INTERNATIONAL BUSINESS

Canterbury
International Business at Kent

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.
International Business

WHY STUDY INTERNATIONAL BUSINESS AT KENT?

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

**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 expose you to the latest ideas.

**Year in industry/abroad**
As part of your degree you can spend a year working in industry in either the UK or abroad, or a year studying abroad. This gives you the chance to put theory into practice as well as make a valuable contribution to an organisation.

**Lively campus**
Kent is a campus university, so everything you need is within walking distance. You can watch a play or film at the Gulbenkian arts centre, dance at The Venue nightclub, keep fit at our sports centre and meet friends at one of many campus cafés and restaurants.

**Inspirational teaching**
Great teachers inspire enthusiasm and provoke debate. Whether they’re lecturing on leadership or sparking a debate about business ethics, 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 Templeman Library. Our expert subject librarians are on hand to help you find your way around and get the most from our specialist 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.
Global 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

The Complete University Guide 2020
• Business and Management Studies at Kent scored 93 out of 100

Destination of Leavers from Higher Education (DLHE)
• Over 95% of Kent graduates who responded to the most recent national survey of graduate destinations were in work or further study within six months (DLHE, 2017).

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

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

*The University of Kent’s Statement of Findings can be found at www.kent.ac.uk/tef-statement
Sarah Grrippay is in the final year of her BSc in International Business.

Why did you choose Kent?
I visited a lot of universities to get a feel for what I wanted and I think Kent was the only one that didn't have any cons – there was no main negative side to it. I liked the courses, the campus and the city. Kent was actually my insurance course, but now I’m actually really happy that I came here.

How is your course going?
I feel like my final year has been the best year; the best teachers and the best classes so far. I think it might be because I was away for my year in industry. So then coming back, I had more expectations, but everything’s been met. But it has been a lot of work!

What do you think of the teaching?
The lecturers are really passionate, they really know their topic inside out. The way they convey things is really great, not just going through the textbook, but really adding in recent research and examples to make the theory easier to understand.

Which modules have you enjoyed most and why?
I most enjoyed International Entrepreneurship and it’s actually made me decide to work on launching an app with my friend after presenting our idea of making the search for a university a lot less daunting. Our lecturer really liked the idea and encouraged us to go forward with it. It’s going to be a lot of work but I think if I’d not taken this module, I’d never have thought about this as a possibility rather than a ‘traditional’ career path.

What do you think of the facilities on campus?
I like the library; I think I spent most of my second year at the library! It gives me a chance also to see people who aren’t in the Business School, my law and politics friends. I spend most of my time now in Sibson [the Business School building] because there are group meetings and lectures to go to and people I need to see. I think that it’s great to just have buildings that you can go in to where you’re able to study or just to meet people.

What about your social life?
I was in the Model United Nations for my first two years and I’m also in the Kent Current Affairs Society. That has been really interesting as they bring in a lot of speakers and you hear about things from different people and different points of view. I also recently took part in the Jailbreak Challenge for Kent RAG and we made it all the way to San Francisco and raised nearly £800 for Help Healing Venezuela.

What did you do for your year in industry?
I split it into two six-month internships. One for Marriott International and the second working for Guerlain, both in Paris. They were areas I was interested in [hospitality and luxury business] but very different companies. The first was more sales and the second more marketing based but it was a bit of shock to discover that marketing means completely different things to different companies. They were both good experiences and I also learned what I didn’t want to do as a career as much as what I do want to do.

What kind of career are you hoping to have?
I don’t know exactly in what field. I’m open to pretty much any industry, but it’s more about the actual job, as I’ve realised that if the job isn’t motivating, if the corporate culture is not engaging and it’s not really appealing, then I won’t give my all. So I need to find a place that’s actually going to make me feel like I belong there and I really enjoy it. Possibly working for a smaller company where I could be in at the ground floor and be part of something.

Any advice for future students?
Try to make the most of your first year as that is when you will have the most free time. So, choose wisely, but test out all the societies you like the sound of. The first year is hard in terms of adjustment and making friends, but push through those hardest points and you’ll realise that you can do this.
CHOOSING YOUR PROGRAMME

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 studying overseas. These four-year programmes have the same content as the three-year programme, see p9.

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 some programmes part-time.

Accounting & Finance
www.kent.ac.uk/ug/235
Accounting & Finance with a Year Abroad (N405)
www.kent.ac.uk/ug/3723
Accounting & Finance with a Year in Industry (N404)
www.kent.ac.uk/ug/237
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
Management with a Year Abroad
www.kent.ac.uk/ug/3722
Management with a Year in Industry
www.kent.ac.uk/ug/1398
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
Marketing with a Year Abroad
www.kent.ac.uk/ug/3721
Marketing with a Year in Industry
www.kent.ac.uk/ug/869
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
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. You take a compulsory employability module in both Stages 2 and 3 to help you acquire and develop the transferable skills necessary to apply for work experience and graduate opportunities.

**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. The details below are correct at the time of publication (June 2019). 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:
- Business Analysis Tools (CB364)
- Business Organisation, Issues and Skills (CB391)
- 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, Organisation, Issues and Skills, 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)
- Financial Management for Decision Making and Control (CB677)
- International Business: Modes and Functions (CB749)
- International Business: Theoretical Insights (CB6005)
- International Business: A Strategic Perspective (CB674)
- International Business Management Project (CB748) or International Entrepreneurship (CB747) and International Marketing (CB544)
- Operations Management (CB786)
- Strategy Analysis and Tools (CB676).

Your remaining modules are selected from a wide range including:
- Digital Marketing Applications (CB602)
- Diversity in Organisations (CB658)
- Entrepreneurship (CB613)
- Project Management (CB750)
- Psychology of the Contemporary Workplace (CB751)
- Research and Consultancy Methods (CB757)
- 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 that 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. It may also be possible to spend your year abroad on an approved work placement. See www.kent.ac.uk/goabroad for details.
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 ask 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 to 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.

The team is committed to improving access to learning for all students at Kent and can assist with many things, including:
• arranging note-takers, signers and other support workers for you
• 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

DID YOU KNOW?
Kent has won the Times Higher Education (THE) Outstanding Support for Students Award two years running (2017 and 2018).
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 in the 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.

Valuable contacts
Taking the year in industry programme gives you a wonderful opportunity to impress employers and make contacts in the business world. It also gives you 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 gives you a definite advantage when it comes to job prospects. See p10 for more details.

Find a great job
International Business graduates from Kent have taken up positions with a wide range of employers, including Deloitte, KPMG, PWC, Lloyd’s Bank, Sainsbury’s, Tesco, Transport for London, Yahoo! UK, Thames Valley Police and Heineken.

Kent Business School’s qualified careers practitioners provide support to all International Business undergraduate students both during their studies and for up to three years after graduation.

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: over 95% of Kent graduates who responded to the most recent national survey of graduate destinations were in work or further study within six months (DLHE, 2017).
Joe Gaymer graduated from Kent in 2017 with a BA in International Business. He is currently working in business development for the sports and fashion sector at the data, insights and consulting company, Kantar.

What attracted you to Kent and to this particular programme?
I always knew I wanted to study international business; what attracted me to Kent was the fact it is the UK’s European university and the idea of studying with and learning from people with different backgrounds was great.

How were your studies?
The core course material of studying international business was the most interesting part for me and when we looked further at how business is conducted differently in other parts of the world.

Looking back now, I am thankful for the group presentations we did as part of our studies. At the time they were intimidating, but they really helped me prepare for the presentations I do now.

What did you think of the teaching at Kent?
The teaching at Kent was great, I remember learning from various lecturers during my three years there. Each one would have their own teaching style. Their ability to bring material to life through case studies really helped me learn. We had great support from week one all the way to final exams.

Was the course flexible enough to allow you to pursue your own passions?
My course was very broad and covered multiple areas, which has opened many doors for me when looking at the types of roles I would like to do in the future. The flexible hours also allowed me to pursue my passion for boxing and handle the responsibility of being the club’s president during my second year.

How would you describe your fellow students?
My peers were from all over the world and from multiple different backgrounds. I found that everyone bonded and got along no matter where people had come from. There was a culture of helping one another during revision but also celebrating together once deadlines were done!

What about the social life?
I really enjoyed my time at Kent; the University has a lot to offer in terms of societies to join and get involved with and was very supportive of me when I chose to do so. Canterbury had a great choice of events, nightlife and places to eat. It’s also a short train journey to London if we ever wanted to get away.

How do you think your course has changed you?
It has taught me to listen and explore other people’s views and opinions. When in a professional meeting you can often find some people dominate the room, doing lots of group work while at Kent has taught me to ask open questions to the whole room and listen to other people’s thoughts. It taught me there is a lot to learn from others and gave me the opportunity to do so.

In what way has your degree helped you find work?
My course opened my eyes to the many different sectors, markets and roles available out there that I otherwise would not know about. It really helped me in terms of researching different companies I would like to work for.

What are your plans for the future?
My plans are to work in London and develop the skills and knowledge I gained from Kent before taking my expertise abroad and working in an international environment either in Europe or Asia.

Any advice for those thinking of coming to Kent?
University is a great opportunity to be yourself, meet people with similar interests and make some great friendships that will last a lifetime. And if you have the opportunity I would highly recommend doing a year abroad. It is a great experience to live in another part of the world and travel while studying.
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 extra-curricular activities such as Kent Sport.

Explore the campus at your own pace on the self-guided walking tour. You will be able to visit different types of accommodation, chat to current students and enjoy the stunning views over the city of Canterbury.

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.

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

*Programme of events varies according to subject.
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. See www.kent.ac.uk/courses/visit/informal/audio-tour.html

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 department and 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 Kent’s courses, facilities or services, please contact us on:
T: +44 (0)1227 768896
www.kent.ac.uk/ug

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)

Offer levels
BBB at A level; IB Diploma 34 points overall or 16 points at higher incl Mathematics 4 at HL or SL.
N127: BBB at A level; IB Diploma 34 points overall or 16 points at higher incl Mathematics 4 at HL or SL, plus 4 or 5 at SL in a modern European language other than English

Required subjects
A level German at grade C for German variant of N127
GCSE Mathematics grade C (or grade 4).

Year abroad/in industry
See p10.

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

This brochure was produced in June 2019. 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, which 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
COME AND VISIT US

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