

**Please refer to the online Module Catalogue for full details of all modules:**  
[www.kent.ac.uk/courses/modules](http://www.kent.ac.uk/courses/modules)

**Note: It is ultimately your responsibility to ensure that you are registered for the correct modules for your programme.**

You must study 120 Credits at both Stage 2 and Stage 3 giving a total of 240 Credits over the two Stages. At least 90 Credits must be taken at Level 6 during Stage 3 to be eligible for an Honours degree. You must ensure that you choose an even weighting of Credits in each term: 60 Credits in the Autumn and 60 Credits in the Spring. **Students should check the Module Catalogue to see what prerequisites apply to each module. No Level 4 modules can be taken at Stage 3.**

### **Joint Honours SECL students**

For full details of your requirements, please click on the 'Joint Honours subjects with KBS' link, mentioned alongside the other SECL subject requirements on the Arts and Humanities Stage 2+ Subject Requirements page.

**Please select a link below to view the Stage 2 and 3 requirements for your programme:**

- [Accounting & Finance](#)
- [Accounting & Finance with a Year in Industry](#)
- [Accounting & Finance with a Year Abroad](#)
- [Accounting & Finance and Economics](#)
- [Accounting & Finance and Economics with a Year in Industry](#)
- [Business Top-Up](#)
- [International Business](#)
- [International Business with a Year in Industry](#)
- [International Business with a Year Abroad](#)
- [Management](#)
- [Management with a Year in Industry](#)
- [Management with a Year Abroad](#)
- [Marketing](#)
- [Marketing with a Year in Industry](#)
- [Marketing with a Year Abroad](#)

*The information contained herein is correct at the time of publication. Please note, however, that if a module recruits fewer than 8 students it is possible that it will not run. In this event, you will be contacted and asked to select an alternative module. **The University cannot guarantee whether all options will be available, or how they will be delivered, if Government Covid restrictions continue.***

**ACCOUNTING & FINANCE**

**ACCF:BSC  
UACF0001X1BS-F  
ACCF-S:BSC  
UACF0001P1BS-F  
ACCF-A:BSC  
UACF0001A1BS-F**

**ACCOUNTING & FINANCE WITH A YEAR IN INDUSTRY****ACCOUNTING & FINANCE WITH A YEAR ABROAD**

Single Honours

**STAGE 2 - 120 Credits – 60 in each term**

You must take the following compulsory modules (120 Credits):

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">ACCT5210</a>	Management Accounting I	30	Autumn & Spring	5	<i>AC521</i>
<a href="#">ACCT5230</a>	Principles of Finance	30	Autumn & Spring	5	<i>AC523</i>
<a href="#">ACCT5240</a>	Financial Accounting II	30	Autumn & Spring	5	<i>AC524</i>
<a href="#">BUSN7590</a>	Strategic Management	30	Autumn & Spring	5	<i>CB759</i>

PLUS the following extra-curricular compulsory module:

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">BUSN7900</a>	Employability for Stage 2 Business Programmes	5	Yearlong	5	<i>CB790</i>

**ACCOUNTING & FINANCE WITH A YEAR IN INDUSTRY**

**ACCF-S:BSC  
UACF0001P1BS-F**

Single Honours

**STAGE S - 120 Credits**

You must take the following compulsory modules (120 Credits):

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">BUSN6980</a>	Year in Industry Report	30	Autumn & Spring	6	<i>CB698</i>
<a href="#">BUSN6990</a>	Year in Industry Experience	90	Autumn & Spring	6	<i>CB699</i>

30 of these Credits will be used for classifying your degree and the remaining 90 Credits will be recorded on a pass/fail basis. This gives a total of 270 Credits from Stages 2, 3 and S that will be used for degree classification.

# ACCOUNTING & FINANCE WITH A YEAR ABROAD

ACCF-A:BSC  
UACF0001A1BS-F

Single Honours

## STAGE A – 120 Credits

To proceed to the third year with study abroad (Stage A) students must pass Stage 2 overall at a minimum of 60%. Those not achieving the required standard will be transferred to the three-year Accounting & Finance degree programme. The arrangements for Stage A vary according to the country and university visited. Briefing about the choice of modules for Stage A will be provided by the relevant Kent Business School country co-ordinator during Stage 2. Details of credit achieved in Stage A may be obtained from the Director of Studies.

**You must take the following compulsory modules (120 Credits):**

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN7620</a>	Year Abroad 1	60	Yearlong	5	<i>CB762</i>
<a href="#">BUSN7630</a>	Year Abroad 2	60	Yearlong	5	<i>CB763</i>

**ACCOUNTING & FINANCE**

**ACCF:BSC**  
**UACF0001X1BS-F**  
**ACCF-S:BSC**  
**UACF0001P1BS-F**  
**ACCF-A:BSC**

**ACCOUNTING & FINANCE WITH A YEAR IN INDUSTRY****ACCOUNTING & FINANCE WITH A YEAR ABROAD**

Single Honours

**STAGE 3 - 120 Credits – 60 in each term**

You must take the following extra-curricular compulsory module:

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">BUSN7920</a>	Career Management for Stage 3 Business Programmes	5	Autumn & Spring	6	<i>CB792</i>

You must take 90 Credits from the following optional modules:

<b>Optional modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">ACCT5020</a>	Business Finance	30	Autumn & Spring	6	<i>AC502</i>
<a href="#">ACCT5040</a>	Auditing	30	Autumn & Spring	6	<i>AC504</i>
<a href="#">ACCT5070</a>	Management Accounting II	30	Autumn & Spring	6	<i>AC507</i>
<a href="#">ACCT5220</a>	Advanced Financial Accounting	30	Autumn & Spring	6	<i>AC522</i>
<a href="#">BUSN5130</a>	Taxation	30	Autumn & Spring	6	<i>CB513</i>
<a href="#">BUSN6001</a>	Fixed Income Markets and Instruments	15	Autumn	6	<i>CB6001</i>
<a href="#">BUSN6002</a>	Finance With Excel	15	Spring	6	<i>CB6002</i>
<a href="#">BUSN6110</a>	Futures and Options Markets	30	Autumn & Spring	6	<i>CB611</i>

The remaining 30 credits can be taken from either the optional modules above or the following recommended modules (subject to accreditation exemption requirements as advised at the OMR briefing):

<b>Recommended modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">BUSN5200</a>	Service Management	15	Spring	6	<i>CB520</i>
<a href="#">BUSN6120</a>	New Enterprise Development	15	Autumn	5	<i>CB612</i>
<a href="#">BUSN6130</a>	Entrepreneurship	15	Spring	6	<i>CB613</i>
<a href="#">BUSN6580</a>	Diversity in Organisations	15	Spring	6	<i>CB658</i>
<a href="#">BUSN7440</a>	Creativity and Innovation in Organisations	15	Autumn	5	<i>CB744</i>
<a href="#">BUSN7510</a>	Psychology of the Contemporary Workplace	15	Spring	6	<i>CB751</i>
<a href="#">BUSN7860</a>	Operations Management	15	Autumn	5	<i>CB786</i>

**PROFESSIONAL EXAMINATIONS**

This degree qualifies students for exemptions from some examinations of the Institute of Chartered Accountants in England and Wales, the Association of Chartered Certified Accountants, the Chartered Institute of Management Accountants, the Chartered Institute of Public Finance and Accountancy and the Certified Practising Accountant Australia provided specific requirements are satisfied.

For further information students should consult the Director of Studies.

Exemptions are subject to review on a regular basis.

**ACCOUNTING & FINANCE AND ECONOMICS****ACCF-ECON:BSC  
UACFECO2X1BS-F****ACCOUNTING & FINANCE AND ECONOMICS WITH A YEAR IN INDUSTRY****ACCF-ECON-S:BSC  
UACFECO2P1BS-F**

Joint Honours

**STAGE 2 - 120 Credits – 60 in each term**

You must take the following compulsory modules (120 Credits):

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">ACCT5230</a>	Principles of Finance	30	Autumn & Spring	5	<i>AC523</i>
<a href="#">ACCT5240</a>	Financial Accounting II	30	Autumn & Spring	5	<i>AC524</i>
<a href="#">ECON5000</a>	Microeconomics	30	Autumn & Spring	5	<i>EC500</i>
<a href="#">ECON5020</a>	Macroeconomics	30	Autumn & Spring	5	<i>EC502</i>

PLUS the following extra-curricular compulsory module:

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">BUSN7900</a>	Employability for Stage 2 Business Programmes	5	Yearlong	5	<i>CB790</i>

**ACCOUNTING & FINANCE AND ECONOMICS WITH A YEAR IN INDUSTRY****ACCF-ECON-S:BSC  
UACFECO2P1BS-F**

Joint Honours

**STAGE S - 120 Credits**

You must take the following compulsory modules (120 Credits):

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">BUSN6980</a>	Year in Industry Report	30	Autumn & Spring	6	<i>CB698</i>
<a href="#">BUSN6990</a>	Year in Industry Experience	90	Autumn & Spring	6	<i>CB699</i>

30 of these Credits will be used for classifying your degree and the remaining 90 Credits will be recorded on a pass/fail basis. This gives a total of 270 Credits from Stages 2, 3 and S that will be used for degree classification.

**ACCOUNTING & FINANCE AND ECONOMICS**ACCF-ECON:BSC  
UACFECO2X1BS-F**ACCOUNTING & FINANCE AND ECONOMICS WITH A YEAR IN INDUSTRY**ACCF-ECON-S:BSC  
UACFECO2P1BS-F

Joint Honours

**STAGE 3 - 120 Credits – 60 in each term**

You must take the following compulsory module (30 Credits):

Compulsory module:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
ACCT5210	Management Accounting I	30	Autumn & Spring	5	AC521

PLUS the following extra-curricular compulsory module:

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN7920	Career Management for Stage 3 Business Programmes	5	Autumn & Spring	6	CB792

PLUS at least 30 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
ACCT5020	Business Finance	30	Autumn & Spring	6	AC502
ACCT5040	Auditing	30	Autumn & Spring	6	AC504
ACCT5070	Management Accounting II	30	Autumn & Spring	6	AC507
ACCT5220	Advanced Financial Accounting	30	Autumn & Spring	6	AC522
BUSN5130	Taxation	30	Autumn & Spring	6	CB513
BUSN6001	Fixed Income Markets and Instruments	15	Autumn	6	CB6001
BUSN6002	Finance With Excel	15	Spring	6	CB6002
BUSN6110	Futures and Options Markets	30	Autumn & Spring	6	CB611

PLUS at least 30 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
ECON5400	Development Economics	15	Autumn	6	EC540
ECON5440	Economic Integration in the EU (Not running in 2021/22)	15	Autumn	6	EC544
ECON5450	Economics of the Labour Market	15	Autumn	6	EC545
ECON5460	Games for Economics and Business	15	Spring	6	EC546
ECON5470	Industrial Economics	15	Spring	6	EC547
ECON5480	International Finance	15	Spring	6	EC548
ECON5490	International Trade	15	Autumn	6	EC549
ECON5500	Monetary Economics	15	Autumn	6	EC550
ECON5530	Public Economics	15	Spring	6	EC553
ECON5620	Financial Economics: Financial Markets and Instruments	15	Autumn	6	EC562
ECON5630	Financial Economics and Asset Pricing	15	Spring	6	EC563
ECON5690	Economic Growth	15	Spring	6	EC569
ECON5700	Microeconomics of Development	15	Spring	6	EC570
ECON6030	Financial Crises	15	Autumn	6	EC603

The remaining 30 credits can be taken from any of the optional modules above.

**PROFESSIONAL EXAMINATIONS**

This degree qualifies students for exemptions from some examinations of the Institute of Chartered Accountants in England and Wales, the Association of Chartered Certified Accountants, the Chartered Institute of Management Accountants, the Chartered Institute of Public Finance and Accountancy and the Certified Practising Accountant Australia provided specific requirements are satisfied. For further information students should consult the Director of Studies. Exemptions are subject to review on a regular basis.

**BUSINESS TOP-UP****BUSINESS (TOP-UP):BA  
UBUS0001Z1BA-F**

Single Honours

Students take 135 Credits in total. Students are also required to pass the compulsory (non-contributory) 15 Credit Study Skills Module CB357.

**STAGE 3 - 135 Credits – 60 in both Autumn and Spring (at least 90 Credits must be taken at Level 6)**

You must pass the following extra-curricular compulsory module prior to the start of the course:

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN3570	Study Skills (Top Up Degree)	15 Non–Contributory	Pre-sessional	4	CB357

PLUS the following compulsory modules (60 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN6130	Entrepreneurship	15	Spring	6	CB613
BUSN6760	Strategy Analysis and Tools	15	Spring	5	CB676
BUSN6840	Strategic Human Resource Management	15	Autumn	6	CB684
BUSN7860	Operations Management	15	Autumn	5	CB786

The remaining 60 credits should be taken from the following optional level 6 modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN5200	Service Management	15	Spring	6	CB520
BUSN5440	International Marketing	15	Spring	6	CB544
BUSN5460	Marketing Communications	15	Autumn	6	CB546
BUSN6001	Fixed Income Markets and Instruments	15	Autumn	6	CB6001
BUSN6002	Finance with Excel ( <i>pre-requisite of CB6001</i> )	15	Spring	6	CB6002
BUSN6003	Leadership and management development	15	spring	6	CB6003
BUSN6004	Employee performance management	15	Autumn	6	CB6004
BUSN6020	Digital Marketing Applications	15	Spring	6	CB602
BUSN6580	Diversity in Organisations	15	Spring	6	CB658
BUSN6780	Contemporary Management Challenges	15	Spring	6	CB678
BUSN6880	Decision Analysis	15	Spring	6	CB688
BUSN6930	New Product marketing	15	Autumn	6	CB693
BUSN7460	Cross-cultural Management	15	Spring	6	CB746
BUSN7510	Psychology of the Contemporary Workplace	15	Spring	6	CB751
BUSN7530	International and Comparative Human Resource Management	15	Spring	6	CB753
BUSN7550	Business Management Project	30	All year	6	CB755
BUSN7820	Marketing and Society	15	Spring	6	CB782
BUSN7830	Services, Technology and Marketing	15	Autumn	6	CB783
BUSN7880	Technology-Driven Business Innovation	15	Autumn	6	CB788
BUSN7940	Predictive and Prescriptive Analytics	15	Autumn	6	CB794
BUSN7980	Data Intelligence in Practice	15	Spring	6	CB798

## INTERNATIONAL BUSINESS

INTBUS:BSC  
UIBS0001X1BS-F  
INTBUS-S:BSC  
UIBS0001P1BS-F

## INTERNATIONAL BUSINESS WITH A YEAR IN INDUSTRY

Single Honours

The Director of Studies may allow modules to be taken in a different Stage because of timetable clashes or for academic reasons. The Director of Studies may also make appropriate additional requirements regarding the content of stages 2 and 3 and the sequencing of modules for those students transferring into International Business who have not taken the relevant combination of Stage 1 modules.

### STAGE 2 - 120 Credits – 60 in each term

You must take the following compulsory modules (105 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN5720</a>	International Trade and Finance	15	Autumn	5	<i>CB572</i>
<a href="#">BUSN6005*</a>	International Business: Theoretical Insights	15	Autumn	5	<i>CB6005</i>
<a href="#">BUSN6730</a>	Business in Emerging Markets	15	Spring	5	<i>CB673</i>
<a href="#">BUSN6770</a>	Financial Management for Decision Making and Control	15	Spring	5	<i>CB677</i>
<a href="#">BUSN7330</a>	Business Ethics and Sustainable Management	15	Autumn	5	<i>CB733</i>
<a href="#">BUSN7490</a>	International Business: Modes and Functions	15	Spring	6	<i>CB749</i>
<a href="#">BUSN7860</a>	Operations Management	15	Autumn	5	<i>CB786</i>

\*Module cannot be trailed, condoned or compensated.

PLUS the following extra-curricular compulsory module:

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN7900</a>	Employability for Stage 2 Business Programmes	5	Yearlong	5	<i>CB790</i>

PLUS 15 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN5016</a>	Business and Employment Law	15	Spring	5	<i>CB5016</i>
<a href="#">BUSN6130</a>	Entrepreneurship	15	Spring	6	<i>CB613</i>
<a href="#">BUSN6760</a>	Strategy Analysis and Tools	15	Spring	5	<i>CB676</i>
<a href="#">BUSN7380</a>	Buyer Behaviour	15	Spring	5	<i>CB738</i>
<a href="#">BUSN7500</a>	Project Management	15	Spring	5	<i>CB750</i>
<a href="#">BUSN7570</a>	Research and Consultancy Methods	15	Spring	5	<i>CB757</i>

For students wishing to take a language module:

A 30 Credit **European** language module can be taken instead of [BUSN7860](#) *Operations Management* in Autumn and an optional module in Spring.

Please choose your modules as directed through Online Module Registration and seek approval for any language modules from the Division of Arts and Humanities [artshumsugandpgt@kent.ac.uk](mailto:artshumsugandpgt@kent.ac.uk) after you have registered from the options above.



**INTERNATIONAL BUSINESS WITH A YEAR IN INDUSTRY****INTBUS-S:BSC  
UIBS0001P1BS-F**

Single Honours

**STAGE S - 120 Credits**

You must take the following compulsory modules (120 Credits):

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">BUSN6980</a>	Year in Industry Report	30	Autumn & Spring	6	<i>CB698</i>
<a href="#">BUSN6990</a>	Year in Industry Experience	90	Autumn & Spring	6	<i>CB699</i>

30 of these Credits will be used for classifying your degree and the remaining 90 Credits will be recorded on a pass/fail basis. This gives a total of 270 Credits from Stages 2, 3 and S that will be used for degree classification.

**INTERNATIONAL BUSINESS****INTBUS:BSC  
UACF0001A1BS-F  
INTBUS-S:BSC  
UIBS0001P1BS-F****INTERNATIONAL BUSINESS WITH A YEAR IN INDUSTRY**

Single Honours

**STAGE 3 - 120 Credits – 60 in each term****You must take the following compulsory modules (75 Credits):**

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN6050	European Business	30	Autumn & Spring	6	CB605
BUSN6740	International Business: A Strategic Perspective	30	Autumn & Spring	6	CB674
BUSN7470	International Entrepreneurship	15	Autumn	6	CB747

**PLUS the following extra-curricular compulsory module:**

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN7920	Career Management for Stage 3 Business Programmes	5	Autumn & Spring	6	CB792

**PLUS 15 credits from the following IB optional modules in the Spring Term:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN5440	International Marketing	15	Spring	6	CB544
BUSN7460	Cross-cultural Management	15	Spring	6	CB746
BUSN7530	International and Comparative Human Resource Management	15	Spring	6	CB753

**The remaining 30 credits must be taken from ONE of the following options:****OPTION 1: Students take ONE 30 credit module working towards an International Business Management Research Project**

Optional module:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN7480	International Business Management Project	30	Autumn & Spring	6	CB748

**OR****OPTION 2: Students take ONE 15 Credit module in the Autumn term and ONE 15 credit module in the Spring term from the following optional modules:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN5013	Human Resource Management	15	Autumn	5	CB5011
BUSN5016	Business and Employment Law	15	Spring	5	CB5016
BUSN5200	Service Management	15	Spring	6	CB520
BUSN5440	International Marketing	15	Spring	6	CB544
BUSN6001	Fixed Income Markets and Instruments	15	Autumn	6	CB6001
BUSN6002	Finance with Excel ( <i>pre-requisite of CB6001</i> )	15	Spring	6	CB6002
BUSN6015	International Business in the Digital Economy	15	Autumn	6	CB6015
BUSN6020	Digital Marketing Applications	15	Spring	6	CB602
BUSN6130	Entrepreneurship	15	Spring	6	CB613
BUSN6580	Diversity in Organisations	15	Spring	6	CB658
BUSN6780	Contemporary Management Challenges	15	Spring	6	CB678
BUSN6880	Decision Analysis	15	Spring	6	CB688
BUSN7440	Creativity and Innovation in Organisations	15	Autumn	5	CB744
BUSN7460	Cross-cultural Management	15	Spring	6	CB746
BUSN7510	Psychology of the Contemporary Workplace	15	Spring	6	CB751
BUSN7530	International and Comparative Human Resource Management	15	Spring	6	CB753
BUSN7880	Technology Driven Business Innovation	15	Autumn	6	CB788
BUSN7940	Predictive and Prescriptive Analysis	15	Autumn	6	CB794
BUSN7980	Data Intelligence in Practice	15	Spring	6	CB798

## Single Honours

The Director of Studies may allow modules to be taken in a different Stage because of timetable clashes or for academic reasons. The Director of Studies may also make appropriate additional requirements regarding the content of Stages 2 and 3 and the sequencing of modules for those students transferring into International Business who have not taken the relevant combination of Stage 1 modules.

This is a four-year programme. Students will spend the first two years and the final year (Stages 1, 2 and 3) at Kent, and the third year (Stage A) at a partner University.

Students entering this degree programme at Stage 2 must normally have taken modules broadly equivalent to Stage 1 of International Business, and in respect of the relevant language, must have taken and successfully passed a 30 Credit language module in one of the following: French, German, Italian or Spanish. This language requirement does not apply to those students who wish to spend their year abroad where studies are taught in English but students may wish to study the relevant language on an extra-curricular, non-credit bearing basis.

Students wishing to study abroad for a year need a minimum average of 60% for Stage 1 and Stage 2, with a good attendance record and must be in good academic standing.

**STAGE 2 - 120 Credits – 60 in each term**

**You must take the following compulsory modules (90 Credits):**

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN5720	International Trade and Finance	15	Autumn	5	CB572
BUSN6005*	International Business: Theoretical Insights	15	Autumn	5	CB6005
BUSN6730	Business in Emerging Markets	15	Spring	5	CB673
BUSN6770	Financial Management for Decision Making and Control	15	Spring	5	CB677
BUSN7330	Business Ethics and Sustainable Management	15	Autumn	5	CB733
BUSN7490	International Business: Modes and Functions	15	Spring	6	CB749

\*Modules cannot be trailed, condoned or compensated.

**PLUS the following extra-curricular compulsory module:**

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN7900	Employability for Stage 2 Business Programmes	5	Yearlong	5	CB790

**PLUS either the Foreign Language Year Abroad Option (1) or the English Language Year Abroad Option (2):**

**Option 1** Students who will spend their year abroad in Europe, where the language of tuition is not English, must take 30 Credits from one of the languages below, to build upon the language studied at Stage 1:

FREN6480 is for students who studied FR300 (FREN3000) in Stage 1. FREN6520 is for students who studied FR330 (FREN3300) in Stage 1.

GRMN5070 (GE507) is for students who studied GE301 (GRMN3010) in Stage 1. GRMN5160 (GE516) is for students who studied GE329 (GRMN3290) in Stage 1.

ITAL5080 (IT508) is for students who studied IT301 (ITAL3010) in Stage 1. ITAL5630 (IT563) is for students who studied IT308 (ITAL3080) in Stage 1.

HISP(5040) LS504 is for students who studied LS302 (HISP3020) in Stage 1. HISP5050 (LS505) is for students who studied LS300 (HISP3000) in Stage 1.

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">FREN6480</a>	French Upper Intermediate B2	30	Autumn & Spring	5	<i>FR648</i>
<a href="#">FREN6520</a>	French Intermediate B1-B2 (Intensive)	30	Autumn & Spring	5	<i>FR652</i>
<a href="#">GRMN5070</a>	German Upper Intermediate B2	30	Autumn & Spring	5	<i>GE507</i>
<a href="#">GRMN5160</a>	German Intermediate B1-B2 (Intensive)	30	Autumn & Spring	5	<i>GE516</i>
<a href="#">HISP5040</a>	Spanish Intermediate B1-B2 (Intensive)	30	Autumn & Spring	5	<i>LS504</i>
<a href="#">HISP5050</a>	Spanish Upper Intermediate B2	30	Autumn & Spring	5	<i>LS505</i>
<a href="#">ITAL5080</a>	Italian Intermediate B1-B2 (Intensive)	30	Autumn & Spring	5	<i>IT508</i>
<a href="#">ITAL5630</a>	Italian Upper Intermediate B2	30	Autumn & Spring	5	<i>IT563</i>

**Option 2** Students who will spend their year abroad in countries where studies are taught in English must take the following compulsory module (15 Credits):

Compulsory module:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN7860</a>	Operations Management	15	Autumn	5	<i>CB786</i>

**PLUS 15 Credits from the following optional modules:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN6130</a>	Entrepreneurship	15	Spring	6	<i>CB613</i>
<a href="#">BUSN6760</a>	Strategy Analysis and Tools	15	Spring	5	<i>CB676</i>
<a href="#">BUSN7380</a>	Buyer Behaviour	15	Spring	5	<i>CB738</i>
<a href="#">BUSN7500</a>	Project Management	15	Spring	5	<i>CB750</i>
<a href="#">BUSN7570</a>	Research and Consultancy Methods	15	Spring	5	<i>CB757</i>

## INTERNATIONAL BUSINESS WITH A YEAR ABROAD

**INTBUS-A:BSC  
UIBS0001A1BS-F**

### STAGE A – 120 Credits

To proceed to the third year with study abroad (Stage A) students must pass Stage 2 overall and pass the relevant language module (if applicable). Those not achieving the required standard will be transferred to the three-year IB degree programme. The arrangements for Stage A vary according to the country and university visited. Briefing about the choice of modules for Stage A will be provided by the relevant Kent Business School country co-ordinator during Stage 2. Details of credit achieved in Stage A may be obtained from the Director of Studies.

**You must take the following compulsory modules (120 Credits):**

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN7620</a>	Year Abroad 1	60	Yearlong	5	<i>CB762</i>
<a href="#">BUSN7630</a>	Year Abroad 2	60	Yearlong	5	<i>CB763</i>

**INTERNATIONAL BUSINESS WITH A YEAR ABROAD****INTBUS-A:BSC  
UIBS0001A1BS-F**

Single Honours

**STAGE 3 – 120 Credits – 60 in each term****You must take the following compulsory modules (75 Credits):**

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
BUSN6050	European Business	30	Autumn & Spring	6	CB605
BUSN6740	International Business: A Strategic Perspective	30	Autumn & Spring	6	CB674
BUSN7470	International Entrepreneurship	15	Autumn	6	CB747

**PLUS the following extra-curricular compulsory module:**

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
BUSN7920	Career Management for Stage 3 Business Programmes	5	Autumn & Spring	6	CB792

**PLUS 15 credits from the following IB optional modules in the Spring Term:**

<b>Optional modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
BUSN5440	International Marketing	15	Spring	6	CB544
BUSN7460	Cross Cultural Management	15	Spring	6	CB746
BUSN7530	International and Comparative Human Resource Management	15	Spring	6	CB753

**The remaining 30 credits must be taken from one of the following options:****OPTION 1: Students take ONE 30 credit module working towards an International Business Management Research Project**

<b>Optional module:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
BUSN7480	International Business Management Project	30	Autumn & Spring	6	CB748

**OR****OPTION 2: Students take ONE 15 Credit module in the Autumn term and ONE 15 credit module in the Spring term from the following optional modules:**

<b>Optional modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
BUSN5013	Human Resource Management	15	Autumn	5	CB5011
BUSN5016	Business and Employment Law	15	Spring	5	CB5016
BUSN5200	Service Management	15	Spring	6	CB520
BUSN5440	International Marketing	15	Spring	6	CB544
BUSN6001	Fixed Income Markets and Instruments	15	Autumn	6	CB6001
BUSN6002	Finance with Excel ( <i>pre-requisite CB6001</i> )	15	Spring	6	CB6002
BUSN6015	International Business in the Digital Economy	15	Autumn	6	CB6015
BUSN6020	Digital Marketing Applications	15	Spring	6	CB602
BUSN6130	Entrepreneurship	15	Spring	6	CB613
BUSN6580	Diversity in Organisations	15	Spring	6	CB658
BUSN6780	Contemporary Management Challenges	15	Spring	6	CB678
BUSN6880	Decision Analysis	15	Spring	6	CB688
BUSN7440	Creativity and Innovation in Organisations	15	Autumn	5	CB744
BUSN7460	Cross-cultural Management	15	Spring	6	CB746
BUSN7510	Psychology of the Contemporary Workplace	15	Spring	6	CB751
BUSN7530	International and Comparative Human Resource Management	15	Spring	6	CB753
BUSN7880	Technology Driven Business Innovation	15	Autumn	6	CB788
BUSN7940	Predictive and Prescriptive Analysis	15	Autumn	6	CB794
BUSN7980	Data Intelligence in Practice	15	Spring	6	CB798

**For students wishing to take a language module:**

A 30 Credit European language module can be taken instead of the optional modules in the table above at the discretion of the Director of Studies.

Please choose your modules as directed through Online Module Registration and seek approval for any language modules from the Division of Arts and Humanities [artshumsugandpgt@kent.ac.uk](mailto:artshumsugandpgt@kent.ac.uk) after you have registered from the options above.

**MANAGEMENT****MANAGEMENT WITH A YEAR IN INDUSTRY****MANAGEMENT WITH A YEAR ABROAD**

Single Honours

**STAGE 2 - 120 Credits – 60 in each term**

You must take the following compulsory modules (105 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN5013</a>	Human Resource Management	15	Autumn	5	<i>CB5011</i>
<a href="#">BUSN6120</a>	New Enterprise Development	15	Autumn	5	<i>CB612</i>
<a href="#">BUSN6760</a>	Strategy Analysis and Tools	15	Spring	5	<i>CB676</i>
<a href="#">BUSN6770</a>	Financial Management for Decision Making and Control	15	Spring	5	<i>CB677</i>
<a href="#">BUSN7330</a>	Business Ethics and Sustainable Management	15	Autumn	5	<i>CB733</i>
<a href="#">BUSN7500</a>	Project Management	15	Spring	5	<i>CB750</i>
<a href="#">BUSN7860</a>	Operations Management	15	Autumn	5	<i>CB786</i>

PLUS the following extra-curricular compulsory module:

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN7900</a>	Employability for Stage 2 Business Programmes	5	Yearlong	5	<i>CB790</i>

PLUS 15 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN5200</a>	Service Management	15	Spring	6	<i>CB520</i>
<a href="#">BUSN5450</a>	Marketing Research	15	Spring	6	<i>CB545</i>
<a href="#">BUSN6580</a>	Diversity in Organisations	15	Spring	6	<i>CB658</i>
<a href="#">BUSN6880</a>	Decision Analysis	15	Spring	6	<i>CB688</i>
<a href="#">BUSN7380</a>	Buyer Behaviour	15	Spring	5	<i>CB738</i>
<a href="#">BUSN7570</a>	Research and Consultancy Methods	15	Spring	5	<i>CB757</i>

**MANAGEMENT WITH A YEAR IN INDUSTRY**

Single Honours

**STAGE S - 120 Credits**

You must take the following compulsory modules (120 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN6980</a>	Year in Industry Report	30	Autumn & Spring	6	<i>CB698</i>
<a href="#">BUSN6990</a>	Year in Industry Experience	90	Autumn & Spring	6	<i>CB699</i>

30 of these Credits will be used for classifying your degree and the remaining 90 Credits will be recorded on a pass/fail basis. This gives a total of 270 Credits from Stages 2, 3 and S that will be used for degree classification.

**MANAGEMENT:BSC  
PMGT0001X2MS-F  
MANAGEMENT-S:BSC  
UMGT0001P1BS-F  
MANAGEMENT-A:BSC  
UMGT0001A1BS-F**

**MANAGEMENT-S:BSC  
UMGT0001P1BS-F**

## MANAGEMENT WITH A YEAR ABROAD

MANAGEMENT-A:BSC  
UMGT0001A1BS-F

Single Honours

### STAGE A – 120 Credits

To proceed to the third year with study abroad (Stage A) students must pass Stage 2 overall at a minimum of 60%. Those not achieving the required standard will be transferred to the three-year Management degree programme. The arrangements for Stage A vary according to the country and university visited. Briefing about the choice of modules for Stage A will be provided by the relevant Kent Business School country co-ordinator during Stage 2. Details of credit achieved in Stage A may be obtained from the Director of Studies.

**You must take the following compulsory modules (120 Credits):**

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>OMR CODE</b>
<a href="#">BUSN7620</a>	Year Abroad 1	60	Autumn & Spring	5	<i>CB762</i>
<a href="#">BUSN7630</a>	Year Abroad 2	60	Autumn & Spring	5	<i>CB763</i>



**MANAGEMENT****MANAGEMENT WITH A YEAR IN INDUSTRY****MANAGEMENT WITH A YEAR ABROAD**

Single Honours

**MANAGEMENT:BSC**  
**PMGT0001X2MS-F**  
**MANAGEMENT-S:BSC**  
**UMGT0001P1BS-F**  
**MANAGEMENT-A:BSC**  
**UMGT0001A1BS-F**

**STAGE 3 - 120 Credits – 60 in each term**

You must take the following compulsory modules (60 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN6003</a>	Leadership and Management Development	15	Spring	6	<i>CB6003</i>
<a href="#">BUSN6130</a>	Entrepreneurship	15	Spring	6	<i>CB613</i>
<a href="#">BUSN6790</a>	Corporate and Business Strategy	15	Autumn	6	<i>CB679</i>
<a href="#">BUSN7880</a>	Technology-Driven Business Innovation	15	Autumn	6	<i>CB788</i>

You must take the following extracurricular module:

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN7920</a>	Career Management for Stage 3 Business Programmes	5	Autumn & Spring	6	<i>CB792</i>

Students may take a standard pathway or opt to specialise in either People Management or Business Analytics. Optional modules should be taken as follows:

**Standard Pathway**

You must take 60 Credits from the following optional modules (30 credits in each term):

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
<a href="#">BUSN5200</a>	Service Management	15	Spring	6	<i>CB520</i>
<a href="#">BUSN6004</a>	Employee Performance Management	15	Autumn	6	<i>CB6004</i>
<a href="#">BUSN6007</a>	People Analytics	15	Autumn	6	<i>CB6007</i>
<a href="#">BUSN6020</a>	Digital Marketing Applications	15	Spring	6	<i>CB602</i>
<a href="#">BUSN6580</a>	Diversity in Organisations	15	Spring	6	<i>CB658</i>
<a href="#">BUSN6770</a>	Financial Management for Decision Making and Control	15	Spring	5	<i>CB677</i>
<a href="#">BUSN6780</a>	Contemporary Management Challenges	15	Spring	6	<i>CB678</i>
<a href="#">BUSN6840</a>	Strategic Human Resource Management	15	Autumn	6	<i>CB684</i>
<a href="#">BUSN6880</a>	Decision Analysis	15	Spring	6	<i>CB688</i>
<a href="#">BUSN7440</a>	Creativity and Innovation in Organisations	15	Autumn	5	<i>CB744</i>
<a href="#">BUSN7460</a>	Cross-cultural Management	15	Spring	6	<i>CB746</i>
<a href="#">BUSN7510</a>	Psychology of the Contemporary Workplace	15	Spring	6	<i>CB751</i>
<a href="#">BUSN7530</a>	International and Comparative Human Resource Management	15	Spring	6	<i>CB753</i>
<a href="#">BUSN7550</a>	Business Management Project	30	Autumn & Spring	6	<i>CB755</i>
<a href="#">BUSN7940</a>	Predictive and Prescriptive Analytics	15	Autumn	6	<i>CB794</i>
<a href="#">BUSN7980</a>	Data Intelligence in Practice	15	Spring	6	<i>CB798</i>

**People Management Pathway****MANAGEMENT(HR):BSC  
UMGH0001X1BS-F****You must take at least 45 Credits from the following HRM modules:**

HRM modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN6004	Employee Performance Management	15	Autumn	6	CB6004
BUSN6007	People Analytics	15	Autumn	6	CB6007
BUSN6580	Diversity in Organisations	15	Spring	6	CB658
BUSN6780	Contemporary Management Challenges	15	Spring	6	CB678
BUSN6840	Strategic Human Resource Management	15	Autumn	6	CB684
BUSN7440	Creativity and Innovation in Organisations	15	Autumn	5	CB744
BUSN7510	Psychology of the Contemporary Workplace	15	Spring	6	CB751
BUSN7530	International and Comparative Human Resource Management	15	Spring	6	CB753
BUSN7550	Business Management Project [in an HRM related topic]	30	Autumn & Spring	6	CB755

**The remaining 15 credits can be taken from the following optional modules or People Management modules above:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN5200	Service Management	15	Spring	6	CB520
BUSN6020	Digital Marketing Applications	15	Spring	6	CB602
BUSN6880	Decision Analysis	15	Spring	6	CB688
BUSN7980	Data Intelligence in Practice	15	Spring	6	CB798

**Business Analytics Pathway****MANAGEMENT(BA):BSC  
UMGB0001X1BS-F****You must take at least 45 Credits from the following Business Analytics modules:**

Business Analytics modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN6880	Decision Analysis	15	Spring	6	CB688
BUSN7550	Business Management Project (in a Business Analytics related topic)	30	Autumn & Spring	6	CB755
BUSN7940	Predictive and Prescriptive Analytics	15	Autumn	6	CB794
BUSN7980	Data Intelligence in Practice	15	Spring	6	CB798

**The remaining 15 credits can be taken from the following optional modules or Business Analytics modules above:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN5016	Business and Employment Law	15	Spring	5	CB5016
BUSN5200	Service Management	15	Spring	6	CB520
BUSN6004	Employee Performance Management	15	Autumn	6	CB6004
BUSN6007	People Analytics	15	Autumn	6	CB6007
BUSN6020	Digital Marketing Applications	15	Spring	6	CB602
BUSN6580	Diversity in Organisations	15	Spring	6	CB658
BUSN6770	Financial Management for Decision Making and Control	15	Spring	5	CB677
BUSN6780	Contemporary Management Challenges	15	Spring	6	CB678
BUSN6840	Strategic Human Resource Management	15	Autumn	6	CB684
BUSN6880	Decision Analysis	15	Spring	6	CB688
BUSN7440	Creativity and Innovation in Organisations	15	Autumn	5	CB744
BUSN7460	Cross-cultural Management	15	Spring	6	CB746
BUSN7510	Psychology of the Contemporary Workplace	15	Spring	6	CB751
BUSN7530	International and Comparative Human Resource Management	15	Spring	6	CB753
BUSN7550	Business Management Project	30	Autumn & Spring	6	CB755
BUSN7940	Predictive and Prescriptive Analytics	15	Autumn	6	CB794
BUSN7980	Data Intelligence in Practice	15	Spring	6	CB798

**MARKETING****MARKETING WITH A YEAR IN INDUSTRY****MARKETING WITH A YEAR ABROAD**

Single Honours

**MARKETING:BSC  
UMAR0001X1BS-F  
MARKETING-S:BSC  
UMAR0001P1BS-F  
MARKETING-A:BSC  
UMAR0001A1BS-F**

**STAGE 2 - 120 Credits – 60 in each term**

You must take the following compulsory modules (90 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN5450	Marketing Research	15	Spring	6	CB545
BUSN5870	Digital Marketing Strategy	15	Autumn	5	CB587
BUSN7330	Business Ethics & Sustainable Management	15	Autumn	5	CB733
BUSN7350	Branding	15	Spring	6	CB735
BUSN7380	Buyer Behaviour	15	Spring	5	CB738
BUSN7580	Marketing Strategy	15	Autumn	5	CB758

PLUS the following extra-curricular compulsory module:

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN7900	Employability for Stage 2 Business Programmes	5 Non-contributory	Yearlong	5	CB790

PLUS 30 Credits from the following optional modules (15 credits in each term). Alternatively, up to 30 credits of **elective (wild) modules** can be taken across stage 2 and 3 subject to the Director of Studies for Marketing Approval:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN3012	Contract Law and Consumer Protection	15	Autumn	4	CB3012
BUSN5013	Human Resource Management	15	Autumn	5	CB5011
BUSN5016	Business and Employment Law	15	Spring	5	CB5016
BUSN5200	Service Management	15	Spring	6	CB520
BUSN6005	International Business: Theoretical Insights	15	Autumn	5	CB6005
BUSN6120	New Enterprise Development	15	Autumn	5	CB612
BUSN6580	Diversity in Organisations	15	Spring	6	CB658
BUSN6760	Strategy Analysis and Tools	15	Spring	5	CB676
BUSN6770	Financial Management for Decision Making and Control	15	Spring	5	CB677
BUSN6780	Contemporary Management Challenges	15	Spring	6	CB678
BUSN6880	Decision Analysis	15	Spring	6	CB688
BUSN7440	Creativity and Innovation in Organisations	15	Autumn	5	CB744
BUSN7490	International Business: Modes and Functions	15	Spring	6	CB749
BUSN7510	Psychology of the Contemporary Workplace	15	Spring	6	CB751
BUSN7530	International and Comparative Human Resource Management	15	Spring	6	CB753
BUSN7860	Operations Management	15	Autumn	5	CB786
BUSN7980	Data Intelligence in Practice	15	Spring	6	CB798

Additional placement workshops are offered in Stage 2 in preparation for the Year in Industry.

## MARKETING WITH A YEAR IN INDUSTRY

MARKETING-S:BSC  
UMAR0001P1BS-F

Single Honours  
STAGE S - 120 Credits

You must take the following compulsory modules (120 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN6980	Year in Industry Report	30	Autumn & Spring	6	CB698
BUSN6990	Year in Industry Experience	90	Autumn & Spring	6	CB699

30 of these Credits will be used for classifying your degree and the remaining 90 Credits will be recorded on a pass/fail basis. This gives a total of 270 Credits from Stages 2, 3 and S that will be used for degree classification.

## MARKETING WITH A YEAR ABROAD

MARKETING-A:BSC  
UMAR0001A1BS-F

Single Honours  
STAGE A – 120 Credits

To proceed to the third year with study abroad (Stage A) students must pass Stage 2 overall at a minimum of 60%. Those not achieving the required standard will be transferred to the three-year Marketing degree programme. The arrangements for Stage A vary according to the country and university visited. Briefing about the choice of modules for Stage A will be provided by the relevant Kent Business School country co-ordinator during Stage 2. Details of credit achieved in Stage A may be obtained from the Director of Studies.

You must take the following compulsory modules (120 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN7620	Year Abroad 1	60	Autumn & Spring	5	CB762
BUSN7630	Year Abroad 2	60	Autumn & Spring	5	CB763

**MARKETING****MARKETING WITH A YEAR IN INDUSTRY****MARKETING WITH A YEAR ABROAD**

Single Honours

**STAGE 3 - 120 Credits – 60 in each term****You must take the following compulsory modules (90 Credits):**

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN5440	International Marketing	15	Spring	6	CB544
BUSN5460	Marketing Communications	15	Autumn	6	CB546
BUSN6020	Digital Marketing Applications	15	Spring	6	CB602
BUSN6930	New Product Marketing	15	Autumn	6	CB693
BUSN7820	Marketing and Society	15	Spring	6	CB782
BUSN7830	Services, Technology and Marketing	15	Autumn	6	CB783

**PLUS the following extra-curricular compulsory module:**

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN7920	Career Management for Stage 3 Business Programmes	5 Non-contributory	Autumn & Spring	6	CB792

**PLUS 30 Credits from the following optional modules (15 credits in each term). Alternatively, up to 30 credits of **elective (wild) modules** can be taken across stage 2 and 3 subject to the Director of Studies for Marketing Approval:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	OMR CODE
BUSN5013	Human Resource Management	15	Autumn	5	CB5011
BUSN5016	Business and Employment Law	15	Spring	5	CB5016
BUSN5200	Service Management	15	Spring	6	CB520
BUSN6003	Leadership and Management Development	15	Spring	6	CB6003
BUSN6005	International Business: Theoretical Insights	15	Autumn	5	CB6005
BUSN6120	New Enterprise Development	15	Autumn	5	CB612
BUSN6130	Entrepreneurship	15	Spring	6	CB613
BUSN6580	Diversity in Organisations	15	Spring	6	CB658
BUSN6770	Financial Management for Decision Making and Control	15	Spring	5	CB677
BUSN6780	Contemporary Management Challenges	15	Spring	6	CB678
BUSN6790	Corporate and Business Strategy	15	Autumn	6	CB679
BUSN6840	Strategic Human Resource Management	15	Autumn	6	CB684
BUSN6880	Decision Analysis	15	Spring	6	CB688
BUSN7370	Marketing Management Project	30	Autumn & Spring	6	CB737
BUSN7440	Creativity and Innovation in Organisations	15	Autumn	5	CB744
BUSN7460	Cross-cultural Management	15	Spring	6	CB746
BUSN7500	Project Management	15	Spring	5	CB750
BUSN7510	Psychology of the Contemporary Workplace	15	Spring	6	CB751
BUSN7530	International and Comparative Human Resource Management	15	Spring	6	CB753
BUSN7860	Operations Management	15	Autumn	5	CB786
BUSN7880	Technology-Driven Business Innovation	15	Autumn	6	CB788
BUSN7980	Data Intelligence in Practice	15	Spring	6	CB798

**MARKETING:BSC  
UMAR0001X1BS-F  
MARKETING-S:BSC  
UMAR0001P1BS-F  
MARKETING-A:BSC  
UMAR0001A1BS-F**