centre and pharmacy, and a 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.

www.kent.ac.uk/kbs
Martina Saiu is in the second year of her International Business with a Year Abroad degree.

Why did you choose Kent?
Kent was my first choice. I saw that it had a big campus and I like that it is, as it says, a European university – I’m from Italy and wanted to get an international angle on business studies. Also Canterbury is a city of great history so I was curious to see it for myself. I didn’t come to an Open Day but I took a virtual tour of the campus, read blogs about the University, and I also had a friend here. Then when I contacted the University everyone was really helpful with my application.

How is your course going?
I like it. This year the subjects are really interesting and engaging. It’s challenging too, as we get into the specifics of business theories, strategies and analysis. All these subjects come with their own vocabularies that can take a while to learn. The lecturers are really good – they’re engaging about their subject and are all involved in research as well. We also have lectures from experts involved in international business themselves, and all this gives us a great perspective on many different topics.

What is the level of support like in your studies?
I really like that the lecturers are so approachable. If ever you ask for help they are very willing to talk to you, and sometimes I email them as well.

What kind of career do you hope to follow when you graduate, and why?
I’m not really sure yet what I’ll do in the future, but I think my year abroad will help me decide. I’m studying German and would like to go there. I’m interested in applied management and human resources, so perhaps something in one of those areas.

What is the accommodation on campus like?
It’s very good. I lived in a house in Park Wood for my first year, which was a great way of meeting other students. I became very good friends with the other people in my house, and am now living with two of them.

And what about the campus facilities?
Kent Business School has everything you need. It has so many different lecture theatres and seminar rooms – it’s wonderful.

In your spare time, there are so many societies and sports clubs here, as well as the bars and cafés, so there’s always somewhere to go.

Then, of course, you can also go into Canterbury, where there are so many possibilities. Particularly, there’s the cathedral and museums, and you can also get a bus into the countryside, which is lovely in the spring and summer.

How would you describe your fellow students?
I think my favourite part of studying here is that you get to meet people really from all over the world, and we all feel like we are on the same level. Then by having all these nationalities working together, we bring so many different perspectives to the subject.

What do you do in your spare time?
As well as just going out, I play tennis – I’ve joined the tennis club – and there’s also the Business Society which holds many events and gives the opportunity to network.

Any advice for students coming to Kent?
Get involved as soon as you can as there are so many activities here and doing something makes you feel part of a group. Particularly if you’re an international student, it makes you feel like you belong.
A SUCCESSFUL FUTURE

Kent equips you with essential skills to give you a competitive advantage when it comes to getting a job. We offer many opportunities to gain worthwhile experience and develop specific skills and aptitudes that employers value.

Good career prospects
According to recent employment statistics, Kent graduates are doing better than ever in the changeable job market. More than 96% of our 2016 graduates found a job or further study opportunity within six months of graduation.

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 to enhance your degree and your employability. See www.kent.ac.uk/qstep

Careers advice
The University’s award-winning Careers and Employability Service offers 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 International Business undergraduate students for up to three years after graduation.
Daphne Paguet graduated with an International Business degree and is currently studying for a Master’s in International Hotel Management at the Glion Institute of Higher Education in Switzerland.

Why did you choose Kent?  
I was studying for my International Baccalaureate in Qatar and a representative came from Kent to talk to us about the University. I discovered that it offered a very interesting course – I liked the international aspect of it, and the combination of the range of modules and the calibre of the people who would be teaching us.

How would you describe the teaching at Kent?  
Everyone was very supportive and you got the feeling they really wanted to help in any way they could. One of the particularly good things was the advice on how to tackle essay questions, assignments or topics that I didn’t understand in the lectures. When you got feedback on your work it was usually quite detailed and objective, which I appreciated. I really liked that the academics were easy to approach, and treated students like equals and adults.

How did your time at Kent help you decide what to do next?  
I always knew that I wanted to study international business as a foundation because globalisation is only growing, and knowing how to do business in an international context is ever more important. I really like the hotel and tourism industry and studying at Kent strengthened my decision to continue on the path of the hotel and tourism industry.

And how have the skills you gained at Kent helped your progress?  
The University really prepared me for my Master’s, and life in general, because the standards are high and that always pushed me to produce high-quality work and to improve in each assignment I was given. Also the University’s facilities are really good – for instance, the Templeman Library and all the resources it provides that enable you to produce good, high-quality work.

The numerous and challenging assignments I was given were very helpful because making presentations and writing reports helped to develop my communication and analytical skills, which are critical in a Master’s and in any workplace.

I have definitely grown and flourished in the three years at Kent and now, despite studying in another country with different standards, I use the same methods I used in Kent, and continue to get high grades. I’ve also found that the material covered in the modules, such as theories and frameworks, have helped a lot. I’m going through them again now from a hospitality point of view, and am able to quickly understand how they can be applied in the hospitality industry.

What are your future plans?  
I am definitely pursuing a career in hospitality; I envisage myself working in a hotel chain in Asia (Japan or Indonesia) or a resort island (Maldives or French Polynesia) for my internship next year as a corporate management trainee. This will allow me to do a rotation in different departments as I still do not know exactly which area I would prefer. I want to work in a completely different continent because having met people from different cultures throughout my life, but especially in Kent and in Glion, I’ve become more curious and fascinated about how hospitality and culture is expressed in different ways in different countries.

What advice would you give someone thinking of coming to Kent?  
I would tell them, ‘Go for it because it’s worth it and you will not regret a thing.’ The community is so big, with a melting pot of cultures, that you are bound to find amazing and supportive friends for life that will help you get through the good and the bad, the easy and not-so-easy situations. You will learn a lot from the qualified teachers and will slowly build good connections to add to your network.
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

www.kent.ac.uk/ug/865
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 six years part-time.

International Business with a Year Abroad

www.kent.ac.uk/ug/866
International Business with a Year in Industry

www.kent.ac.uk/ug/867
The International Business degree may also be taken over four years full-time with either a year in industry or 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

www.kent.ac.uk/ug/235
Our Accounting & Finance degree is specially designed to ensure that it responds to the needs and expectations of the modern accountancy profession.

Business (top-up)

www.kent.ac.uk/ug/12
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.

Management

www.kent.ac.uk/ug/1399
You are introduced to key functional areas, such as (strategy, human resource management, accounting, marketing and operations. In your final year, the options allow you to develop other specialist areas.

Marketing

www.kent.ac.uk/ug/868
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.

International students

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 p15.

For the most up-to-date information, see www.kent.ac.uk/ifp

Need more information?

If you would like advice on which is the right programme for you, you may email the business school and request a one-to-one talk with the Head of Recruitment, Steve Robinson, at kbsinfo@kent.ac.uk

“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.”

Jasmine Shell
International Business
Your studies are divided into three stages: Stage 1, Stage 2 and Stage 3. If you are spending a year abroad or in industry, you do this between Stages 2 and 3.

In your first year (Stage 1) you are introduced to key concepts and theories in international business.

At Stages 2 and 3, you deepen your knowledge and have the chance to focus on areas that interest you. You also develop your international business specialism.

**Teaching and assessment**

In a typical week at Stage 1, you spend four hours in lectures and four hours in seminars. Some modules have workshops or sessions in the micro-computer labs. You also spend considerable periods on individual study using the library resources.

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. You must successfully complete Stage 1 in order to move onto Stage 2.

At Stages 2 and 3, 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.

**Module information**

Please note: the module lists below are 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.

To read a full description of any of the modules listed, go to www.kent.ac.uk/courses/modules and search for the module code.

**Stage 1**

All students take the following modules:

- Business Analysis Tools (CB364)
- Business Skills and Employability (CB311)
- Financial Accounting, Reporting and Analysis (CB369)
- Global Business Environment (CB343)
- Introduction to Management (CB312)
- Introduction to Marketing (CB370)
- Introduction to Statistics for Business (CB313)
- Microeconomics for Business (EC313).

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.

**Stages 2 and 3**

All students take the following compulsory modules in Stages 2 and 3:

- Business Ethics and Sustainable Management (CB733)
- Business in Emerging Markets (CB673)
- Cross-Cultural Management (CB746)
- European Business (CB605)
- International Business 1 (CB739)
- International Business 2 (CB749)
- International Business: A Strategic Perspective (CB674)
- International Business Management Project (CB748) or International Entrepreneurship (CB747)
- Operations Management (CB514)
- Research and Consultancy Methods (CB757)
- Strategy Analysis and Tools (CB676).

Your remaining modules are selected from:

- Digital Information Systems: A Management Perspective (CB756)
- Entrepreneurship (CB613)
- International and Comparative Human Resource Management (CB753)
- Project Management (CB750)
- a European language.
YEAR IN INDUSTRY/ABROAD

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.

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.

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.
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

Self-guided tours
You can explore the Canterbury campus in person or from the comfort of your home. Our self-guided audio tour gives you a real flavour of the campus and you will hear from people who help make Kent such an inspiring place to study – our staff and students. Go to www.kent.ac.uk/courses/visit/informal/audio-tour.html to get started.

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

Scholarships and bursaries
For details of scholarships and bursaries at Kent, please see www.kent.ac.uk/ugfunding
More information
If you would like more information on Kent’s courses, facilities or services, please contact us on:
T: +44 (0)1227 768896
www.kent.ac.uk/ug

To download another subject leaflet, go to www.kent.ac.uk/courses/undergraduate/leaflets

For the latest departmental information, please see: www.kent.ac.uk/kbs

This brochure was produced in June 2017. 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.

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

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 overall or 16 points at higher inc Mathematics 4 at HL or SL.

Required subjects
GCSE Mathematics grade C (or grade 4).

Year abroad/in industry
Available on all International Business degrees, see p13.

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
COME AND VISIT US

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