

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. No Level 4 modules can be taken at Stage 3.**

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 and Economics](#)
- [Business Administration](#)
- [Business Administration with a Year in Industry](#)
- [Business Administration \(Marketing\)](#)
- [Business Top-Up](#)
- [Business Administration \(Joint Honours\)](#)
- [International Business BA \(2014 cohort\)](#)
- [International Business with a Year in Industry BA \(2014 cohort\)](#)
- [International Business BSc](#)
- [International Business with a Year Abroad](#)
- [International Business with a Year in Industry](#)
- [Marketing](#)
- [Marketing with a Year in Industry](#)

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 TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
AC521	Management Accounting I	30	Year Long	Level 5	<i>ACCT5210</i>
AC523	Principles of Finance	30	Year Long	Level 5	<i>ACCT5230</i>
AC524	Financial Accounting II	30	Year Long	Level 5	<i>ACCT5240</i>
CB759	Strategic Management	30	Year Long	Level 5	<i>BUSN7590</i>

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 TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
AC502	Business Finance	30	Year Long	Level 6	ACCT5020
AC504	Auditing	30	Year Long	Level 6	ACCT5040
AC507	Management Accounting II	30	Year Long	Level 6	ACCT5070
AC522	Advanced Financial Accounting	30	Year Long	Level 6	ACCT5220
CB513	Taxation	30	Year Long	Level 6	BUSN5130
CB6001	Fixed Income Markets	15	Autumn	Level 6	BUSN6001
CB6002	Finance With Excel	15	Spring	Level 6	BUSN6002
CB611	Futures & Options Markets	30	Year Long	Level 6	BUSN6110

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 WITH A YEAR IN INDUSTRY Single Honours

ACCF-S:BA

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
AC521	Management Accounting I	30	Year Long	Level 5	ACCT5210
AC523	Principles of Finance	30	Year Long	Level 5	ACCT5230
AC524	Financial Accounting II	30	Year Long	Level 5	ACCT5240
CB759	Strategic Management	30	Year Long	Level 5	BUSN7590

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

ACCOUNTING & FINANCE WITH A YEAR IN INDUSTRY Single Honours

ACCF-S:BA

STAGE S - 120 Credits

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB698	Business Placement Report	30	Year Long	Level 6	BUSN6980
CB699	Business Placement Experience	90	Year Long	Level 6	BUSN6990

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 IN INDUSTRY Single Honours

ACCF-S:BA

STAGE 3 - 120 Credits – 60 in each term

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

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

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

ACCOUNTING & FINANCE AND ECONOMICS Joint Honours

ACCF-ECON:BA

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
AC523	Principles of Finance	30	Year Long	Level 5	ACCT5230
AC524	Financial Accounting II	30	Year Long	Level 5	ACCT5240
EC500	Microeconomics	30	Year Long	Level 5	ECON5000
EC502	Macroeconomics	30	Year Long	Level 5	ECON5020

ACCOUNTING & FINANCE AND ECONOMICS Joint Honours

ACCF-ECON:BA

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	Office Use Only
AC521	Management Accounting I	30	Year Long	Level 5	ACCT5210

PLUS at least 30 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
AC502	Business Finance	30	Year Long	Level 6	ACCT5020
AC504	Auditing	30	Year Long	Level 6	ACCT5040
AC522	Advanced Financial Accounting	30	Year Long	Level 6	ACCT5220
CB513	Taxation	30	Year Long	Level 6	BUSN5130
CB6001	Fixed Income Markets	15	Autumn	Level 6	BUSN6001
CB6002	Finance With Excel	15	Spring	Level 6	BUSN6002
CB611	Futures & Options Markets	30	Year Long	Level 6	BUSN6110

PLUS at least 30 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
EC531	Policy Analysis	15	Autumn	Level 5	ECON5310
EC534	The Economics of Money and Banking	15	Spring	Level 5	ECON5340

EC538	Economic Controversies	15	Spring	Level 5	ECON5380
EC540	Development Economics	15	Autumn	Level 6	ECON5400
EC541	Economics Dissertation	30	Year Long	Level 6	ECON5410
EC542	Econometrics I: An Introduction to Modern Econometrics using Stata	15	Autumn	Level 6	ECON5420
EC543	Econometrics 2: Topics in Time Series	15	Spring	Level 6	ECON5430
EC544	Economic Integration in the EU	15	Spring	Level 6	ECON5440
EC545	Economics of the Labour Market	15	Autumn	Level 6	ECON5450
EC546	Games for Economics and Business	15	Spring	Level 6	ECON5460
EC547	Industrial Economics	15	Autumn	Level 6	ECON5470
EC548	International Finance	15	Spring	Level 6	ECON5480
EC549	International Trade	15	Autumn	Level 6	ECON5490
EC550	Monetary Economics	15	Spring	Level 6	ECON5500
EC553	Public Economics	15	Spring	Level 6	ECON5530
EC562	Economics of Finance 1: Financial Markets and Instruments	15	Autumn	Level 6	ECON5620
EC563	Economics of Finance 2: Asset Pricing	15	Spring	Level 6	ECON5630
EC565	Economics Extended Essay	15	Autumn OR Spring	Level 6	ECON5650
EC569	Economic Growth	15	Spring	Level 6	ECON5690
EC570	Microeconomics of Development	15	Spring	Level 6	ECON5700
EC571	Agricultural, Food and Natural Resource Economics	15	Spring	Level 6	ECON5710
EC580	Introduction to Econometrics	15	Autumn	Level 5	ECON5800
EC581	Introduction to Time-Series Econometrics	15	Spring	Level 5	ECON5810
EC582	The Economics of Human Capital	15	Spring	Level 5	ECON5820
EC583	Political Economy	15	Autumn	Level 5	ECON5830
EC603	Financial Crises	15	Spring	Level 6	ECON6030

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 TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB514	Operations Management	15	Autumn	Level 6	BUSN5140
CB612	New Enterprise Development	15	Autumn	Level 5	BUSN6120
*CB676	Strategy Analysis and Tools	15	Spring	Level 5	BUSN6760
CB677	Financial Management for Decision Making and Control	15	Autumn	Level 5	BUSN6770
CB681	Managing Human Resources in Contemporary Organisations	15	Spring	Level 5	BUSN6810
CB733	Business Ethics and Sustainable Management	15	Autumn	Level 5	BUSN7330

CB750	Project Management	15	Spring	Level 5	<i>BUSN7500</i>
CB757	Research and Consultancy Methods	15	Spring	Level 5	<i>BUSN7570</i>

*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 (45 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB679	Corporate and Business Strategy	15	Autumn	Level 6	<i>BUSN6790</i>
CB684	Strategic Human Resource Management	15	Autumn	Level 6	<i>BUSN6840</i>
CB688	Decision Analysis	15	Spring	Level 6	<i>BUSN6880</i>

In addition to the compulsory modules above, **CB755 Business/Consultancy Project (30 Credits)** is recommended from the list of optional modules below.

PLUS 75 Credits (30 credits in Autumn Term and 45 Credits in Spring Term) from the following optional modules:

(Unless CB755 Business/Consultancy Project taken in which case PLUS 45 Credits, 15 Credits in Autumn and 30 Credits in Spring Term should be chosen.)

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	Level 6	<i>BUSN5200</i>
CB587	Digital Marketing Strategy	15	Autumn	Level 5	<i>BUSN5870</i>
CB602	Digital Marketing Applications	15	Spring	Level 6	<i>BUSN6020</i>
CB605	European Business	30	Year Long	Level 6	<i>BUSN6050</i>
CB613	Entrepreneurship	15	Spring	Level 6	<i>BUSN6130</i>
CB678	Contemporary Management Challenges	15	Spring	Level 6	<i>BUSN6780</i>
CB739	International Business I	15	Autumn	Level 6	<i>BUSN7300</i>
CB749	International Business II	15	Spring	Level 6	<i>BUSN7490</i>
CB751	Psychology of the Contemporary Workplace	15	Autumn	Level 6	<i>BUSN7510</i>
CB753	International and Comparative Human Resource Management	15	Spring	Level 6	<i>BUSN7530</i>
CB755	Business/Consultancy Project	30	Year Long	Level 6	<i>BUSN7550</i>
CB756	Digital Information Systems: A Management Perspective	15	Spring	Level 5	<i>BUSN7560</i>
EC566	Macroeconomics for Business	15	Spring	Level 5	<i>ECON5660</i>

CB755 Business/Consultancy Project is strongly recommended as an optional module.

BUSINESS ADMINISTRATION WITH A YEAR IN INDUSTRY Single Honours

BUSADMIN-S:BBAI

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB514	Operations Management	15	Autumn	Level 6	<i>BUSN5140</i>
CB612	New Enterprise Development	15	Autumn	Level 5	<i>BUSN6120</i>

*CB676	Strategy Analysis and Tools	15	Spring	Level 5	BUSN6760
CB677	Financial Management for Decision Making and Control	15	Autumn	Level 5	BUSN6770
CB681	Managing Human Resources in Contemporary Organisations	15	Spring	Level 5	BUSN6810
CB733	Business Ethics and Sustainable Management	15	Autumn	Level 5	BUSN7330
CB750	Project Management	15	Spring	Level 5	BUSN7500
CB757	Research and Consultancy Methods	15	Spring	Level 5	BUSN7570

*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.

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

BUSINESS ADMINISTRATION WITH A YEAR IN INDUSTRY Single Honours

BUSADMIN-S:BBAI

STAGE S - 120 Credits

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB698	Business Placement Report	30	Year Long	Level 6	BUSN6980
CB699	Business Placement Experience	90	Year Long	Level 6	BUSN6990

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.

BUSINESS ADMINISTRATION WITH A YEAR IN INDUSTRY Single Honours

BUSADMIN-S:BBAI

STAGE 3 - 120 Credits – 60 in each term (at least 90 Credits must be taken at Level 6) (For students returning from their year in industry)

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	Level 6	BUSN5200
CB678	Contemporary Management Challenges	15	Spring	Level 6	BUSN6780
CB679	Corporate and Business Strategy	15	Autumn	Level 6	BUSN6790
CB684	Strategic Human Resource Management	15	Autumn	Level 6	BUSN6840

PLUS 60 Credits from the following optional modules, to include no more than 30 credits at Level 5:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB544	International Marketing	15	Spring	Level 6	BUSN5440
CB545	Marketing Research	15	Spring	Level 6	BUSN5450
CB546	Marketing Communications	15	Autumn	Level 6	BUSN5460
CB587	Digital Marketing Strategy	15	Autumn	Level 5	BUSN5870
CB602	Digital Marketing Applications	15	Spring	Level 6	BUSN6020
CB605	European Business	30	Year Long	Level 6	BUSN6050
CB612	New Enterprise Development	15	Autumn	Level 5	BUSN6120
CB613	Entrepreneurship	15	Spring	Level 6	BUSN6130
CB658	Diversity in Organisations	15	Spring	Level 6	BUSN6580

CB738	Buyer Behaviour	15	Spring	Level 5	BUSN7380
CB739	International Business I	15	Autumn	Level 6	BUSN7390
CB749	International Business II	15	Spring	Level 6	BUSN7490
CB751	Psychology of the Contemporary Workplace	15	Autumn	Level 6	BUSN7510
CB753	International and Comparative Human Resource Management	15	Spring	Level 6	BUSN7530
CB756	Digital Information Systems: A Management Perspective	15	Spring	Level 5	BUSN7560
EC566	Macroeconomics for Business	15	Spring	Level 5	ECON5660

BACHELOR OF BUSINESS ADMINISTRATION (MARKETING) Single Honours

BUSADMIN(M)-S:BBAI

**STAGE 3 - 120 Credits – 60 in each term (at least 90 Credits must be taken at Level 6)
(For students returning from their year in industry)**

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB544	International Marketing	15	Spring	Level 6	BUSN5440
CB546	Marketing Communications	15	Autumn	Level 6	BUSN5460
CB602	Digital Marketing Applications	15	Spring	Level 6	BUSN6020
CB693	New Product Marketing	15	Autumn	Level 6	BUSN6930

PLUS 60 Credits from the following optional modules, to include no more than 30 credits at Level 5:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB542	Business/Management Project	30	Year Long	Level 6	BUSN5420
CB587	Digital Marketing Strategy	15	Autumn	Level 5	BUSN5870
CB612	New Enterprise Development	15	Autumn	Level 5	BUSN6120
CB613	Entrepreneurship	15	Spring	Level 6	BUSN6130
CB658	Diversity in Organisations	15	Spring	Level 6	BUSN6580
CB739	International Business I	15	Autumn	Level 6	BUSN7390
CB749	International Business II	15	Spring	Level 6	BUSN7490
CB751	Psychology of the Contemporary Workplace	15	Autumn	Level 6	BUSN7510
CB753	International and Comparative Human Resource Management	15	Spring	Level 6	BUSN7530
CB756	Digital Information Systems: A Management Perspective	15	Spring	Level 5	BUSN7560
EC566	Macroeconomics for Business	15	Spring	Level 5	ECON5660

JOINT HONOURS PROGRAMMES WITH BUSINESS ADMINISTRATION

Joint Honours

BUSADMIN-??:BA

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 TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB514	Operations Management	15	Autumn	Level 6	<i>BUSN5140</i>
*CB676	Strategy Analysis and Tools	15	Spring	Level 5	<i>BUSN6760</i>
CB677	Financial Management for Decision Making and Control	15	Autumn	Level 5	<i>BUSN6770</i>
CB681	Managing Human Resources in Contemporary Organisations	15	Spring	Level 5	<i>BUSN6810</i>

*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

Joint Honours

BUSADMIN-??:BA

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 TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	Level 6	<i>BUSN5200</i>
CB678	Contemporary Management Challenges	15	Spring	Level 6	<i>BUSN6780</i>
CB679	Corporate and Business Strategy	15	Autumn	Level 6	<i>BUSN6790</i>
CB684	Strategic Human Resource Management	15	Autumn	Level 6	<i>BUSN6840</i>

List 2:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB587	Digital Marketing Strategy	15	Autumn	Level 5	<i>BUSN5870</i>
CB612	New Enterprise Development	15	Autumn	Level 5	<i>BUSN6120</i>
CB613	Entrepreneurship	15	Spring	Level 6	<i>BUSN6130</i>
CB658	Diversity in Organisations	15	Spring	Level 6	<i>BUSN6580</i>
CB739	International Business 1	15	Autumn	Level 6	<i>BUSN7390</i>
CB749	International Business II	15	Spring	Level 6	<i>BUSN7490</i>
CB753	International and Comparative Human Resource Management	15	Spring	Level 6	<i>BUSN7530</i>
EC566	Macroeconomics for Business	15	Spring	Level 5	<i>ECON5660</i>

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

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 TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB357	Study Skills	15 Non-Contributory	Pre-sessional	Level 4	BUSN3570
CB514	Operations Management	15	Autumn	Level 6	BUSN5140
CB613	Entrepreneurship	15	Spring	Level 6	BUSN6130
CB676	Strategy Analysis and Tools	15	Spring	Level 5	BUSN6760
CB684	Strategic Human Resource Management	15	Autumn	Level 6	BUSN6840

PLUS a further 60 Credits from the following optional modules:

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.

45 Credits from

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	Level 6	BUSN5200
CB542	Business/Management Project (P)	30	Year Long	Level 6	BUSN5420
CB544	International Marketing (P)	15	Spring	Level 6	BUSN5440
CB545	Marketing Research (P)	15	Spring	Level 6	BUSN5450
CB546	Marketing Communications (P)	15	Autumn	Level 6	BUSN5460
CB602	Digital Marketing Applications(P)	15	Spring	Level 6	BUSN6020
CB612	New Enterprise Development	15	Autumn	Level 5	BUSN6120
CB658	Diversity in Organisations (E)	15	Spring	Level 6	BUSN6580
CB678	Contemporary Management Challenges (E)	15	Spring	Level 6	BUSN6780
CB751	Psychology of the Contemporary Workplace(E)	15	Autumn	Level 6	BUSN7510
CB753	International and Comparative Human Resource Management (E)	15	Spring	Level 6	BUSN7530

INTERNATIONAL BUSINESS
INTERNATIONAL BUSINESS WITH A YEAR IN INDUSTRY
Single Honours

INTBUS:BA
INTBUS-S:BA

STAGE 3 (2014 Entry) - 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 TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB605	European Business	30	Year Long	Level 6	BUSN6050
CB674	International Business: A Strategic Perspective	30	Year Long	Level 6	BUSN6740

PLUS 60 Credits from the following optional modules (30 credits in each term):

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	Level 6	BUSN5200
CB602	Digital Marketing Applications	15	Spring	Level 6	BUSN6020
CB612	New Enterprise Development	15	Autumn	Level 5	BUSN6120
CB613	Entrepreneurship	15	Spring	Level 6	BUSN6130
CB677	Financial Management for Decision Making and Control	15	Autumn	Level 5	BUSN6770
CB679	Corporate and Business Strategy	15	Autumn	Level 6	BUSN6790
CB746	Cross Cultural Management	15	Spring	Level 6	BUSN7460
CB747	International Entrepreneurship	15	Spring	Level 6	BUSN7470
CB748	International Business Management Project	30	Year Long	Level 6	BUSN7480
CB751	Psychology of the Contemporary Workplace	15	Autumn	Level 6	BUSN7510
CB753	International and Comparative HRM	15	Spring	Level 6	BUSN7530
EC566	Macroeconomics for Business	15	Spring	Level 5	ECON5660

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

INBUS-A:BA

STAGE 3 (2014 Entry) - 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 TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB605	European Business	30	Year Long	Level 6	BUSN6050
CB674	International Business: A Strategic Perspective	30	Year Long	Level 6	BUSN6740

PLUS 60 Credits from the following optional modules (30 credits in each term):

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	Level 6	BUSN5200
CB602	Digital Marketing Applications	15	Spring	Level 6	BUSN6020
CB612	New Enterprise Development	15	Autumn	Level 5	BUSN6120
CB613	Entrepreneurship	15	Spring	Level 6	BUSN6130
CB677	Financial Management for Decision Making and Control	15	Autumn	Level 5	BUSN6770
CB679	Corporate and Business Strategy	15	Autumn	Level 6	BUSN6790
CB746	Cross Cultural Management	15	Spring	Level 6	BUSN7460
CB747	International Entrepreneurship	15	Spring	Level 6	BUSN7470
CB748	International Business Management Project	30	Year Long	Level 6	BUSN7480
CB751	Psychology of the Contemporary Workplace	15	Autumn	Level 6	BUSN7510
CB753	International and Comparative HRM	15	Spring	Level 6	BUSN7530
EC566	Macroeconomics for Business	15	Spring	Level 5	ECON5660

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.

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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	Office Use Only
CB514	Operations Management	15	Autumn	Level 6	BUSN5140
CB673	Business in Emerging Markets	15	Autumn	Level 5	BUSN6730
CB676	Strategy Analysis and Tools	15	Spring	Level 5	BUSN6760
CB733	Business Ethics & Sustainable Management	15	Autumn	Level 5	BUSN7330
CB739	International Business 1	15	Autumn	Level 6	BUSN7390
CB749	International Business 2	15	Spring	Level 6	BUSN7490
CB757	Research and Consultancy Methods	15	Spring	Level 5	BUSN7570

PLUS 15 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB613	Entrepreneurship	15	Spring	Level 6	BUSN6130
CB750	Project Management	15	Spring	Level 5	BUSN7500
CB753	International and Comparative HRM	15	Spring	Level 6	BUSN7530
CB756	Digital Information Systems - A Management Perspective	15	Spring	Level 5	BUSN7560

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.

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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	Office Use Only
CB679	Corporate Business Strategy	15	Autumn	Level 6	BUSN6790
CB674	International Business: A Strategic Perspective	30	Year Long	Level 6	BUSN6740
CB688	Decision Analysis	15	Spring	Level 6	BUSN6880

PLUS 30 Credits from the following modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB605	European Business	30	Year Long	6	BUSN6050
CB748	International Business Management Project	30	Year Long	6	BUSN7480

PLUS 30 Credits from the following modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	Level 6	BUSN5200
CB602	Digital Marketing Applications	15	Spring	Level 6	BUSN6020
CB612	New Enterprise Development	15	Autumn	Level 5	BUSN6120
CB613	Entrepreneurship	15	Spring	Level 6	BUSN6130
CB677	Financial Management for Decision Making and Control	15	Autumn	Level 5	BUSN6770
CB746	Cross-Cultural Management	15	Spring	Level 6	BUSN6790
CB747	International Entrepreneurship	15	Spring	Level 6	BUSN7460
CB751	Psychology of the Contemporary Workplace	15	Autumn	Level 6	BUSN7470
CB753	International and Comparative HRM	15	Spring	Level 6	BUSN7480
EC566	Macroeconomics for Business	15	Spring	Level 5	BUSN7510

For students wishing to take a language module:

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

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 TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB673	Business in Emerging Markets	15	Autumn	Level 5	BUSN6730
CB676	Strategy Analysis and Tools	15	Spring	Level 5	BUSN6760
CB733	Business Ethics and Sustainable Management	15	Autumn	Level 5	BUSN7330
CB739	International Business I	15	Autumn	Level 6	BUSN7390
CB749	International Business II	15	Spring	Level 6	BUSN7490
CB757	Research and Consultancy Methods	15	Spring	Level 5	BUSN7570

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:

GE507 is for students who studied GE301 in Stage 1. GE516 is for students who studied GE329 in Stage 1.

IT508 is for students who studied IT301 in Stage 1. IT563 is for students who studied IT308 in Stage 1.

LS504 is for students who studied LS302 in Stage 1. LS505 is for students who studied LS300 in Stage 1.

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
FR648	French Language Level B2	30	Year Long	Level 5	FREN6480
GE507	Learning German 4	30	Year Long	Level 5	GRMN5070
GE516	Advanced Intermediate German	30	Year Long	Level 5	GRMN5160
IT508	Learning Italian 2 (Intermediate)	30	Year Long	Level 5	ITAL5080
IT563	Learning Italian 4 (Advanced)	30	Year Long	Level 5	ITAL5630
LS504	Learning Spanish 3B (Intensive Post A Level)	30	Year Long	Level 5	HISP5040
LS505	Learning Spanish 4	30	Year Long	Level 5	HISP5050

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

Compulsory module:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB514	Operations Management	15	Autumn	Level 6	BUSN5140

PLUS 15 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB613	Entrepreneurship	15	Spring	Level 6	BUSN6130
CB750	Project Management	15	Spring	Level 5	BUSN7500
CB753	International and Comparative Human Resource Management	15	Spring	Level 6	BUSN7530
CB756	Digital Information Systems - A Management Perspective	15	Spring	Level 5	BUSN7560

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.

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB615	Year Abroad Mark One	60	Year Long	Level 6	BUSN6150
CB616	Year Abroad Mark Two	60	Year Long	Level 6	BUSN6160

INTERNATIONAL BUSINESS WITH A YEAR IN INDUSTRY
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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	Office Use Only
CB514	Operations Management	15	Autumn	Level 6	BUSN5140
CB673	Business in Emerging Markets	15	Autumn	Level 5	BUSN6730
CB676	Strategy Analysis and Tools	15	Spring	Level 5	BUSN6760
CB733	Business Ethics & Sustainable Management	15	Autumn	Level 5	BUSN7330
CB739	International Business 1	15	Autumn	Level 6	BUSN7390
CB749	International Business 2	15	Spring	Level 6	BUSN7490
CB757	Research and Consultancy Methods	15	Spring	Level 5	BUSN7570

PLUS 15 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB613	Entrepreneurship	15	Spring	Level 6	BUSN6130
CB750	Project Management	15	Spring	Level 5	BUSN7500
CB753	International and Comparative Human Resource Management	15	Spring	Level 6	BUSN7530
CB756	Digital Information Systems - A Management Perspective	15	Spring	Level 5	BUSN7560

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.

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STAGE S - 120 Credits

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB698	Business Placement Report	30	Year Long	Level 6	BUSN6980
CB699	Business Placement Experience	90	Year Long	Level 6	BUSN6990

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
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MARKETING:BSC

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB545	Marketing Research	15	Spring	Level 6	BUSN5450
CB587	Digital Marketing Strategy	15	Autumn	Level 5	BUSN5870
*CB676	Strategy Analysis and Tools	15	Spring	Level 5	BUSN6760
CB733	Business Ethics & Sustainable Management	15	Autumn	Level 5	BUSN7330
CB735	Branding	15	Spring	Level 6	BUSN7350
CB738	Buyer Behaviour	15	Spring	Level 5	BUSN7380
CB744	Creativity, Innovation and Organisation	15	Autumn	Level 5	BUSN7440
*CB758	Marketing Strategy	15	Autumn	Level 5	BUSN7580

*Modules cannot be trailed, condoned or compensated.

MARKETING
Single Honours

MARKETING:BSC

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 (120 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB544	International Marketing	15	Spring	Level 6	BUSN5440
CB546	Marketing Communications	15	Autumn	Level 6	BUSN5460
CB602	Digital Marketing Applications	15	Spring	Level 6	BUSN6020
CB679	Corporate and Business Strategy	15	Autumn	Level 6	BUSN6790
CB693	New Product Marketing	15	Autumn	Level 6	BUSN6930
CB734	Introduction to Social Marketing	15	Spring	Level 5	BUSN7340
CB737	Marketing Management Project	30	Year Long	Level 6	BUSN7370

MARKETING WITH A YEAR IN INDUSTRY
Single Honours

MARKETING-S:BSC

STAGE 2 - 120 Credits – 60 in each term

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB545	Marketing Research	15	Spring	Level 6	BUSN5450
CB587	Digital Marketing Strategy	15	Autumn	Level 5	BUSN5870
*CB676	Strategy Analysis and Tools	15	Spring	Level 5	BUSN6760
CB733	Business Ethics & Sustainable Management	15	Autumn	Level 5	BUSN7330
CB735	Branding	15	Spring	Level 6	BUSN7350
CB738	Buyer Behaviour	15	Spring	Level 5	BUSN7380
CB744	Creativity, Innovation and Organisation	15	Autumn	Level 5	BUSN7440
*CB758	Marketing Strategy	15	Autumn	Level 5	BUSN7580

*Modules cannot be trailed, condoned or compensated.

STAGE S - 120 Credits

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB698	Business Placement Report	30	Year Long	Level 6	<i>BUSN6980</i>
CB699	Business Placement Experience	90	Year Long	Level 6	<i>BUSN6990</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.