

# KENT BUSINESS SCHOOL

Director: Professor Martin Meyer  
School Web Site: [www.kent.ac.uk/kbs/](http://www.kent.ac.uk/kbs/)

**PLEASE NOTE - IT IS ULTIMATELY YOUR RESPONSIBILITY TO ENSURE THAT YOU ARE REGISTERED FOR THE CORRECT MODULES FOR YOUR PROGRAMME.**

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

## ACCOUNTING & FINANCE (ACCF:BA)

Students take **240 Credits**. **120 Credits** must be taken at each Stage and **60 Credits** must be taken in each teaching period.

**Stage 2 - Students take the following compulsory modules (120 Credits):**

- AC506** Financial Accounting II (30 Credits, Level 6)
- AC508** Principles of Finance (30 Credits, Level 6)
- AC520** Management Accounting I (30 Credits, Level 6)
- CB547** Strategic Management (30 Credits, Level 6)

**Stage 3 – Students take at least 60 Credits from the following modules (it is strongly recommended that you select 90 Credits):**

- AC502** Business Finance (30 Credits, Level 6) *prerequisite AC508*
- AC504** Auditing (30 Credits, Level 6) *prerequisite AC506*
- AC507** Management Accounting II (30 Credits, Level 6) *prerequisite AC520*
- CB513** Taxation (30 Credits, Level 6) *prerequisite AC506*
- CB611** Futures and Options Markets (30 Credits, Level 6) *prerequisite AC508*
- CB617** Financial Statement Analysis and Valuation (30 Credits, Level 6) *prerequisite AC506*

Students may choose remaining credits from **Wild** modules at the appropriate Level for their final year. Optional modules will normally be at Level 6 or Level 5. For example, for students with a prior knowledge of a foreign language, the appropriate Level for an optional module in that language is Level 5. Students who, exceptionally, want to take a final year option at Level 4, must obtain the permission of the Director of Studies.

Students who did not take LW502 Business Law (30 Credits, Level 5) at Stage 1 may do so at Stage 3.

Students may not take the module CO327 *Web Applications*.

### 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 and the Chartered Institute of Management Accountants provided specific requirements are satisfied. For further information students should consult the Director of Studies.

Exemptions are subject to review on a regular basis.

## JOINT ACCOUNTING & FINANCE DEGREES (ACCF-XXX:BA)

Students take **240 Credits** at Kent. **120 Credits** must be taken in both Stages 2 and 3 and **60 Credits** must be taken in each teaching period.

Students may choose to register for Accounting & Finance and another subject for a joint honours degree. Approval must be sought from the Directors of Studies of both Schools and advice should be obtained on the required modules.

The following **90 Credits** are compulsory:

- AC506** Financial Accounting II (30 Credits, Level 6)
- AC508** Principles of Finance (30 Credits, Level 6)
- AC520** Management Accounting I (30 Credits, Level 6)

**These modules may be taken at Stage 2 or 3** as necessary to satisfy prerequisites for the optional modules listed below.

- AC502** Business Finance (30 Credits, Level 6) *prerequisite AC508*
- AC504** Auditing (30 Credits, Level 6) *prerequisite AC506*
- AC507** Management Accounting II (30 Credits, Level 6) *prerequisite AC520*
- CB513** Taxation (30 Credits, Level 6) *prerequisite AC506*
- CB547** Strategic Management (30 Credits, Level 6)
- CB611** Futures and Options Markets (30 Credits, Level 6) *prerequisite AC508*
- CB617** Financial Statement Analysis and Valuation (30 Credits, Level 6) *prerequisite AC506*

Students may not take CO327 *Web Applications*.

### 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 and the Chartered Institute of Public Finance and Accountancy 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:BA)

Students take **240 Credits**. **120 Credits** must be taken at each Stage and **60 Credits** must be taken in each teaching period.

### Stage 2 and 3

Students take the following compulsory modules over the two years (150 Credits):

- AC506 Financial Accounting II (30 Credits, Level 6)
- AC508 Principles of Finance (30 Credits, Level 6)
- AC520 Management Accounting I (30 Credits, Level 6)
- EC500 Microeconomics (30 Credits, Level 5) Stage 2
- EC502 Macroeconomics (30 Credits, Level 5) Stage 2

plus a minimum of 30 Credits and a maximum of 90 Credits chosen from the Economics Options List below. Economics Optional modules may only be taken in Stage 3 with the exception of EC511, EC531, EC532, EC538 and EC534.

Remaining Credits up to a maximum of 60 must be taken from the following list:

- AC502 Business Finance (30 Credits, Level 6) *prerequisite AC508*
- AC504 Auditing (30 Credits, Level 6) *prerequisite AC506*
- AC507 Management Accounting II (30 Credits, Level 6) *prerequisite AC520*
- CB513 Taxation (30 Credits, Level 6) *prerequisite AC506*
- CB547 Strategic Management (30 Credits, Level 6)
- CB611 Futures and Options Markets (30 Credits, Level 6) *prerequisite AC508*
- CB617 Financial Statement Analysis and Valuation (30 Credits, Level 6) *prerequisite AC506*
- LW502 Business Law (30 Credits, Level 5)

### Economics Option List

- EC511 Quantitative Economics (30 Credits, Level 5) (Autumn and Spring) *Prerequisites EC302/EC304 Economics, EC305/EC306 Mathematics for Economics and EC309 Statistics for Economics and Business*
- EC531 Policy Analysis (15 Credits, Level 5) (Autumn) *Prerequisites EC302/EC304 Economics, EC305/EC306 Mathematics for Economics and EC309 Statistics for Economics and Business*
- EC532 Environmental Economics, Institutions and Policy (15 Credits, Level 5) (Autumn) *Prerequisites EC302/EC304 Economics, EC305/EC306 Mathematics for Economics and EC309 Statistics for Economics and Business*
- EC534 The Economics of Money and Banking (15 Credits, Level 5) (Spring) *Prerequisites EC302/EC304 Economics, EC305/EC306 Mathematics for Economics and EC309 Statistics for Economics and Business*
- EC538 Economic Controversies (15 Credits, Level 5) (Spring) *Prerequisites EC302/EC304 Economics, EC305/EC306 Mathematics for Economics and EC309 Statistics for Economics and Business*
- EC540 Development Economics (15 Credits, Level 6) (Autumn) *Prerequisites EC500 Microeconomics and EC502 Macroeconomics*
- EC541 Dissertation (30 Credits, Level 6) (Autumn and Spring) *Prerequisites EC500 Microeconomics, EC502 Macroeconomics and EC511 Quantitative Economics EC565 cannot be taken with this module.*
- EC542 Econometrics 1: An Introduction to Modern Econometrics using Stata (15 Credits, Level 6) (Autumn) *Prerequisite EC511 Quantitative Economics*
- EC543 Econometrics 2: Topics in Time Series (15 Credits, Level 6) (Spring) *Prerequisites EC511 Quantitative Economics and EC542 Econometrics 1*
- EC544 Economic Integration in the EU (15 Credits, Level 6) (Spring) *Prerequisites EC500 Microeconomics and EC502 Macroeconomics*
- EC545 Economics of the Labour Market (15 Credits, Level 6) (Autumn) *Prerequisite EC500 Microeconomics and EC502 Macroeconomics Not available 2015/16*
- EC546 Games for Economics and Business (15 Credits, Level 6) (Spring) *Prerequisite EC500 Microeconomics*
- EC547 Industrial Economics (15 Credits, Level 6) (Spring) *Prerequisite EC500 Microeconomics*
- EC548 International Finance (15 Credits, Level 6) (Spring) *Prerequisite EC502 Macroeconomics*
- EC549 International Trade (15 Credits, Level 6) (Autumn) *Prerequisite EC500 Microeconomics and EC502 Macroeconomics*
- EC550 Monetary Economics (15 Credits, Level 6) (Autumn) *Prerequisite EC502 Macroeconomics*
- EC553 Public Economics (15 Credits, Level 6) (Spring) *Prerequisite EC500 Microeconomics*
- EC562 Economics of Finance 1: Financial Markets and Instruments (15 Credits, Level 6) (Autumn) *EC534 Financial Analysis*

- EC563** Economics of Finance 2: Asset Pricing (15 Credits, Level 6) (Spring) *Prerequisites* [EC500 Microeconomics](#) and [EC562 Economics of Finance 1: Financial Markets and Instruments](#)
- EC565** Extended Economics Essay (15 Credits, Level 6) (Autumn **OR** Spring) *Prerequisites* [EC500 Microeconomics](#) or [EC502 Macroeconomics](#). [EC541](#) cannot be taken with this module
- EC567** Economics of Gender, Children and Family (15 Credits, Level 6) (Spring) *Prerequisites* [EC305/EC306 Mathematics for Economics](#) and [EC500 Microeconomics](#) **Not available 2015/16**
- EC568** World Economic and Financial History: From the 19<sup>th</sup> Century to the Present (15 Credits, Level 6) (Autumn) *Prerequisites* [EC502 Macroeconomics](#) and [EC511 Quantitative Economics](#)
- EC569** Economic Growth (15 Credits, Level 6) (Spring) *Prerequisites* [EC500 Microeconomics](#), [EC502 Macroeconomics](#) and [EC511 Quantitative Economics](#)
- EC570** Microeconomics of Development (15 Credits, Level 6) (Spring) *Prerequisites* [EC500 Microeconomics](#) and [EC511 Quantitative Economics](#)
- EC571** Agricultural, Food and Natural Resource Economics (15 Credits, Level 6) (Spring) *Prerequisites: either* [EC500 Microeconomics](#), *or both* [EC313 Microeconomics for Business](#) and [EC532 Environmental Economics, Institutions and Policy](#)

### 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 and the Chartered Institute of Public Finance and Accountancy provided specific requirements are satisfied. For further information students should consult the Director of Studies. Exemptions are subject to review on a regular basis.

## BACHELOR OF BUSINESS ADMINISTRATION (BUSADMIN:BBA)

The Director of Studies for BBA and International Business 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 BBA, who have not taken the relevant combination of Stage 1 modules.

Students must take **240 Credits** across Stages 2 and 3. **120 Credits** must be taken at each Stage and **60 Credits** in each teaching period ie 60 credits in Autumn term and 60 credits in Spring term.

### Stage 2

**Students take the following compulsory modules (90 Credits):**

- [CB514](#) Operations Management (15 Credits, Level 6) (Autumn)
- \*[CB676](#) Strategy Analysis and Tools (15 Credits, Level 5) (Spring)
- [CB677](#) Accounting for Management Control and Decision Making (15 Credits, Level 5) (Autumn) *prerequisite* [CB675](#)
- [CB681](#) Managing Human Resources in Contemporary Organisations (15 Credits, Level 5) (Spring) *prerequisite* [CB302](#) or [CB312](#)
- [CB682](#) Managing People (15 Credits, Level 5) (Autumn) *prerequisite* [CB312](#) or [CB302](#)
- [CB683](#) Marketing Strategy (15 Credits, Level 6) (Autumn) *prerequisite* [CB680](#)

**plus 30 Credits** (Level 5 or 6) in the **Spring term** from the following:

- [CB545](#) Marketing Research (15 Credits, Level 6) (Spring) *prerequisites* [CB680](#) and [CB683](#)
- [CB546](#) Marketing Communications (15 Credits, Level 6) (Spring) *prerequisites* [CB680](#) and [CB683](#)
- [CB602](#) E-Marketing (15 Credits, Level 6) (Spring) *prerequisites* [CB680](#) and [CB683](#)
- [CB613](#) Enterprise (15 Credits, Level 6) (Spring) †
- [CB658](#) Diversity in Organisations (15 Credits, Level 6) (Spring) *prerequisite* [CB682](#)
- [CB709](#) Buyer Behaviour (15 Credits, Level 6) (Spring) *prerequisites* [CB680](#) and [CB683](#)
- [EC566](#) Macroeconomics for Business (15 Credits, Level 5) (Spring)
- [SE584](#) The Anthropology of Business (15 Credits, Level 6) (Spring)

\* compensation and condonement not available

† available as a [Wild](#) Module

### Stage 3

**Students take the following compulsory modules (60 Credits):**

- [CB520](#) Service Management (15 Credits, Level 6) (Spring)
- [CB678](#) Contemporary Management Challenges (15 Credits, Level 6) (Spring) *prerequisite* [CB312](#) or [CB302](#)
- [CB679](#) Corporate and Business Strategy (15 Credits, Level 6) (Autumn) Stage 3 only *prerequisite* [CB676](#)
- [CB684](#) Strategic Human Resource Management (15 Credits, Level 6) (Autumn) *prerequisite* [CB681](#)

**plus 60 Credits** of options (Level 5 or 6) from the BBA Options List below.

**Students must include at least one module primarily assessed by an individual project report ([CB542](#), [CB544](#), [CB545](#), [CB546](#), [CB587](#), [CB602](#)) across Stages 2 and 3. No Level 4 modules can be taken at Stage 3. At least 30 Credits of the options chosen in Stage 3 must be Level 6.**

**Note:**

Please note there is restricted space on some of the modules included in the BBA Options List. To ensure that you secure a place on your chosen modules, please submit your module choices by the deadline specified by the Faculty of Social Sciences.

**BBA Options List**

<b>CB501</b>	International Employment Relations and Human Resource Management (30 Credits, Level 6)
<b>CB523</b>	International Business (30 Credits, Level 6) <i>prerequisite EC313</i>
<b>CB542</b>	Business/Management Project (30 Credits, Level 6) Stage 3
<b>CB544</b>	International Marketing (15 Credits, Level 6) (Autumn) Stage 3 <i>prerequisites CB680 and CB683</i>
<b>CB545</b>	Marketing Research (15 Credits, Level 6) (Spring) <i>prerequisites CB680 and CB683</i>
<b>CB546</b>	Marketing Communications (15 Credits, Level 6) (Spring) <i>prerequisites CB680 and CB683</i>
<b>CB587</b>	E-Commerce and Business (15 Credits, Level 6) (Autumn)
<b>CB602</b>	E-Marketing (15 Credits, Level 6) (Spring) <i>prerequisites CB680 and CB683</i>
<b>CB612</b>	New Enterprise Start-up (15 Credits, Level 5) (Autumn) †
<b>CB613</b>	Enterprise (15 Credits, Level 6) (Spring) †
<b>CB658</b>	Diversity in Organisations (15 Credits, Level 6) (Spring) <i>prerequisite CB682</i>
<b>CB709</b>	Buyer Behaviour (15 Credits, Level 6) (Spring) <i>prerequisites CB680 and CB683</i>
<b>EC566</b>	Macroeconomics for Business (15 Credits, Level 5) (Spring)
<b>SE584</b>	The Anthropology of Business (15 Credits, Level 6) (Spring)

† available as a [Wild Module](#)

In addition honours Business Administration students may choose:

Up to **30 Credits** of Applied Computing modules for which the prerequisites are met (see [Computing subject requirements](#))

Or up to **30 Credits** of approved European language modules for which the relevant entry conditions are met (see [School of European Culture and Language subject requirements](#))

Or up to **30 Credits** of 'Wild' modules agreed with the Director of Studies for Business Administration.

## BACHELOR OF BUSINESS ADMINISTRATION (MARKETING) (BUSADMIN(M):BBA)

### Stage 2 Required Modules for Business Administration (Marketing) (120 Credits)

#### Autumn

<b>CB682</b>	Managing People (15 Credits, Level 5) (Autumn) <i>prerequisite CB312 or CB302</i>
<b>CB683</b>	Marketing Strategy (15 Credits, Level 6) (Autumn) <i>prerequisite CB680</i>
<b>CB677</b>	Accounting for Management Control and Decision Making (15 Credits, Level 5) (Autumn) <i>prerequisite CB675</i>
<b>CB514</b>	Operations Management (15 Credits, Level 6) (Autumn)

#### Spring

<b>CB681</b>	Managing Human Resources in Contemporary Organisations (15 Credits, Level 5) (Spring)
<b>*CB676</b>	Strategy Analysis and Tools (15 Credits, Level 5) (Spring)
<b>CB545</b>	Marketing Research (15 Credits, Level 6) (Spring) <i>prerequisites CB680 and CB683</i>
<b>CB709</b>	Buyer Behaviour (15 Credits, Level 6) (Spring) <i>prerequisites CB680 and CB683</i>

### Stage 3 Required Modules for Business Administration (Marketing) (120 Credits)

#### Autumn

<b>CB544</b>	International Marketing (15 Credits, Level 6) (Autumn) Stage 3 <i>prerequisites CB680 and CB683</i>
<b>CB693</b>	New Product Marketing (15 Credits, Level 6) (Autumn)

plus **30 Credits** of options (Level 5 or 6) from the [BBA Options List](#).

#### Spring

<b>CB546</b>	Marketing Communications (15 Credits, Level 6) (Spring) <i>prerequisites CB680 and CB683</i>
<b>CB602</b>	E-Marketing (15 Credits, Level 6) (Spring) <i>prerequisite CB680 and CB683</i>

plus **30 Credits** of options (Level 5 or 6) from the [BBA Options List](#).

## BUSINESS TOP-UP (BUSINESS(TOPUP):BA)

Students take **120 Credits**. Students are also required to pass the **compulsory 15 Credit Study Skills Module CB357**.

Students take the following compulsory modules (45 Credits):

<b>CB357</b>	Study Skills (15 Credits, Level 4) (Autumn) <i>This module is pass/fail and must be passed in order to progress onto the programme.</i>
<b>CB547</b>	Strategic Management (30 Credits, Level 6)

**Students must select a further 90 Credits (45 credits in each of the Autumn and Spring terms) as follows:**

**At least 15 Credits must be chosen from:**

- CB542 Business/Management Project (30 Credits, Level 6)
- CB544 International Marketing (15 Credits, Level 6) (Autumn)
- CB545 Marketing Research (15 Credits, Level 6) (Spring)
- CB546 Marketing Communications (15 Credits, Level 6) (Spring)
- CB587 E-Commerce and Business (15 Credits, Level 6) (Autumn)

**PLUS ONE of the following:**

- CB501 International Employment Relations and Human Resource Management (30 Credits, Level 6)
- OR**
- CB681 Managing Human Resources in Contemporary Organisations (15 Credits, Level 5) (Spring)

**Remaining Credits should be chosen from this list:**

- CB501 International Employment Relations and Human Resource Management (30 Credits, Level 6)
- CB514 Operations Management (15 Credits, Level 6) (Autumn)
- CB520 Service Management (15 Credits, Level 6) (Spring)
- CB542 Business/Management Project (30 Credits, Level 6)
- CB544 International Marketing (15 Credits, Level 6) (Autumn)
- CB545 Marketing Research (15 Credits, Level 6) (Spring)
- CB546 Marketing Communications (15 Credits, Level 6) (Spring)
- CB587 E-Commerce and Business (15 Credits, Level 6) (Autumn)
- CB612 New Enterprise Start-up (15 Credits, Level 5) (Autumn)
- CB613 Enterprise (15 Credits, Level 6) (Spring)
- CB658 Diversity in Organisations (15 Credits, Level 6) (Spring)
- CB677 Accounting for Management Control and Decision Making (15 Credits, Level 5) (Autumn)
- CB678 Contemporary Management Challenges (15 Credits, Level 6) (Spring)
- CB680 Introduction to Marketing (15 Credits, Level 5) (Spring)
- CB681 Managing Human Resources in Contemporary Organisations (15 Credits, Level 5) (Spring)
- CB682 Managing People (15 Credits, Level 5) (Autumn)
- CB683 Marketing Strategy (15 Credits, Level 5) (Autumn)
- CB693 New Product Marketing (15 Credits, Level 6) (Autumn)
- EC566 Macroeconomics for Business (15 Credits, Level 5) (Spring)

Optional modules must be balanced evenly between Autumn and Spring terms and should include at least 60 at Level 6.

## **BUSINESS ADMINISTRATION AND POLITICS (BUSADMIN-POLITICS:BA)**

Students must take **240 Credits** across Stages 2 and 3, of which at least **90 Credits** and no more than **150 Credits** must be from each of the two subjects. **120 Credits** must be taken at each Stage and **60 Credits** in each teaching period ie 60 credits in Autumn term and 60 credits in Spring term. **No more than 30 Credits may be 'Wild'**.

### **Stage 2**

**Students take the following compulsory modules (90 Credits):**

- \*CB676 Strategy Analysis and Tools (15 Credits, Level 5) (Spring)
- CB677 Accounting for Management Control and Decision Making (15 Credits, Level 5) (Autumn)  
*prerequisite CB675*
- CB681 Managing Human Resources in Contemporary Organisations (15 Credits, Level 5) (Spring)  
*prerequisite CB312 or CB302*
- CB682 Managing People (15 Credits, Level 5) (Autumn) *prerequisite CB312 or CB302*
- PO657 Political Research and Analysis (15 Credits, Level 5) (Autumn)
- PO661 Fact, Evidence, Knowledge and Power (15 Credits, Level 5) (Spring)

The **remaining 30 Credits** may be taken from the list of [Politics](#) modules or from 'Wild' modules.

\* compensation and condonement not available

### **Stage 3**

**At least 30 Credits must be chosen from the following list of compulsory modules and from the [BBA](#)**

**Options List:**

- CB520 Service Management (15 Credits, Level 6) (Spring)
- CB678 Contemporary Management Challenges (15 Credits, Level 6) (Spring) *prerequisite CB312*
- CB679 Corporate and Business Strategy (15 Credits, Level 6) (Autumn) Stage 3 only *prerequisite CB676*
- CB684 Strategic Human Resource Management (15 Credits, Level 6) (Autumn) *prerequisite CB681*

**At least 30 credits** must be chosen from the list of [Politics](#) modules.

Remaining Credits must be taken in accordance with the rules for joint honours programmes ie you must ensure that over Stages 2 and 3 you have taken at least **90 Credits** from each of the two subjects. You **must** register a **total of 120 Credits** at Stage 3.

# JOINT HONOURS DEGREES INVOLVING BUSINESS ADMINISTRATION

## Note:

Where there is a specific rubric for a joint honours degree involving Business Administration, this has priority over these rules. There are joint honours degrees combining Business Administration and, Computing, Economics (the joint degree is called Business and Economics), French, German, Italian, Law, Philosophy, and Spanish. In all cases, it is the other board of studies or School that is the lead board/School.

## Stages 2 and 3

Students take **120 Credits** in each year, of which at least **90 Credits** and no more than **150 Credits** must be from each of the two subjects studied. In a joint honours degree involving Business Administration, no more than 30 Credits may be 'Wild'. (This is because of the breadth of topics within Business Administration).

## Within the Business Administration part of Stages 2 and 3:

Students taking only **90 Credits** in Business Administration must take at least **60 Credits** of BBA compulsory modules. Those taking **105** or **120 Credits** in Business Administration must include at least **75 Credits** of BBA compulsory modules. Students taking **135** or **150 Credits** in Business Administration must include at least **90 Credits** of BBA compulsory modules.

## Stage 2

Students take **120 Credits** of which at least **60 Credits** are from the BBA compulsory modules, normally:

- \***CB676** Strategy Analysis and Tools (15 Credits, Level 5) (Spring)
- CB677** Accounting for Management Control and Decision Making (15 Credits, Level 5) (Autumn)  
*prerequisite CB675*
- CB681** Managing Human Resources in Contemporary Organisations (15 Credits, Level 5) (Spring)  
*prerequisite CB312 or CB302*
- CB682** Managing People (15 Credits, Level 5) (Autumn) *prerequisite CB312 or CB302*

**The remaining 60 Credits** should be chosen in accordance with the rules for the other subject when taken as part of a joint honours degree.

\* compensation and condonement not available

## Stage 3

Students take **120 Credits**. Between **30 and 90 Credits** must be chosen from the following list of compulsory modules and from the BBA Options List.

- CB520** Service Management (15 Credits, Level 6) (Spring)
- CB678** Contemporary Management Challenges (15 Credits, Level 6) (Spring) *prerequisite CB312*
- CB679** Corporate and Business Strategy (15 Credits, Level 6) (Autumn) Stage 3 only *prerequisite CB676*
- CB684** Strategic Human Resource Management (15 Credits, Level 6) (Autumn) *prerequisite CB681*

**The remaining Credits** should be chosen in accordance with the rules for the other subject when taken as part of a joint honours degree.

# KENT BUSINESS SCHOOL DEGREES WITH A YEAR IN INDUSTRY (PROGRAMME CODE INCLUDES –S SUFFIX)

Canterbury based students on single and joint honours KBS programmes who are registered for three-year degrees may take a four-year degree 'with a year in industry'. The business placement year in industry is taken between Stage 2 and Stage 3. The placement year is known as **Stage S** (S stands for Sandwich year, an alternative name for a business or industrial placement year). The placement must be with an employer, but the reference to "in industry" is intended to cover employers in any service sector as well as in production. Undertaking a four-year degree has to be registered with the relevant funding body as well as the University, and hence has to be arranged as soon as possible. Students wishing to undertake a placement must ensure that they are registered for a sandwich degree within twelve months of their original registration. Failure to adhere to these deadlines may result in a termination of funding. You should also note that government rules currently mean the University has to charge a means-tested contribution to tuition fees for a placement year. The maximum is about half that required for UK or EU students in full-time study. See the university's Student Finance web pages for further details.

It is essential that students contact their funding body to ascertain their eligibility for funding before proceeding with any change of programme. A placement is a formal part of the degree and you will be required to keep a log of your training and work experience during the year. A portfolio of evidence and a related report of a satisfactory standard must be written by the end of the year. You will be visited by a member of staff from the University during your placement year. Your employer will be asked to report on your performance.

The Placement Co-ordinator for the Canterbury based KBS sandwich programmes will be advised by the Kent Business School. The co-ordinator will organise briefings about these degrees to assist you in finding a suitable placement but the search effort is primarily down to you. Failure to obtain a placement will result in you reverting to the corresponding three-year programme. A pass in Stage 2 is a necessary prerequisite for going on placement.

Please ensure you make contact with the Placement Coordinator before starting Stage 2, or as soon after the start of the Autumn Term as possible.

**Notes:** Separate organisational arrangements apply to the Business School degrees taught by KBS at the Medway Campus.

Arrangements have been made so that students will receive additional credits, based on the work done, including the employer's assessment of performance and assessment of the placement report. 30 (15 ECTS) of these additional Credits will be used for classifying their degree and the remaining 90 Credits (45 ECTS) will be recorded on a pass/fail basis. This gives a total of 270 Credits from Stages 2, 3 and S used for degree classification. During the placement year students will be registered for modules [CB698](#) and [CB699](#). Work is done on these during the placement year, and has to be completed by the start of the following academic year.

## BA (HONS) INTERNATIONAL BUSINESS (INTBUS:BA)

The Director of Studies for BBA and International Business 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.

Students must take **240 Credits** across Stages 2 and 3. **120 Credits** must be taken at each Stage and **60 Credits** in each teaching period ie 60 credits in Autumn term and 60 credits in Spring term.

### Stage 2

**Students take the following compulsory modules (105 Credits):**

- [CB514](#) Operations Management (15 Credits, Level 6) (Autumn)
- [CB523](#) International Business (30 Credits, Level 6) *prerequisite* [EC313](#)
- [CB673](#) Business in Emerging Markets (15 Credits, Level 5) (Spring) *prerequisite* [CB343](#)
- [CB676](#) Strategy Analysis and Tools (15 Credits, Level 5) (Spring)
- [CB682](#) Managing People (15 Credits, Level 5) (Autumn) *prerequisite* [CB312](#) or [CB302](#)
- [CB683](#) Marketing Strategy (15 Credits, Level 6) (Autumn) *prerequisite* [CB680](#)

**plus a 15 Credit Spring** term option (Level 4, 5 or 6) from the International Business Options List below.

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

A 30 Credit language module can be taken instead of [CB514 Operations Management](#) in Autumn and an International Business option in Spring.

### Stage 3

**Students take the following compulsory modules (60 Credits):**

- [CB605](#) European Business (30 Credits, Level 6)
  - [CB674](#) International Business: A Strategic Perspective (30 Credits, Level 6)
- plus 60 Credits** of options (Level 5 or 6) from the International Business Options List below

Out of these 60 Credits at least 30 Credits must be Level 6. **No Level 4 modules can be taken at Stage 3.**

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

30 Credits of language modules can be taken alongside 30 Credits of options from the International Business Options List.

### International Business Options List

- [CB313](#) Introduction to Statistics for Business (15 Credits, Level 4) (Spring) Stage 2 Only
- [CB501](#) International Employment Relations and Human Resource Management (30 Credits, Level 6) Stage 3 Only
- [CB520](#) Service Management (15 Credits, Level 6) (Spring)
- [CB542](#) Business Management Project (30 Credits, Level 6) Stage 3 only
- [CB544](#) International Marketing (15 Credits, Level 6) (Autumn) *prerequisites* [CB680](#) and [CB683](#)
- [CB545](#) Marketing Research (15 Credits, Level 6) (Spring) *prerequisites* [CB680](#) and [CB683](#)
- [CB602](#) E-Marketing (15 Credits, Level 6) (Spring) *prerequisites* [CB680](#) and [CB683](#)
- [CB612](#) New Enterprise Start-Up (15 Credits, Level 5) (Autumn) †
- [CB613](#) Enterprise (15 Credits, Level 6) (Spring) †
- [CB677](#) Accounting for Management Control and Decision Making (15 Credits, Level 5) (Autumn) *prerequisite* [CB675](#)
- [CB679](#) Corporate and Business Strategy (15 Credits, Level 6) (Autumn) Stage 3 only *prerequisite* [CB676](#)
- [CB681](#) Management of Human Resources in Contemporary Organisations (15 Credits, Level 5) (Spring) *prerequisite* [CB312](#) or [CB302](#)
- [EC566](#) Macroeconomics for Business (15 Credits, Level 5) (Spring)
- [PO658](#) The Rise of China (15 Credits, Level 5) (Autumn) *Not available to students who have taken or are taking* [PO318 The Rise of China](#).
- [PO559](#) Ethics in International Relations (15 Credits, Level 6) (Autumn) Stage 3 only

† available as a [Wild](#) Module

In addition International Business students may choose up to 30 Credits of 'Wild' modules (modules from another programme) by agreement with the Director of Studies for BBA and International Business.

## BA (HONS) INTERNATIONAL BUSINESS WITH A YEAR ABROAD (INBUS-A:BA)

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) in University study in *LIUC Castellanza, l'Université Jean-Moulin Lyon 3, Philipps-Universität Marburg, Universidad de Oviedo, City University of Hong Kong, Hong Kong Baptist University, or Renmin University of China.*

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 in City University of Hong Kong, Hong Kong Baptist University or Renmin University of China where studies are taught in English. 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

Students take **120 Credits**, comprising **90 Credits** from the International Business Core Module List:

- CB523** International Business (30 Credits, Level 6) *prerequisite EC313*
- CB673** Business in Emerging Markets (15 Credits, Level 5) (Spring) *prerequisite CB343*
- CB676** Strategy Analysis and Tools (15 Credits, Level 5) (Spring)
- CB682** Managing People (15 Credits, Level 5) (Autumn) *prerequisite CB312 or CB302*
- CB683** Marketing Strategy (15 Credits, Level 6) (Autumn) *prerequisite CB680*

**PLUS 30 Credits** of the relevant language:

- FR589** Learning French 4 (Advanced) (15 Credits, Level 5) (Year Long) *prerequisite FR300, FR330 or FR327 and FR328*

and

- FR590** Learning French (Business 1) (15 Credits, Level 5) (Year Long) *co-requisite FR589*

**Note:** Native or bilingual speakers of French with secondary education in a Francophone country should consult the School of European Languages and Culture for advice about appropriate modules. Such students are not permitted to take language modules that are directed at those with basic language skills. A higher level language module or an increased number of content modules must be taken instead.

- GE507** Learning German 4 (30 Credits, Level 5) *prerequisite GE301 or GE516*
- GE516** Advanced Intermediate German (30 Credits, Level 5) *prerequisite GE331 or GE329*
- IT508** Learning Italian 2 (30 Credits Level 5) *prerequisite IT301*
- IT563** Learning Italian 4 (30 Credits, Level 5) *prerequisite IT308*
- LS504** Learning Spanish 3B (Intensive Post 'A' Level) (30 Credits Level 5) *prerequisite LS302*
- LS505** Learning Spanish 4 (Advanced 1) (30 Credits, Level 5) *prerequisite LS300*

### 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(s). 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.

### Stage 3

Students take **120 Credits** made up of a combination of Stage 3 core modules and International Business Options:

Students **must** take the following **compulsory modules (60 Credits):**

- CB605** European Business (30 Credits, Level 6)
- CB674** International Business: A Strategic Perspective (30 Credits, Level 6)

**The remaining 60 Credits** can be taken from the [International Business Options List](#) above. With the permission of the Director of Studies for BBA and International Business, students may choose further credits of their relevant language to be taken instead of options from the [International Business Options List](#) above.



# DIPLOMA PROGRAMMES OFFERED BY KBS

Individual module outlines should be checked for availability in any year.

## DIPLOMA IN ACCOUNTING & FINANCE (ACCF:DIP)

### Students take 120 Credits:

- AC506 Financial Accounting II (30 Credits, Level 6)
- AC508 Principles of Finance (30 Credits, Level 6)
- AC520 Management Accounting I (30 Credits, Level 6)
- CB547 Strategic Management (30 Credits, Level 6)

Approval may, however, be given for a student to take a different combination of Stage 2 modules in Accounting & Finance if this is more appropriate in the light of a student's interests and previous studies.

## DIPLOMA IN BUSINESS ADMINISTRATION (BUSADMIN:DIP)

Students take a total of **120 Credits**, at least 90 Credits of which must be Level 5 or above. Unless equivalent modules have been studied previously, at Kent or elsewhere, at least 60 (preferably 90) Credits should be chosen from the Business Administration Core Modules List (see *Business Administration degree entry*) with any remainder being chosen from:

**either** the [Business Administration Options List](#) (see *Business Administration degree entry*),  
**or** other KBS modules for which the necessary prerequisites are met.

Up to **30 Credits** within the programme may be provided by:

**either** Applied Computing modules for which the relevant prerequisites are met (see [Computing subject requirements](#)),  
**or** an approved European language module for which the relevant entry conditions are met (see [School of European Culture and Language subject requirements](#)),  
**or** *Wild* modules agreed with the Director of Studies for undergraduate Business Administration.

**Notes:** The overall choice of modules must be agreed with the Director of Studies for Business Administration, who will take into account relevant prior learning. Broadly equivalent modules taken elsewhere may be used to meet prerequisite conditions.

Partner universities in an approved ERASMUS Exchange scheme involving KBS may make more specific requirements or provide guidance about their students' choice of modules. This should be clearly documented by the partner institution and lodged with the Director of Studies for Business Administration, the relevant KBS Exchange Co-ordinator and the Undergraduate Office.

**N.B: IN DECIDING WHICH MODULES TO SELECT, PLEASE ENSURE THAT YOU HAVE MET THE PREREQUISITES.**