

## KENT BUSINESS SCHOOL

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

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

### **Joint Honours SECL students**

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

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

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

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

**ACCF:BA**  
**ACCF-S:BA**  
**ACCF-A:BA**

**STAGE 2 - 125 Credits – 62.5 in each term**

You must take the following compulsory modules (125 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
AC521	Management Accounting I	30	Autumn & Spring	5	ACCT5210
AC523	Principles of Finance	30	Autumn & Spring	5	ACCT5230
AC524	Financial Accounting II	30	Autumn & Spring	5	ACCT5240
CB759	Strategic Management	30	Autumn & Spring	5	BUSN7590
CB790	Employability for Stage 2 Business Programmes	5	Yearlong	5	BUSN7900

Additional compulsory placement workshops (WSHOP078) are taken 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	Year in Industry Report	30	Autumn & Spring	6	BUSN6980
CB699	Year in Industry Experience	90	Autumn & Spring	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 ABROAD**  
 Single Honours

**ACCF-A:BA**

**STAGE A – 120 Credits**

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

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB762	Year Abroad 1	60	Yearlong	5	BUSN7620
CB763	Year Abroad 2	60	Yearlong	5	BUSN7630

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

**ACCF:BA**  
**ACCF-S:BA**  
**ACCF-A:BA**

**STAGE 3 - 125 Credits – 62.5 in each term**

You must take the following compulsory module (5 Credits):

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

**PLUS at least 90 Credits from the following optional modules:**

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

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

<b>Recommended modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>Office Use Only</b>
<a href="#">CB520</a>	Service Management	15	Spring	6	<i>BUSN5200</i>
<a href="#">CB587</a>	Digital Marketing Strategy	15	Autumn	5	<i>BUSN5870</i>
<a href="#">CB612</a>	New Enterprise Development	15	Autumn	5	<i>BUSN6120</i>
<a href="#">CB613</a>	Entrepreneurship	15	Spring	6	<i>BUSN6130</i>
<a href="#">CB658</a>	Diversity in Organisations	15	Spring	6	<i>BUSN6580</i>
<a href="#">CB744</a>	Creativity and Innovation in Organisations	15	Autumn	5	<i>BUSN7440</i>
<a href="#">CB751</a>	Psychology of the Contemporary Workplace	15	Spring	6	<i>BUSN7510</i>
<a href="#">CB786</a>	Operations Management	15	Autumn	5	<i>BUSN7860</i>

**PROFESSIONAL EXAMINATIONS**

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

For further information students should consult the Director of Studies.

Exemptions are subject to review on a regular basis.

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

**ACCF-ECON:BA**  
**ACCF-ECON-S:BA**

Joint Honours

**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	Autumn & Spring	5	ACCT5230
AC524	Financial Accounting II	30	Autumn & Spring	5	ACCT5240
EC500	Microeconomics	30	Autumn & Spring	5	ECON5000
EC502	Macroeconomics	30	Autumn & Spring	5	ECON5020

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

**ACCF-ECON-S:BA**

Joint Honours

**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	Year in Industry Report	30	Autumn & Spring	6	BUSN6980
CB699	Year in Industry Experience	90	Autumn & Spring	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 AND ECONOMICS**  
**ACCOUNTING & FINANCE AND ECONOMICS WITH A YEAR IN INDUSTRY**

**ACCF-ECON:BA**  
**ACCF-ECON-S:BA**

Joint Honours

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

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

Compulsory module:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
AC521	Management Accounting I	30	Autumn & Spring	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	Autumn & Spring	6	ACCT5020

AC504	Auditing	30	Autumn & Spring	6	ACCT5040
AC522	Advanced Financial Accounting	30	Autumn & Spring	6	ACCT5220
CB513	Taxation	30	Autumn & Spring	6	BUSN5130
CB6001	Fixed Income Markets and Instruments	15	Autumn	6	BUSN6001
CB6002	Finance With Excel	15	Spring	6	BUSN6002
CB611	Futures and Options Markets	30	Autumn & Spring	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
EC540	Development Economics	15	Autumn	6	ECON5400
EC542	Econometrics I: An Introduction to Modern Econometrics using Stata	15	Autumn	6	ECON5420
EC543	Econometrics 2: Topics in Time Series	15	Spring	6	ECON5430
EC544	Economic Integration in the EU	15	Autumn	6	ECON5440
EC545	Economics of the Labour Market	15	Autumn	6	ECON5450
EC546	Games for Economics and Business	15	Spring	6	ECON5460
EC547	Industrial Economics	15	Spring	6	ECON5470
EC548	International Finance	15	Spring	6	ECON5480
EC549	International Trade	15	Autumn	6	ECON5490
EC550	Monetary Economics	15	Autumn	6	ECON5500
EC562	Financial Economics: Financial Markets and Instruments	15	Autumn	6	ECON5620
EC563	Financial Economics and Asset Pricing	15	Spring	6	ECON5630
EC565	Extended Economics Essay	15	Autumn <b>OR</b> Spring	6	ECON5650
EC569	Economic Growth	15	Spring	6	ECON5690
EC570	Microeconomics of Development	15	Spring	6	ECON5700
EC571	Agricultural, Food and Natural Resource Economics	15	Spring	6	ECON5710
EC603	Financial Crises	15	Autumn	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 Certified Practising Accountant Australia provided specific requirements are satisfied.

For further information students should consult the Director of Studies.

Exemptions are subject to review on a regular basis.

**BUSINESS ADMINISTRATION WITH BUSINESS ANALYTICS****BUSANALYTICS:BBA**

Single Honours

**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
CB5011	Human Resource Management	15	Autumn	5	BUSN5011
CB676*	Strategy Analysis and Tools	15	Spring	5	BUSN6760
CB677	Financial Management for Decision Making and Control	15	Spring	5	BUSN6770
CB733	Business Ethics and Sustainable Management	15	Autumn	5	BUSN7330
CB750	Project Management	15	Spring	5	BUSN7500
CB786	Operations Management	15	Autumn	5	BUSN7860
SO744	The Power and Limits of Causal Analysis	15	Autumn	5	SOCI7440
SO746	How to Win Arguments with Numbers	15	Spring	5	SOCI7460

\*Module cannot be trailed, condoned or compensated.

**BUSINESS ADMINISTRATION WITH BUSINESS ANALYTICS****BUSANALYTICS:BBA**

Single Honours

**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
CB613	Entrepreneurship	15	Spring	6	BUSN6130
CB679	Corporate and Business Strategy	15	Autumn	6	BUSN6790
CB684	Strategic Human Resource Management	15	Autumn	6	BUSN6840
CB688	Decision Analysis	15	Spring	6	BUSN6880

PLUS 30 Credits from the following modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
SO748	Placement: The Practice of Quantitative Social Research	30	Autumn & Spring	6	SOCI7480
SO756	Quantitative Research Dissertation	30	Autumn & Spring	6	SOCI7560

PLUS 30 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	6	BUSN5200
CB6004	Employee Performance Management	15	Autumn	6	BUSN6004
CB602	Digital Marketing Applications	15	Spring	6	BUSN6020
CB658	Diversity in Organisations	15	Spring	6	BUSN6580
CB678	Contemporary Management Challenges	15	Spring	6	BUSN6780
CB693	New Product Marketing	15	Autumn	6	BUSN6930
CB744	Creativity and Innovation in Organisations	15	Autumn	5	BUSN7440
CB746	Cross-Cultural Management	15	Autumn	6	BUSN7460
CB751	Psychology of the Contemporary Workplace	15	Spring	6	BUSN7510
CB755	Business Management Project	30	Autumn & Spring	6	BUSN7550
CB794	Predictive and Prescriptive Analytics	15	Autumn	6	BUSN7940

**BUSINESS TOP-UP**  
Single Honours

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

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

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

You must take the following compulsory modules (75 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
<a href="#">CB357</a>	Study Skills	15 Non-Contributory	Pre-sessional	4	<i>BUSN3570</i>
<a href="#">CB613</a>	Entrepreneurship	15	Spring	6	<i>BUSN6130</i>
<a href="#">CB676</a>	Strategy Analysis and Tools	15	Spring	5	<i>BUSN6760</i>
<a href="#">CB684</a>	Strategic Human Resource Management	15	Autumn	6	<i>BUSN6840</i>
<a href="#">CB786</a>	Operations Management	15	Autumn	5	<i>BUSN7860</i>

**PLUS at least 15 Credits from the following project assessed optional modules:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
<a href="#">CB544</a>	International Marketing	15	Spring	6	<i>BUSN5440</i>
<a href="#">CB546</a>	Marketing Communications	15	Autumn	6	<i>BUSN5460</i>
<a href="#">CB602</a>	Digital Marketing Applications	15	Spring	6	<i>BUSN6020</i>
<a href="#">CB755</a>	Business Management Project	30	Autumn & Spring	6	<i>BUSN7550</i>

**PLUS at least 15 Credits from the following HRM and Employment optional modules:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
<a href="#">CB658</a>	Diversity in Organisations	15	Spring	6	<i>BUSN6580</i>
<a href="#">CB678</a>	Contemporary Management Challenges	15	Spring	6	<i>BUSN6780</i>
<a href="#">CB751</a>	Psychology of the Contemporary Workplace	15	Spring	6	<i>BUSN7510</i>

**Any remaining credits should be taken from the following optional modules:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
<a href="#">CB520</a>	Service Management	15	Spring	6	<i>BUSN5200</i>
<a href="#">CB688</a>	Decision Analysis	15	Spring	6	<i>BUSN6880</i>
<a href="#">CB693</a>	New Product Marketing	15	Autumn	6	<i>BUSN6930</i>
<a href="#">CB746</a>	Cross-cultural Management	15	Autumn	6	<i>BUSN7460</i>
<a href="#">CB788</a>	Technology-Driven Business Innovation	15	Autumn	6	<i>BUSN7880</i>



**INTERNATIONAL BUSINESS  
INTERNATIONAL BUSINESS WITH A YEAR IN INDUSTRY**  
Single Honours

**INTBUS:BSC  
INTBUS-S: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 - 125 Credits – 62.5 in each term**

You must take the following compulsory modules (110 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB6005	International Business: Theoretical Insights*	15	Autumn	5	BUSN6005
CB673	Business in Emerging Markets	15	Autumn	5	BUSN6730
CB676	Strategy Analysis and Tools	15	Spring	5	BUSN6760
CB677	Financial Management for Decision Making and Control	15	Spring	5	BUSN6770
CB733	Business Ethics and Sustainable Management	15	Autumn	5	BUSN7330
CB749	International Business: Modes and Functions	15	Spring	6	BUSN7490
CB786	Operations Management	15	Autumn	5	BUSN7860
CB790	Employability for Stage 2 Business Programmes	5	Yearlong	5	BUSN7900

\*Module cannot be trailed, condoned or compensated.

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

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB545	Marketing Research	15	Spring	6	BUSN5450
CB738	Buyer Behaviour	15	Spring	5	BUSN7380
CB750	Project Management	15	Spring	5	BUSN7500
CB757	Research and Consultancy Methods	15	Spring	5	BUSN7570

Additional compulsory placement workshops (WSHOP078) are taken in Stage 2 in preparation for the Year in Industry.

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

A 30 Credit **European** language module can be taken instead of [CB786](#) *Operations Management* in Autumn and an optional module in Spring.

Please choose your modules as directed through Online Module Registration and seek approval for any language modules from the School of European Culture and Languages (SECL) after you have registered from the options above.

**INTERNATIONAL BUSINESS WITH A YEAR IN INDUSTRY**  
Single Honours

**INTBUS-S:BSC**

**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	Year in Industry Report	30	Autumn & Spring	6	BUSN6980
CB699	Year in Industry Experience	90	Autumn & Spring	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.



**INTERNATIONAL BUSINESS  
INTERNATIONAL BUSINESS WITH A YEAR IN INDUSTRY**  
Single Honours

**INTBUS:BSC  
INTBUS-S:BSC**

**STAGE 3 - 125 Credits – 62.5 in each term**

You must take the following compulsory modules (80 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB605	European Business	30	Autumn & Spring	6	BUSN6050
CB674	International Business: A Strategic Perspective	30	Autumn & Spring	6	BUSN6740
CB746	Cross-cultural Management	15	Autumn	6	BUSN7460
CB792	Employability for Stage 3 Business Programmes	5	Autumn & Spring	6	BUSN7920

PLUS 30 credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB544	International Marketing	15	Spring	6	BUSN5440
CB747	International Entrepreneurship	15	Autumn	6	BUSN7470
CB748	International Business Management Project	30	Autumn & Spring	6	BUSN7480

PLUS 15 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	6	BUSN5200
CB602	Digital Marketing Applications	15	Spring	6	BUSN6020
CB613	Entrepreneurship	15	Spring	6	BUSN6130
CB658	Diversity in Organisations	15	Spring	6	BUSN6580
CB678	Contemporary Management Challenges	15	Spring	6	BUSN6780
CB688	Decision Analysis	15	Spring	6	BUSN6880
CB751	Psychology of the Contemporary Workplace	15	Spring	6	BUSN7510

**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.

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

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

## STAGE 2 - 125 Credits – 62.5 in each term

You must take the following compulsory modules (95 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB6005*	International Business: Theoretical Insights	15	Autumn	5	BUSN6005
CB673	Business in Emerging Markets	15	Autumn	5	BUSN6730
CB676	Strategy Analysis and Tools	15	Spring	5	BUSN6760
CB677	Financial Management for Decision Making and Control	15	Spring	5	BUSN6770
CB733	Business Ethics and Sustainable Management	15	Autumn	5	BUSN7330
CB749	International Business: Modes and Functions	15	Spring	6	BUSN7490
CB790	Employability for Stage 2 Business Programmes	5	Yearlong	5	BUSN7900

\*Modules cannot be trailed, condoned or compensated.

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

FR648 is for students who studied FR300 in Stage 1. FR652 is for students who studied FR330 in 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 Upper Intermediate B2	30	Autumn & Spring	5	FREN6480
FR652	French Intermediate B1-B2 (Intensive)	30	Autumn & Spring	5	FREN6520
GE507	German Upper Intermediate B2	30	Autumn & Spring	5	GRMN5070
GE516	German Intermediate B1-B2 (Intensive)	30	Autumn & Spring	5	GRMN5160
IT508	Italian Intermediate B1-B2 (Intensive)	30	Autumn & Spring	5	ITAL5080
IT563	Italian Upper Intermediate B2	30	Autumn & Spring	5	ITAL5630
LS504	Spanish Intermediate B1-B2 (Intensive)	30	Autumn & Spring	5	HISP5040
LS505	Spanish Upper Intermediate B2	30	Autumn & Spring	5	HISP5050

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

Compulsory module:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB786	Operations Management	15	Autumn	5	BUSN7860

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

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB750	Project Management	15	Spring	5	BUSN7500
CB757	Research and Consultancy Methods	15	Spring	5	BUSN7570
CB5014	Contract Law & Consumer Protection	15	Spring	5	BUSN5014

## STAGE A – 120 Credits

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

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB762	Year Abroad 1	60	Yearlong	5	BUSN7620
CB763	Year Abroad 2	60	Yearlong	5	BUSN7630

## INTERNATIONAL BUSINESS WITH A YEAR ABROAD

INTBUS-A:BSC

Single Honours

### STAGE 3 – 125 Credits – 62.5 in each term

**You must take the following compulsory modules (80 Credits):**

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB605	European Business	30	Autumn & Spring	6	BUSN6050
CB674	International Business: A Strategic Perspective	30	Autumn & Spring	6	BUSN6740
CB746	Cross-Cultural Management	15	Autumn	6	BUSN7460
CB792	Employability for Stage 3 Business Programmes	5	Autumn & Spring	6	BUSN7920

**PLUS 30 credits from the following optional modules:**

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB544	International Marketing	15	Spring	6	BUSN5440
CB747	International Entrepreneurship	15	Autumn	6	BUSN7470
CB748	International Business Management Project	30	Autumn & Spring	6	BUSN7480

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

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	6	BUSN5200
CB602	Digital Marketing Applications	15	Spring	6	BUSN6020
CB613	Entrepreneurship	15	Spring	6	BUSN6130
CB658	Diversity in Organisations	15	Spring	6	BUSN6580
CB678	Contemporary Management Challenges	15	Spring	6	BUSN6780
CB688	Decision Analysis	15	Spring	6	BUSN6880
CB751	Psychology of the Contemporary Workplace	15	Spring	6	BUSN7510

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

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

Please choose your modules as directed through Online Module Registration and seek approval for any language modules after you have registered from the options above.

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

**MANAGEMENT:BSC  
MANAGEMENT-S:BSC  
MANAGEMENT-A:BSC**

**STAGE 2 - 125 Credits – 62.5 in each term**

You must take the following compulsory modules (110 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB5011	Human Resource Management	15	Autumn	5	BUSN5011
CB612	New Enterprise Development	15	Autumn	5	BUSN6120
CB676*	Strategy Analysis and Tools	15	Spring	5	BUSN6760
CB677	Financial Management for Decision Making and Control	15	Spring	5	BUSN6770
CB733	Business Ethics and Sustainable Management	15	Autumn	5	BUSN7330
CB750	Project Management	15	Spring	5	BUSN7500
CB786	Operations Management	15	Autumn	5	BUSN7860
CB790	Employability for Stage 2 Business Programmes	5	Yearlong	5	BUSN7900

\*Modules cannot be trailed, condoned or compensated.

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

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB545	Marketing Research	15	Spring	6	BUSN5450
CB738	Buyer Behaviour	15	Spring	5	BUSN7380
CB5014	Contract Law & Consumer Protection	15	Spring	5	BUSN5014
CB757	Research and Consultancy Methods	15	Spring	5	BUSN7570

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

**MANAGEMENT WITH A YEAR IN INDUSTRY**  
Single Honours

**MANAGEMENT-S:BSC**

**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	Year in Industry Report	30	Autumn & Spring	6	BUSN6980
CB699	Year in Industry Experience	90	Autumn & Spring	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.

**MANAGEMENT WITH A YEAR ABROAD**  
Single Honours

**MANAGEMENT-A:BSC**

**STAGE A – 120 Credits**

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

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

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>Office Use Only</b>
CB762	Year Abroad 1	60	Autumn & Spring	5	BUSN7620
CB763	Year Abroad 2	60	Autumn & Spring	5	BUSN7630

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

**MANAGEMENT:BSC  
MANAGEMENT-S:BSC  
MANAGEMENT-A:BSC  
BUSADMIN:BBA  
BUSADMIN-S:BBA**

Single Honours

**STAGE 3 - 125 Credits – equal number of credits to be taken in each term**

**You must take the following compulsory modules (65 Credits):**

<b>Compulsory modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>Office Use Only</b>
CB6003	Leadership and Management Development	15	Spring	6	BUSN6003
CB613	Entrepreneurship	15	Spring	6	BUSN6130
CB679	Corporate and Business Strategy	15	Autumn	6	BUSN6790
CB788	Technology-Driven Business Innovation	15	Autumn	6	BUSN7880
CB792	Employability for Stage 3 Business Programmes	5	Autumn & Spring	6	BUSN7920

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

**Standard Pathway**

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

<b>Optional modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>Office Use Only</b>
CB520	Service Management	15	Spring	6	BUSN5200
CB6004	Employee Performance Management	15	Autumn	6	BUSN6004
CB602	Digital Marketing Applications	15	Spring	6	BUSN6020
CB658	Diversity in Organisations	15	Spring	6	BUSN6580
CB678	Contemporary Management Challenges	15	Spring	6	BUSN6780
CB684	Strategic Human Resource Management	15	Autumn	6	BUSN6840
CB688	Decision Analysis	15	Spring	6	BUSN6880
CB693	New Product Marketing	15	Autumn	6	BUSN6930
CB746	Cross-cultural Management	15	Autumn	6	BUSN7460
CB751	Psychology of the Contemporary Workplace	15	Spring	6	BUSN7510
CB755	Business Management Project	30	Autumn & Spring	6	BUSN7550
CB794	Predictive and Prescriptive Analytics	15	Autumn	6	BUSN7940

## HRM Pathway

You must take a minimum of 45 Credits from:

HRM modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB6004	Employee Performance Management	15	Autumn	6	BUSN6004
CB658	Diversity in Organisations	15	Spring	6	BUSN6580
CB678	Contemporary Management Challenges	6	Spring	6	BUSN6780
CB684	Strategic Human Resource Management	15	Autumn	6	BUSN6840
CB744	Creativity and Innovation in Organisations	15	Autumn	5	BUSN7440
CB751	Psychology of the Contemporary Workplace	15	Spring	6	BUSN7510
CB755	Business Management Project (in an HRM related topic)	6	Autumn & Spring	6	BUSN7550

PLUS 15 Credits from the following optional modules (if not selected from the options above):

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB520	Service Management	15	Spring	6	BUSN5200
CB602	Digital Marketing Applications	15	Spring	6	BUSN6020
CB688	Decision Analysis	15	Spring	6	BUSN6880

## Business Analytics Pathway

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

Business Analytics modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB688	Decision Analysis	15	Spring	6	BUSN6880
CB755	Business Management Project (in a Business Analytics related topic)	30	Autumn & Spring	6	BUSN7530
CB794	Predictive and Prescriptive Analytics	15	Autumn	6	BUSN7940

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

Single Honours

**MARKETING:BSC  
MARKETING-S:BSC  
MARKETING-A:BSC**

**STAGE 2 - 125 Credits – 62.5 in each term**

You must take the following compulsory modules (110 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB545	Marketing Research	15	Spring	6	BUSN5450
CB587	Digital Marketing Strategy	15	Autumn	5	BUSN5870
CB676	Strategy Analysis and Tools	15	Spring	5	BUSN6760
CB733	Business Ethics & Sustainable Management	15	Autumn	5	BUSN7330
CB735	Branding	15	Spring	6	BUSN7350
CB738	Buyer Behaviour	15	Spring	5	BUSN7380
CB758*	Marketing Strategy	15	Autumn	5	BUSN7580
CB790	Employability for Stage 2 Business Programmes	5	Yearlong	5	BUSN7900

\*Modules cannot be trailed, condoned or compensated.

PLUS 15 Credits from the following optional modules:

Optional modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB5011	Human Resource Management	15	Autumn	5	BUSN5011



CB6005	International Business: Theoretical Insights	15	Autumn	5	BUSN6005
CB612	New Enterprise Development	15	Autumn	5	BUSN6120
CB744	Creativity and Innovation in Organisations	15	Autumn	5	BUSN7440
CB786	Operations Management	15	Autumn	5	BUSN7860

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

## MARKETING WITH A YEAR IN INDUSTRY

**MARKETING-S:BSC**

Single Honours

### STAGE S - 120 Credits

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB698	Year in Industry Report	30	Autumn & Spring	6	BUSN6980
CB699	Year in Industry Experience	90	Autumn & Spring	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 WITH A YEAR ABROAD

**MARKETING-A:BSC**

Single Honours

### STAGE A – 120 Credits

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

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

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB762	Year Abroad 1	60	Yearlong	5	BUSN7620
CB763	Year Abroad 2	60	Yearlong	5	BUSN7630

## MARKETING WITH A YEAR IN INDUSTRY MARKETING WITH A YEAR ABROAD

**MARKETING-:BSC  
MARKETING-S:BSC  
MARKETING-A:BSC**

Single Honours

### STAGE 3 - 125 Credits – 62.5 in each term

You must take the following compulsory modules (95 Credits):

Compulsory modules:	MODULE TITLE	CREDIT AMOUNT	TERM TAUGHT	CREDIT LEVEL	Office Use Only
CB544	International Marketing	15	Spring	6	BUSN5440
CB546	Marketing Communications	15	Autumn	6	BUSN5460
CB602	Digital Marketing Applications	15	Spring	6	BUSN6020
CB693	New Product Marketing	15	Autumn	6	BUSN6930
CB782	Marketing and Society	15	Spring	6	BUSN7820



CB783	Services, Technology and Marketing	15	Autumn	6	BUSN7830
CB792	Employability for Stage 3 Business Programmes	5	Autumn & Spring	6	BUSN7920

**PLUS 30 Credits from the following optional modules (15 credits in each term):**

<b>Optional modules:</b>	<b>MODULE TITLE</b>	<b>CREDIT AMOUNT</b>	<b>TERM TAUGHT</b>	<b>CREDIT LEVEL</b>	<b>Office Use Only</b>
CB5011	Human Resource Management	15	Autumn	5	BUSN5011
CB520	Service Management	15	Spring	6	BUSN5200
CB6005	International Business: Theoretical Insights	15	Autumn	5	BUSN6005
CB612	New Enterprise Development	15	Autumn	5	BUSN6120
CB613	Entrepreneurship	15	Spring	6	BUSN6130
CB658	Diversity in Organisations	15	Spring	6	BUSN6580
CB677	Financial Management for Decision Making and Control	15	Spring	5	BUSN6770
CB678	Contemporary Management Challenges	15	Spring	6	BUSN6780
CB679	Corporate and Business Strategy	15	Autumn	6	BUSN6790
CB684	Strategic HRM	15	Autumn	6	BUSN6840
CB688	Decision Analysis	15	Spring	6	BUSN6880
CB737	Marketing Management Project	30	Autumn & Spring	6	BUSN7370
CB744	Creativity and Innovation in Organisations	15	Autumn	5	BUSN7440
CB746	Cross-cultural Management	15	Autumn	6	BUSN7460
CB750	Project Management	15	Spring	5	BUSN7500
CB751	Psychology of the Contemporary Workplace	15	Spring	6	BUSN7510
CB786	Operations Management	15	Autumn	5	BUSN7860
CB788	Technology-Driven Business Innovation	15	Autumn	6	BUSN7880