

KENT BUSINESS SCHOOL

Director: Professor Martin Meyer
School Web Site: www.kent.ac.uk/kbs/

Please refer to the online Module Catalogue for full details of all modules:
www.kent.ac.uk/courses/modulecatalogue/

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.**

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

- [Accounting & Finance](#)
- [Accounting & Finance and Economics](#)
- [Business Administration](#)
- [Business Administration \(Marketing\)](#)
- [Business Top-Up](#)
- [Business Administration \(Joint Honours\)](#)
- [International Business](#)
- [International Business with a Year Abroad](#)
- [Marketing](#)
- [Diploma in Accounting & Finance](#)
- [Diploma in Business Administration](#)

ACCOUNTING & FINANCE Single Honours

ACCF:BA

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	AC521	Management Accounting I	30	Year Long	Level 5
	AC523	Principles of Finance	30	Year Long	Level 5
	AC524	Financial Accounting II	30	Year Long	Level 5
	CB759	Strategic Management	30	Year Long	Level 5

ACCOUNTING & FINANCE Single Honours

ACCF:BA

STAGE 3 - 120 Credits – 60 in each term

You must take at least 90 Credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	AC502	Business Finance	30	Year Long	Level 6
	AC504	Auditing	30	Year Long	Level 6
	AC507	Management Accounting II	30	Year Long	Level 6
	AC522	Advanced Financial Accounting	30	Year Long	Level 6
	CB513	Taxation	30	Year Long	Level 6
	CB611	Futures & Options Markets	30	Year Long	Level 6

Any remaining Credits can be taken from the optional modules above or the Business School's portfolio of Level 6 modules.

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.

ACCOUNTING & FINANCE AND ECONOMICS

ACCF-ECON:BA

Joint Honours

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	AC523	Principles of Finance	30	Year Long	Level 5
	AC524	Financial Accounting II	30	Year Long	Level 5
	EC500	Microeconomics	30	Year Long	Level 5
	EC502	Macroeconomics	30	Year Long	Level 5

ACCOUNTING & FINANCE AND ECONOMICS

ACCF-ECON:BA

Joint Honours

STAGE 3 - 120 Credits – 60 in each term

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

Compulsory module:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	AC521	Management Accounting I	30	Year Long	Level 5

PLUS at least 30 Credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	AC502	Business Finance	30	Year Long	Level 6
	AC504	Auditing	30	Year Long	Level 6
	AC522	Advanced Financial Accounting	30	Year Long	Level 6
	CB513	Taxation	30	Year Long	Level 6
	CB611	Futures & Options Markets	30	Year Long	Level 6

PLUS at least 30 Credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	EC540	Development Economics	15	Autumn	Level 6
	EC541	Economics Dissertation	30	Year Long	Level 6
	EC542	Modern Econometrics using Stata	15	Autumn	Level 6
	EC543	Topics in Time Series Econometrics	15	Spring	Level 6
	EC544	Economic Integration in the EU	15	Spring	Level 6
	EC545	Economics of the Labour Market	15	Autumn	Level 6
	EC546	Games for Economics and Business	15	Spring	Level 6
	EC547	Industrial Economics	15	Autumn	Level 6
	EC548	International Finance	15	Spring	Level 6

	EC549	International Trade	15	Autumn	Level 6
	EC550	Monetary Economics	15	Autumn	Level 6
	EC553	Public Economics	15	Spring	Level 6
	EC562	Economics of Finance 1: Financial Markets and Instruments	15	Autumn	Level 6
	EC563	Economics of Finance 2: Asset Pricing	15	Spring	Level 6
	EC565	Economics Extended Essay	15	Autumn OR Spring	Level 6
	EC568	World Economic and Financial History: From the 19th Century to the Present	15	Autumn	Level 6
	EC569	Economic Growth	15	Spring	Level 6
	EC570	Microeconomics of Development	15	Spring	Level 6
	EC571	Agricultural, Food and Natural Resource Economics	15	Spring	Level 6

Any remaining 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 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 Single Honours

BUSADMIN:BBA

The Director of Studies for BBA 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.

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB514	Operations Management	15	Autumn	Level 6
	CB612	New Enterprise Start-Up	15	Autumn	Level 5
	* CB676	Strategy Analysis and Tools	15	Spring	Level 5
	CB677	Accounting for Management Control and Decision Making	15	Autumn	Level 5
	CB681	Managing Human Resources in Contemporary Organisations	15	Spring	Level 5
	CB733	Business Ethics & Sustainable Management	15	Autumn	Level 5
	CB750	Project Management	15	Spring	Level 5
	CB757	Research and Consultancy Methods	15	Spring	Level 5

*Modules cannot be trailed, condoned or compensated.

Business Administration students can replace CB514 and CB757 with 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**), subject to approval from the Director of Studies.

BACHELOR OF BUSINESS ADMINISTRATION
Single Honours

BUSADMIN:BBA

STAGE 3 - 120 Credits – 60 in each term (at least 90 Credits must be taken at Level 6)

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB520	Service Management	15	Spring	Level 6
	CB678	Contemporary Management Challenges	15	Spring	Level 6
	CB679	Corporate and Business Strategy	15	Autumn	Level 6
	CB684	Strategic Human Resource Management	15	Autumn	Level 6

PLUS 60 Credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB542	Business/Management Project	30	Year Long	Level 6
	CB587	Digital Marketing Strategy	15	Spring	Level 5
	CB612	New Enterprise Start-Up	15	Autumn	Level 5
	CB613	Enterprise	15	Spring	Level 6
	CB658	Diversity in Organisations	15	Spring	Level 6
	CB739	International Business 1	15	Autumn	Level 6
	CB749	International Business II	15	Spring	Level 6
	CB751	Psychology of the Contemporary Workplace	15	Autumn	Level 6
	CB753	International and Comparative HRM	15	Spring	Level 6
	CB756	Digital Information Systems: A Management Perspective	15	Spring	Level 5
	EC566	Macroeconomics for Business	15	Spring	Level 5

BACHELOR OF BUSINESS ADMINISTRATION (MARKETING)
Single Honours

BUSADMIN(M):BBA

STAGE 3 - 120 Credits – 60 in each term (at least 90 Credits must be taken at Level 6)

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB544	International Marketing	15	Autumn	Level 6
	CB546	Marketing Communications	15	Spring	Level 6
	CB602	E-Marketing	15	Spring	Level 6
	CB693	New Product Marketing	15	Autumn	Level 6

PLUS 60 Credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB542	Business/Management Project	30	Year Long	Level 6
	CB587	Digital Marketing Strategy	15	Spring	Level 5
	CB612	New Enterprise Start-Up	15	Autumn	Level 5
	CB613	Enterprise	15	Spring	Level 6
	CB658	Diversity in Organisations	15	Spring	Level 6
	CB739	International Business 1	15	Autumn	Level 6
	CB749	International Business II	15	Spring	Level 6
	CB751	Psychology of the Contemporary Workplace	15	Autumn	Level 6

	CB753	International and Comparative HRM	15	Spring	Level 6
	CB756	Digital Information Systems: A Management Perspective	15	Spring	Level 5
	EC566	Macroeconomics for Business	15	Spring	Level 5

**BUSINESS TOP-UP
Single Honours**

BUSINESS (TOP-UP):BA

Students take 120 Credits in total. Students are also required to pass the compulsory (non-contributory) 15 Credit Study Skills Module CB357.

STAGE 3 - 120 Credits – 60 in each term (at least 90 Credits must be taken at Level 6)

You must take the following compulsory modules:

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
Non - Contributory	CB357	Study Skills	15	Pre-sessional	Level 4
	CB547	Strategic Management	30	Year Long	Level 6

PLUS a further 90 Credits as detailed below (45 Credits in each term):

At least one module must also be primarily assessed by an individual project report – as indicated by (P). In addition, one of the optional HRM and Employment modules indicated by (E) must also be taken.

Please select one of the following modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB681	Managing Human Resources in Contemporary Organisations (E)	15	Spring	Level 5
	CB753	International and Comparative HRM (E)	15	Spring	Level 6

PLUS at least 15 Credits from the following modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB542	Business/Management Project (P)	30	Year Long	Level 6
	CB544	International Marketing (P)	15	Autumn	Level 6
	CB545	Marketing Research (P)	15	Spring	Level 6
	CB546	Marketing Communications (P)	15	Spring	Level 6
	CB587	Digital Marketing Strategy (P)	15	Spring	Level 5
	CB602	E-Marketing (P)	15	Spring	Level 6

Any remaining Credits should be chosen from the modules below:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB514	Operations Management	15	Autumn	Level 6
	CB520	Service Management	15	Spring	Level 6
	CB612	New Enterprise Start-Up	15	Autumn	Level 5
	CB613	Enterprise	15	Spring	Level 6
	CB658	Diversity in Organisations (E)	15	Spring	Level 6
	CB677	Accounting for Management Control and Decision Making	15	Autumn	Level 5
	CB678	Contemporary Management Challenges	15	Spring	Level 6
	CB680	Introduction to Marketing	15	Spring	Level 5

JOINT HONOURS PROGRAMMES WITH BUSINESS ADMINISTRATION

BUSADMIN-???:BA

Joint Honours

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 - 120 Credits - 60 in each term

You must take into consideration the requirements for your other subject when making your module choices.

You must take 60 Credits of BBA compulsory modules, normally:

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB514	Operations Management	15	Autumn	Level 6
	*CB676	Strategy Analysis and Tools	15	Spring	Level 5
	CB677	Accounting and Management Control and Decision Making	15	Autumn	Level 5
	CB681	Managing Human Resources in Contemporary Organisations	15	Spring	Level 5

*Modules cannot be trailed, condoned or compensated.

The remaining 60 Credits should be taken in accordance with the rules for the other subject when taken as part of a Joint Honours degree.

JOINT HONOURS PROGRAMMES WITH BUSINESS ADMINISTRATION

BUSADMIN-??:BA

Joint Honours

STAGE 3 - 120 Credits – 60 in each term (at least 90 Credits must be taken at Level 6)

You must take into consideration the requirements for your other subject when making your module choices.

You must take between 30 and 90 Credits from the following lists of optional modules:

List 1:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB520	Service Management	15	Spring	Level 6
	CB678	Contemporary Management Challenges	15	Spring	Level 6
	CB679	Corporate and Business Strategy	15	Autumn	Level 6
	CB684	Strategic Human Resource Management	15	Autumn	Level 6

List 2:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB542	Business/Management Project	30	Year Long	Level 6
	CB587	Digital Marketing Strategy	15	Spring	Level 5
	CB612	New Enterprise Start-Up	15	Autumn	Level 5
	CB613	Enterprise	15	Spring	Level 6
	CB658	Diversity in Organisations	15	Spring	Level 6
	CB739	International Business 1	15	Autumn	Level 6
	CB749	International Business II	15	Spring	Level 6
	CB753	International and Comparative HRM	15	Spring	Level 6
	EC566	Macroeconomics for Business	15	Spring	Level 5

The remaining Credits should be chosen in accordance with the rules for the other subject when taken as part of a Joint Honours programme.

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 Co-ordinator 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.

**INTERNATIONAL BUSINESS
Single Honours**

INTBUS:BSC

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 CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB514	Operations Management	15	Autumn	Level 6
	CB673	Business in Emerging Markets	15	Spring	Level 5
	CB676	Strategy Analysis and Tools	15	Spring	Level 5
	CB733	Business Ethics & Sustainable Management	15	Autumn	Level 5
	CB739	International Business 1	15	Autumn	Level 6
	CB744	Creativity, Innovation and Organisation	15	Autumn	Level 5
	CB749	International Business 2	15	Spring	Level 6

PLUS 15 Credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB520	Service Management	15	Spring	Level 6
	CB602	E-Marketing	15	Spring	Level 6
	CB613	Enterprise	15	Spring	Level 6
	CB658	Diversity Management	15	Spring	Level 6
	CB746	Cross-cultural Management	15	Spring	Level 6
	CB753	International and Comparative HRM	15	Spring	Level 6
	CB756	Digital Information Systems - A Management Perspective	15	Spring	Level 5
	EC566	Macroeconomics for Business	15	Spring	Level 5

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 optional module in Spring.

INTERNATIONAL BUSINESS
Single Honours

INTBUS:BA

STAGE 3 - 120 Credits - 60 in each term (at least 90 Credits must be taken at Level 6)

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB605	European Business	30	Year Long	Level 6
	CB674	International Business: A Strategic Perspective	30	Year Long	Level 6

PLUS 60 Credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB542	Business Management Project	30	Year Long	Level 6
	CB544	International Marketing	15	Autumn	Level 6
	CB520	Service Management	15	Spring	Level 6
	CB602	E-Marketing	15	Spring	Level 6
	CB612	New Enterprise Start-up	15	Autumn	Level 5
	CB613	Enterprise	15	Spring	Level 6
	CB658	Diversity Management	15	Spring	Level 6
	CB677	Account Management Control and Decision Making	15	Autumn	Level 5
	CB679	Corporate and Business Strategy	15	Autumn	Level 6
	CB746	Cross-cultural Management	15	Spring	Level 6
	CB753	International and Comparative HRM	15	Spring	Level 6
	CB756	Digital Information Systems - A Management Perspective	15	Spring	Level 5
	EC566	Macroeconomics for Business	15	Spring	Level 5

International Business students can replace 30 Credits of optional modules with one of the following subject to approval from the Director of Studies:

Up to **30 Credits** of approved language modules for which the relevant entry conditions are met.

Or up to **30 Credits** of 'Wild' modules.

INTERNATIONAL BUSINESS WITH A YEAR ABROAD
Single Honours

INTBUS-A:BSC

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 in Italy at *LIUC Castellanza*, or in France at *l'Université Jean-Moulin Lyon 3* or *Neoma Business School*, or in Germany at *Philipps-Universität Marburg* or *EBS Business School*, or in Spain at *IE Business School Madrid*, or in Hong Kong at *City University of Hong Kong*, or *Hong Kong Baptist University*, or *University of Hong Kong*, or in China at *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 at City University of Hong Kong, Hong Kong Baptist University, University of Hong Kong, 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 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB673	Business in Emerging Markets	15	Spring	Level 5
	CB676	Strategy Analysis and Tools	15	Spring	Level 5
	CB733	Business Ethics & Sustainable Management	15	Autumn	Level 5
	CB739	International Business 1	15	Autumn	Level 6
	CB744	Creativity, Innovation and Organisation	15	Autumn	Level 5
	CB749	International Business 2	15	Spring	Level 6

Students who will spend their year abroad in Europe must take 30 Credits from one of the languages below, to build upon your language studied at Stage 1:

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	FR648	French Language Level B2	30	Year Long	Level 5
If GE301 was taken at Stage 1	GE507	Learning German 4	30	Year Long	Level 5
If GE329 or GE331 was taken at Stage 1	GE516	Advanced Intermediate German	30	Year Long	Level 5
If IT301 was taken at Stage 1	IT508	Learning Italian 2 (Intermediate)	30	Year Long	Level 5
If IT308 was taken at Stage 1	IT563	Learning Italian 4 (Advanced)	30	Year Long	Level 5
If LS302 was taken at Stage 1	LS504	Learning Spanish 3B (Intensive Post A Level)	30	Year Long	Level 5
If LS300 was taken at Stage 1	LS505	Learning Spanish 4	30	Year Long	Level 5

Students who will spend their year abroad in China/Hong Kong must take the following compulsory module (15 Credits):

Compulsory module:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB514	Operations Management	15	Autumn	Level 6

PLUS 15 Credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB520	Service Management	15	Spring	Level 6
	CB602	E-Marketing	15	Spring	Level 6
	CB613	Enterprise	15	Spring	Level 6
	CB658	Diversity Management	15	Spring	Level 6
	CB746	Cross-cultural Management	15	Spring	Level 6
	CB753	International and Comparative HRM	15	Spring	Level 6

	CB756	Digital Information Systems - A Management Perspective	15	Spring	Level 5
	EC566	Macroeconomics for Business	15	Spring	Level 5

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.

INTERNATIONAL BUSINESS WITH A YEAR ABROAD Single Honours

INBUS-A:BA

STAGE 3 - 120 Credits - 60 in each term (at least 90 Credits must be taken at Level 6)

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB605	European Business	30	Year Long	Level 6
	CB674	International Business: A Strategic Perspective	30	Year Long	Level 6

PLUS 60 Credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB542	Business Management Project	30	Year Long	Level 6
	CB544	International Marketing	15	Autumn	Level 6
	CB520	Service Management	15	Spring	Level 6
	CB602	E-Marketing	15	Spring	Level 6
	CB612	New Enterprise Start-up	15	Autumn	Level 5
	CB613	Enterprise	15	Spring	Level 6
	CB658	Diversity Management	15	Spring	Level 6
	CB677	Account Management Control and Decision Making	15	Autumn	Level 5
	CB679	Corporate and Business Strategy	15	Autumn	Level 6
	CB746	Cross-cultural Management	15	Spring	Level 6
	CB753	International and Comparative HRM	15	Spring	Level 6
	CB756	Digital Information Systems - A Management Perspective	15	Spring	Level 5
	EC566	Macroeconomics for Business	15	Spring	Level 5

International Business students can replace 30 Credits of optional modules with one of the following subject to approval from the Director of Studies:

Up to **30 Credits** of approved language modules for which the relevant entry conditions are met.

Or up to **30 Credits** of '**Wild**' modules.

MARKETING
Single Honours

MARKETING:BSC

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB514	Operations Management	15	Autumn	Level 6
	CB545	Marketing Research	15	Spring	Level 6
	*CB683	Marketing Strategy	15	Autumn	Level 6
	CB733	Business Ethics & Sustainable Management	15	Autumn	Level 5
	CB735	Branding	15	Spring	Level 6
	CB738	Buyer Behaviour	15	Spring	Level 5
	CB744	Creativity, Innovation and Organisation	15	Autumn	Level 5

*Modules cannot be trailed, condoned or compensated.

PLUS 15 credits from the following optional modules:

Optional modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	CB520	Service Management	15	Spring	Level 6
	CB587	Digital Marketing Strategy	15	Spring	Level 5
	CB613	Enterprise	15	Spring	Level 6
	CB658	Diversity in Organisations	15	Spring	Level 6
	CB678	Contemporary Management Challenges	15	Spring	Level 6
	EC566	Macroeconomics for Business	15	Spring	Level 5

DIPLOMA PROGRAMMES OFFERED BY KBS

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

DIPLOMA IN ACCOUNTING & FINANCE

ACCF:DIP

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE CODE	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL
	AC521	Management Accounting I	30	Year Long	Level 5
	AC523	Principles of Finance	30	Year Long	Level 5
	AC524	Financial Accounting II	30	Year Long	Level 5
	CB759	Strategic Management	30	Year Long	Level 5

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.

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 Compulsory 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.

Note: 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.

Note: In deciding which modules to select, please ensure that you have met the prerequisites.