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Course Specification

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she passes the course. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the course handbook. The accuracy of the information contained in this specification is reviewed by the University and may be checked by the Quality Assurance Agency for Higher Education.

BA (Hons) Business Management

BA (Hons) Business Management with Entrepreneurship

BA (Hons) Business Management with Finance

BA (Hons) Business Management with Global Industries

BA (Hons) Business Management with Law

BA (Hons) Business Management with Marketing

1. Awarding Institution/Body	University of Kent
2. Teaching Institution	Pearson College London (PCL)
3. School responsible for management of the course	Kent Business School
4. Teaching Site	Pearson College London (PCL)
5. Mode of Delivery	Full-time Flexi
6. KentVision Academic Model	N/A
7. Course Accredited by:	Association of Chartered Certified Accountants (ACCA) Chartered Management Institute (CMI)
8. a) Final Awards	BA(Hons) Business Management BA(Hons) Business Management with Entrepreneurship BA(Hons) Business Management with Finance BA(Hons) Business Management with Global Industries BA(Hons) Business Management with Law BA(Hons) Business Management with Marketing

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8. b) Alternative Exit Awards	BA Business Management Diploma of Higher Education in Business Management Certificate of Higher Education in Business Management
9. Course	Business Management Business Management with Entrepreneurship Business Management with Finance Business Management with Global Industries Business Management with Law Business Management with Marketing
10. UCAS Code (or other code)	Business Management: 4K22 Business Management with Entrepreneurship: N190 Business Management with Finance: 4RW3 Business Management with Global Industries:4 J59 Business Management with Law: IA54 Business Management with Marketing:4U75
11. Credits/ECTS Value	360 (180 ECTS)
12. Study Level	4-6
13. Relevant QAA subject benchmarking group(s)	Business and Management 2015 (SBS)
14. Date of creation/revision <i>(note that dates are necessary for version control)</i>	Nov 2016/ March 2020/February 2021/April 2021
15. Intended Start Date of Delivery of this Course	September 2021 (as amended)

16. Educational Aims of the Course The course aims to:
<ul style="list-style-type: none"> ● To develop students with the relevant knowledge, skills and ethical awareness to succeed in the modern global business environment and make a positive contribution to society ● To blend academic theory with practical application, recognising learning wherever and however it takes place, in order to develop students who can make a positive difference in the workplace from the very beginning of their careers ● To instil in students the capacity to work autonomously and behave authentically, constantly seeking to self-improve through reflection and renewal, and to ensure they stay at the cutting edge of business innovation and development ● To ensure students receive professional accreditation from their study where possible, in order to maximise the return on their investment in the course

17 Course Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

The course outcomes have references to the subject benchmarking statement for Business and Management (2015).

By the end of the course students should have acquired:

A. Knowledge and Understanding of: *(i.e. subject-specific knowledge and understanding)*

A1 A systematic knowledge and understanding of the key modern, dynamic international business environment, including the evolving nature of organisations and the external, cross border environment in which they must operate (SBS 3.2, 3.4 and 3.5).

A2 A systematic knowledge and understanding in an international context of the effective management of organisations, including cutting edge theories, models and frameworks which inform current practice (SBS 3.6).

A3 A systematic knowledge and understanding of key areas within international business and management, such as: markets, marketing and sales; customers; finance; information systems; people and operations; communications; and global business strategy within the world trade system (SBS 3.7).

A4 A systematic knowledge and understanding of the key pervasive issues within modern international business and management practice, such as sustainability, globalisation and corporate social responsibility, and of the need to consider such issues when formulating strategy and making business decisions (SBS 3.7).

Skills and Other Attributes

B. Intellectual Skills: *(i.e. subject-specific intellectual skills)*

B1 Critically analyse and evaluate information and arguments presented in a variety of formats and draw appropriate conclusions (SBS 3.9).

B2 Conduct research using a variety of sources and methodologies and synthesise the data collected for use in the support of rational arguments and conclusions (SBS 3.9).

B3 Reflect self-critically on their performance and how they come across to others with a view to ongoing learning, development and improvement (SBS 3.9).

C. Subject-specific Skills: *(These will include practise and professional skills)*

C1 Apply the knowledge and understanding set out above to the solving of complex and multi-faceted real-life practical problems in the modern globalised business and managerial environment (SBS 3.9).

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- C2 Demonstrate the ability to work effectively in a team environment and contribute to the generation of appropriate business strategies, informed by an awareness of issues such as diversity, sustainability and the ethical implications of economic activity (SBS 3.9).
- C3 Manage relationships with internal and external stakeholders using appropriate communication channels, whilst demonstrating empathy and sensitivity to their needs (SBS 3.9).
- C4 Identify and critically analyse opportunities for innovation and entrepreneurship, developing and evaluating potential solutions using tools.

D. Transferable Skills: *(Non-subject specific key skills)*

- D1 Communicate information, ideas, problems and solutions effectively in a professional manner using appropriate media, with an awareness of the needs of their intended recipients (SBS 3.9).
- D2 Present themselves in a way which maximises their personal impact, demonstrating an awareness of different business cultures and environments and adaptability in meeting the challenges posed.
- D3 Demonstrate strong interpersonal skills, including effective listening and oral communication skills, as well as the associated ability to persuade, present and negotiate (SBS 3.9).
- D4 Collaborate effectively, both on a personal and potentially also organisational level, as part of a business entity working with others (including 'competitors') to achieve its goals (SBS 3.9).
- D5 Demonstrate the numeracy and literacy (including IT literacy) skills necessary to function effectively in the modern business environment (SBS 3.9).
- D6 Work autonomously and independently on projects with minimal guidance from others, taking responsibility for their own work and learning (SBS 3.9).
- D7 Work with resilience under pressure, producing set outputs within a definite time-limited period with minimal access to external resources (SBS 3.9).

In addition to those stated above, those students on specific major/minor courses will have acquired the following additional learning outcomes:

Business Management with Entrepreneurship

A: Knowledge and Understanding

- A5** A systematic knowledge and understanding of the key areas in setting up and running a new organisation including innovation, enterprise, sales & marketing, legal and regulatory obligations, funding, risk, and purpose.
- A6** A systematic knowledge and understanding of the key factors involved in creating customer satisfaction and developing customer loyalty.

C: Subject Specific Skills

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- C5** Demonstrate creativity and innovation practices in order to create new products or business models, exploiting opportunities to develop competitive advantage.
- C6** Demonstrate the ability to gain the support of stakeholders, using effective interpersonal, networking, listening, presentation, negotiating, and persuasion skills.
- C7** Critically reflect on facts and experiences to understand the causes of failure and apply lessons

D: General Transferable Skills

- D8** Demonstrate resilience and assertiveness in dealing with setbacks and unpredictability.
- D9** Channel creative thinking into commercial opportunities

BA Business Management with Finance

A: Knowledge and understanding:

A7 systematic knowledge and understanding of the function of financial markets and institutions (including the role of the firm, the capital markets and the public sector).

C: Subject Specific skills:

- C8** Critically evaluate the major theoretical tools and theories of finance, such as capital budgeting criteria; informational efficiency; and optimal risk sharing.
- C9** Draft financial statements and critically evaluate the limitations of financial reporting practices and procedures.
- C10** Interpret financial data arising from accounting statements and data generated in financial markets.
- C11** Conduct an analysis of the operations of a business in terms of financial performance measurement and management control, showing an advanced knowledge of management accounting.
- C12** Critically evaluate empirical testing of financial theories in at least one major theoretical area.
- C13** Critically evaluate the theory and practice of the financing arrangements and governance structures of business entities.
- C14** Critically evaluate investment behaviour theories covering private individuals' activities in portfolio construction and management.
- C15** Critically evaluate theories and evidence employed to explain financial service activity in the economy.

BA Business Management with Global Industries

A: Knowledge and understanding

A8 A detailed understanding of and familiarity with two distinct regions within the global economy.

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A9 A detailed knowledge and understanding of two distinct industries within the global business environment related to their regional study.

D: General Transferable skills:

D10 Demonstrate an awareness of the importance of managing different cultural sensitivities whilst engaged in international commerce, through immersion in diverse regional cultures.

BA Business Management with Law

A: Knowledge and understanding:

A10 Accurate knowledge of the English legal system, as well as the rules governing specific areas of law relevant to business professionals working in the UK including the law of public and private obligations and company law.

C: Subject specific skills:

C16 Understand the law essentially as data and be able to discuss legal solutions from an external perspective as relates to business.

C17 Identify legal solutions in straightforward situations.

C18 Demonstrate the ability to work from secondary sources (textbooks) and to use these efficiently to identify appropriate rules of law

C19 Identify central features of the area of law studied and produce a coherent summary of material drawn from a variety of secondary sources

C20 Offer reasoned criticism from a business perspective and use this background to offer new or imaginative solutions or approaches to legal problems.

C21 Read basic legal texts and summarise accurately.

C22 State legal rules with accuracy

C23 Classify problem situations in terms of rules learnt and apply solutions to them.

BA Business Management with Marketing

A: Knowledge and understanding:

A11 An understanding of core areas within marketing, including the role of the marketing planning process, customer relationship management and digital marketing.

C: Subject specific skills:

C24 Develop and manage a brand and product portfolio in the context of an organisation's marketing strategies and objectives.

C25 Recommend how a marketing function should be structured to deliver competitive advantage, marketing and organisational success and cross functional integration at senior management level.

C26 Identify an organisation's information needs, scope of research projects and resource capability to underpin the development of a business case to support marketing projects.

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Teaching/learning and assessment methods and strategies used to enable the course learning outcomes to be achieved and demonstrated

The learning and teaching strategy has been designed to facilitate the acquisition by students of the knowledge and understanding, skills and attributes which learners should develop during their time on the course.

The learning and teaching strategy is based on a blended pedagogy and is designed to be flexible, allowing students to choose the approach that best suits their circumstances and learning needs. The learning and teaching strategy also has a significant focus on formative assessment, including regular question practice to aid learning.

All students are provided with the same resources on the OLE, which is the backbone of the course and ensures a minimum level of consistency. The course is based on a blended pedagogy that allows students to experience primarily face to face teaching over the course while also developing the capacity to learn online, which is becoming increasingly the norm for workplace learning to take place. Modules can either be studied in the interactive classes model or the mentored independent study model and we expect students to experience a mix of these models during their time on the course.

The following learning and teaching interventions have been designed to enable students to achieve the learning outcomes:

Learning intervention	Content and learning outcomes	Mode of experience
Lectures	<p>These provide an introduction to each topic area, contextualising students' pre-reading and drawing out interesting points of academic interest in a practical, business context.</p> <p>As such, lectures relate mainly, though not exclusively, to the knowledge outcomes A1-4 set out above.</p>	Students will typically experience them live (face to face or streamed online, with the facility to ask questions in both) or pre-recorded.
Seminars	<p>These provide a forum for students to explore practise techniques, and explore and apply theory to problems and case studies, developing their skills and deepening their knowledge in the process.</p> <p>These typically last 1.5 hours with students expected to have reviewed the lecture, done the reading, and prepared exercises in advance. Within these seminars students will have the</p>	These may be experienced live (face to face or synchronously online in a virtual classroom).

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	<p>opportunity to deepen their understanding and knowledge of the topic and undertake formative assessment.</p> <p>The focus is on the cognitive and business skills set out above at B1-3 and C1-3.</p>	
Workshops and Industry Days	<p>These provide a forum for students to apply the knowledge and skills that they have developed in the context of highly practical sessions, usually facilitated by industry professionals. For students in a relevant job, work experience can replicate and replace workshops. The focus here is on the general transferable skills set out at D1-7 above.</p>	<p>These may be experienced live (face to face or online, using appropriate technology). Degree apprentices will not normally be expected to attend workshops.</p>
One-on-one support	<p>This provides the opportunity for students to clarify issues arising from their reading / any of the above activities, as well as to seek guidance on how to develop and improve their skills. As such, there is both a knowledge and skills component to this support, albeit tailored to the specific needs of the individual students.</p>	<p>Students will have open access to their module tutor for advice by a range of communication methods (face to face, telephone, email, chat etc.). For modules without regular taught sessions, students will have a timetabled weekly meeting with their module tutor.</p>

Lectures and seminars may be timetabled at any time during the working week between the hours of 9am to 9pm. This flexibility is necessary because of the focus on using tutors who are also current practitioners, many of whom can only teach in the evenings. It also helps to replicate the demands of the workplace.

Workshops are also scheduled at appropriate points in the term covering a variety of topics. These may include industry speakers or industry related activities. They will vary in length depending on topics (up to one day) and maybe specific to a particular module or pathway or be applicable to the whole course.

Assessment Strategy

A variety of modes of assessment are used on the course. These are designed to be the most appropriate assessment vehicles for each of the modules in question in terms of their learning outcomes. Assessments are designed to replicate the kind of activity students would be expected to undertake in the workplace wherever possible.

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The following tools are therefore employed:

- Written examinations;
- Group assessment;
- Peer assessment;
- Portfolio assessment (including learning logs);
- Viva assessment;
- Practice-related coursework (for example: Blogs, Advertising campaigns, Wireframe design for an app, Pitches, Briefing notes for a manager / Board of Directors, Business cases, Management Reports, Presentations, Training slides).

This multi-dimensional approach has the following benefits:

- As in work, students are assessed on the basis of their performance over the entire course;
- In the course of this assessment regime, students' written, oral and online communication skills will be tested along with their capacity to work in a team and individually under pressure.

Feedback

Students will have the opportunity to receive formative feedback, typically in weekly seminars or one to one meetings with the module tutor during the term. During seminars or one to one meetings feedback will be provided in writing and orally. Mock presentations and examinations are also scheduled for which feedback is provided in advance of the summative assessment. Students will receive feedback on summative assessment at the end of the term.

The Online Learning Environment

Students are supported by a wide range of learning resources made available via the Online Learning Environment enabling them to study wherever and whenever they want, on their laptop, tablet or smartphone.

Through our Online Learning Environment students can access a variety of high quality study materials designed to support their learning. These include all essential reading including textbooks, articles and multimedia content such as videos. In addition:

- Recommended reading is available in electronic format which can be read online or downloaded on to student devices for offline reading.
- All lectures are recorded and available online so that students can watch them on their laptops, tablets or smartphones, pause and review subject matter that they find difficult to understand and watch them again as revision.
- Interactive topic reviews are provided to help students self-assess their understanding of a subject either at the start or end of a topic in order to help embed learning.
- Discussion forums for online discussion and debate are provided.

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Students can access all their recommended reading digitally via online Reading Lists. Online reading lists are embedded into student's modules on the OLE and are also accessible via the College's reading list portal

Students can access a wide range of library resources relating to their studies via the online library including databases, ebooks, academic articles, market reports, company profiles, statistical datasets, legal materials, video resources and more. The Library Service also offers a range of study skills resources that students may find useful to refer to when developing their academic skills.

Talent Development information

Pearson College London has a Talent Development service and every student has the opportunity to book a one to one to receive tailored guided support. Students are encouraged to reflect on their experiences, review possible career options and develop an action plan for next steps. One to ones enable the Talent Development team to gain a better understanding of the students' aspirations and goals. The Talent Development team can use their records of these meetings to target opportunities to students interested in specific fields.

The Talent Development team also support students through the application and selection process for internships and graduate roles, the development of their LinkedIn profiles, review and feedback on their CVs and general guidance on how to research and target employers.

For more information on the skills developed by individual modules and on the specific learning outcomes associated with any Certificate, Diploma or BA/BSc non-honours awards relating to this course of study, see the module mapping table, located at the end of this specification.

18 Course Structures and Requirements, Levels, Modules, Credits and Awards

Introduction to the Course

The course is more ambitious in scope than a traditional business course, aiming to develop a new kind of business professional for the 21st century, as alive to their social responsibilities to the community as to the needs of their investors, shareholders or employers. In the digital age of pervasive social media, this is a commercial as well as an ethical imperative, and one with which students on the course will be fully acquainted.

The course aims to socialise students into the professional world, paying equal attention to the development of those capacities crudely labelled as "employability skills" (though mindful of the fact that they may not seek to be employed in today's fluid business environment) as to their business knowledge. This includes developing attributes in students such as resilience and an appreciation

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of cultural diversity and its impact on commercial entities and decision-making, particularly in a global business environment. Mainly taught in a Pearson corporate office building at 190 High Holborn by business professionals as well as academics, students will learn about business holistically from within a business – learning how to make maximum impact in a corporate environment with word and deed, by applying their developing knowledge to the solution of realistic business problems.

The course is divided into three stages, each stage comprising modules to a total of 120 credits. Students must successfully complete each module in order to be awarded the specified number of credits for that module. One credit corresponds to approximately ten hours of 'learning time' (including all classes and all private study and research). Thus obtaining 120 credits in an academic year requires 1,200 hours of overall learning time. For further information on modules and credits refer to the Credit Framework at <http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfo.html>

Each module and course is designed to be at a specific level. For the descriptors of each of these levels, refer to Annex 2 of the Credit Framework at <http://www.kent.ac.uk/teaching/qa/credit-framework/creditinfoannex2.html>. To be eligible for the award of an honours degree students must obtain 360 credits, at least 210 of which must be at Level 5 or above, including at least 90 credits at level 6 or above at Stage 3.

Students successfully completing Stage 1 of the course and meeting credit framework requirements who do not successfully complete Stage 2 will be eligible for the award of the Certificate of Higher Education in Business Management. Students successfully completing Stage 1 and Stage 2 of the course and meeting Credit Framework requirements who do not successfully complete Stage 3 will be eligible for the award of the Diploma of Higher Education in Business Management. Students successfully completing Stage 2 of the course and achieving 300 credits overall including at least 60 credits at level 6 or above in Stage 3 and meeting Credit Framework requirements will be eligible for the award of a BA non-honours degree.

Compulsory modules are core to the course and must be taken by all students studying the course. Optional modules provide a choice of subject areas, from which students will select a stated number of modules.

Where a student fails a module(s) due to illness or other mitigating circumstances, such failure may be condoned, subject to the requirements of the Credit Framework and provided that the student has achieved the **course** learning outcomes. For further information refer to the Credit Framework.

Where a student fails a module(s), but has marks for such modules within 10 percentage points of the pass mark, the Board of Examiners may nevertheless award the credits for the module(s), subject to the requirements of the Credit Framework and provided that the student has achieved the **course** learning outcomes. For further information refer to the Credit Framework.

For further information refer to the Credit Framework at <https://www.kent.ac.uk/teaching/qa/credit-framework/creditinfo.html#fallbackawards>.

Pearson College runs three start dates per calendar year with terms commencing in September, January and June. The September start date is available for students applying through the

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conventional route via UCAS, with the January and June start dates available for employer-sponsored courses, including apprenticeships, subject to demand and minimum cohort numbers.

The Flexi mode is designed specifically for students on degree apprenticeship courses or other employer sponsored courses. It will not be available for open entry. It allows for greater flexibility throughout the academic year, enabling better integration between the work-based and academic learning and enhanced ability to customise the delivery of the course to the needs of employers and apprentices. The availability of the Flexi mode may also assist students who, through illness or other extenuating circumstances, need to reduce their study.

Full time students study during the Autumn and Spring terms and take 60 credits per term (120 credits per year). Students on the Flexi mode complete 120 credits across the three terms of the year, taking a minimum of 30 credits and a maximum of 60 credits per term.

Whichever mode the student is on, their journey through what is an extremely demanding course will be tracked and monitored closely, to ensure all students achieve all of the learning outcomes expected.

The modes will not all be available at all times to all students, as they will run according to student demand. In particular, it is anticipated that the part time and flexi modes will mainly be available to students on degree apprenticeship or other employer-sponsored schemes.

Upon successful completion of the course, students will emerge equipped with the knowledge, skills and mind-set to maximise their chances of making the kind of impact in the business world which their talents, inclinations and ambition dictate.

The course consists of 5 major/minor awards in addition to the main course:

- BA Business Management with Entrepreneurship
- BA Business Management with Finance
- BA Business Management with Global Industries
- BA Business Management with Law
- BA Business Management with Marketing

Accreditation

Accreditation is being sought for the course and/or specific modules from:

- Association of Chartered Certified Accountants (ACCA)
- Chartered Management Institute (CMI)

Compulsory and Option Modules

Compulsory modules are core to the course and major/minor award and must be taken by all students studying the course or major/minor award. Option modules provide a choice across subject areas, from which students will select a stated number of modules. The number of option credits for each major/minor combination is shown below. The full list of core modules and indicative option modules is included in the table at the end of this section.

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Number of option credits for each major/minor combination:

Award	Level 4	Level 5	Level 6
Business Management	60	60	30
Business Management with Entrepreneurship	60	0	0
Business Management with Finance	60	0	30
Business Management with Global Industries	60	0	30
Business Management with Law	60	15	30
Business Management with Marketing	60	15	30

At level 4 (stage 1), all students will study two 30 credit modules which complement each other: Principles of Business 1 and Principles of Business 2. These modules have been designed to give learners a holistic introduction to business. After completing Principles of Business 1, learners will recognise that there are many interconnected core areas of business (such as strategy, finance, organisational behaviour, people management, and marketing) that need to be considered in successfully running an organization. In Principles of Business 2, students will develop an integrated understanding of the operations of a business in the context of real organisations, to inspire them with a real interest in the discipline at the beginning of their degree study. This module proceeds in two parts. The first part consists of an experiential project, where students will be placed into real world, authentic situations in order to run an organisation of their own. This will be facilitated through workshops and seminars and students will develop a range of applicable soft skills whilst putting their learning based on Principles of Business 1 into practice. In the second part, students will need to consider key issues around strategy, leadership, governance and the ability to function as a team, as well as the impact that will have on the success of a business. Students will be assessed in two ways each term and will complete these modules with a strong introduction to the world of business both in theory and practice.

The other 60 credits at level 4 are made up of 15 and 30 credit electives in contemporary and established areas of business such as Agile App Design, and Professional Attitudes and Managing Clients.

At stage 2, all Business Management students, including those on the major-minor courses, will sit the same core level 5 modules - Strategic Marketing (15 credits), Introduction to Contract Law (15 credits), People Management (15 credits), and Operations & Project Management (15 credits).

Students on the degree apprenticeships will have a restricted choice of electives and will typically study the Self-Managed Learning and Research or Consultancy modules at each Level. Details of the modules studied by degree apprentices will be included in their Apprenticeship Scheme Specification and Handbook and will be agreed with their employer.

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Subject to the above, Business Management students will then have a choice of 60 credits of electives across a range of contemporary and established business subjects.

Learners who have elected to follow a "with" specialism route will study 60 credits of specialist modules in total at level 5, and 30 credits of specialist modules at level 6 as follows:

Core modules at Levels 5 and 6 for “with” specialisms:

Course	Level 5	Level 6
with Entrepreneurship	Entrepreneurship Consultancy Project, Self-Managed Learning	Entrepreneurship Research and Reports, Self-Managed Learning
with Finance	Corporate Reporting & Finance, Performance Management, Financial Assurance & Risk Management	Advanced Financial Management, Transnational Economics
with Global Industries	Industry Studies 1, International Business Regions 1, Global Markets, Evolution of Global Economies	Industry Studies 2, International Business Regions 2
With Law	Introduction to Contract Law, Employment Law, Tort Law, Company Law	EU Law, IP Law
with Marketing	Strategic Marketing, Digital Marketing, Global Markets, Sales Management	Innovative Marketing Strategies, Branding

At stage 3 all learners on the business management courses will study three core level 6 modules; Strategic Management (15 credits), Strategic Innovation Management (15 credits), and a Final Project (30 credits). All learners will also be able to pick 30 credits worth of electives.

At stages 1 and 3 all learners will have an opportunity to elect to study Self-Managed Learning (SML). In this module students effectively design their own curriculum and, with an academic or professional mentor, the project or study that they will carry out. This enables learners to demonstrate a high level of autonomy in their studies.

Running through all of the courses are a number of key themes; collaboration, innovation, sustainability, strategy, and ethics, as well as a secondary themes such as analytics & data and Intra and entrepreneurship.

Compensation and Condonement

Where a student fails a module(s) due to illness or other mitigating circumstances, such failure may be condoned, subject to the requirements of the Credit Framework and provided that the student

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has achieved the course learning outcomes. For further information refer to the Credit Framework at <http://www.kent.ac.uk/teaching/ga/credit-framework/creditinfo.html>.

Where a student fails a module(s), but has marks for such modules within 10 percentage points of the pass mark, the Board of Examiners may nevertheless award the credits for the module(s), subject to the requirements of the Credit Framework and provided that the student has achieved the course learning outcomes. For further information refer to the Credit Framework.

The following modules cannot be compensated or condoned:

- Principles of Business 1 and 2 (all pathways); 30 credits each, level 4. Students who fail either of these modules will have an opportunity to resit the elements of the assessment upon which they have scored below 40.
- Transactional Economics and Financial Markets (Business Management with Finance only): 15 credits, level 6. Students who fail this module overall will have an opportunity to resit the elements of the assessment upon which they have scored below 40.

Compulsory modules

The table below shows the compulsory (core) modules for each course and minor/major award.

Code (Kent)	Code (PCL)	Title	Level	Credits	Term (s) (Indicative)
Stage 1					
Compulsory Modules (all students)					
PRSN4118	BM4006	Principles of Business 1	4	30	1
PRSN4119	BM4007	Principles of Business 2	4	30	2
Stage 2					
Compulsory Modules (all students)					
PRSN5120	BM5002	People Management and Leadership	5	15	Any term
PRSN5119	BM5001	Operations and Project Management	5	15	Any term
PRSN5117	LW5006	Introduction to Contract Law*	5	15	Any term

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		* This module is included in the Minor Credit calculation for the Business Management with Law award.			
PRSN5124	BM5003	Strategic Marketing* * This module is included in the Minor Credit calculation for the Business Management with Marketing award.	5	15	Any term
Business Management with Entrepreneurship specific Compulsory Modules					
PRSN5110	IL5005	Entrepreneurship Consultancy Project	5	30	Any term
PRSN5123	IL5002	Self-Managed Learning	5	30	Any term
Business Management with Finance specific Compulsory Modules					
PRSN5106	AF5001	Corporate Reporting and Finance	5	30	Any term
PRSN5111	AF5002	Financial Assurance and Risk Management	5	15	Any term
PRSN5118	BM5012	Managing Organisational Performance	5	15	Any term
Business Management with Global Industries specific Compulsory Modules					
PRSN5115	BM5004	International Business Region 2	5	15	Any term
PRSN5114	BM5005	Industry Studies 2	5	15	Any term
PRSN5113	BM5011	Global Markets	5	15	Any term
PRSN5126	BM5006	Evolution of Global Economies	5	15	Any term
Business Management with Law specific Compulsory Modules					
PRSN5116	LW5008	Introduction to the Tort Law	5	15	Any term
PRSN5102	LW5005	Company Law	5	15	Any term
PRSN5109	LW5001	Employment Law	5	15	Any term
Business Management with Marketing Compulsory Modules					
PRSN5108	BM5010	Digital and Social Marketing	5	15	Any term
PRSN5113	BM5011	Global Markets	5	15	Any term

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PRSN5121	BM5013	Sales Management	5	15	Any term
Stage 3					
Compulsory Modules (all students)					
PRSN6115	BM6001	Strategic Management	6	15	Any term
PRSN6114	BM6002	Strategic Innovation Management	6	15	Any term
PRSN6105	IL6004	Final Project	6	30	Final term
Business Management with Entrepreneurship specific Compulsory Modules					
PRSN6103	BM6006	Entrepreneurship Research and Reports	6	30	Any term
PRSN6111	IL6002	Self-Managed Learning	6	30	Any term
Business Management with Finance specific Compulsory Modules					
PRSN6101	AF6001	Advanced Financial Management	6	15	Any term
PRSN6100	AF6002	Transnational Economics and Financial Markets	6	15	Any term
Business Management with Global Industries specific Compulsory Modules					
PRSN6108	BM6004	International Business Region 3	6	15	Any term
PRSN6106	BM6005	Industry Studies 3	6	15	Any term
Business Management with Law specific Compulsory Modules					
PRSN6104	LW6003	European Union Law	6	15	Any term
PRSN6109	LW6004	Intellectual Property	6	15	Any term
Business Management with Marketing specific Compulsory Modules					
PRSN6107	BM6007	Innovative Marketing Strategies	6	15	Any term
PRSN6102	BM6003	Brand Building and Management	6	15	Any term

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Indicative Options List

The remaining credits required from the award may be from the following indicative list, ensuring that 120 credits have been taken at each level in total:

Stage 1					
PRSN4100	BM4002	Agile App Design for Business	4	15	Any term
PRSN4101	AF4002	Business Mathematics	4	15	Any term
PRSN4102	BM4005	Industry Studies 1	4	15	Any term
PRSN4103	BM4004	International Business Regions 1	4	15	Any term
PRSN4104	AF4003	Introduction to Business Economics	4	15	Any term
PRSN4106	AS4001	Introduction to Research (single)	4	15	Any term
PRSN4105	AS4002	Introduction to Research (double)	4	30	Any term
PRSN4109	AF4001	Principles of Management Reporting and Decision Making	4	15	Any term
PRSN4110	BM4003	Professional Behaviours and Customer Management	4	15	Any term
PRSN4111	IL4001	Self-Managed Learning (single)	4	15	Any term
PRSN4112	IL4002	Self-Managed Learning (double)	4	30	Any term

Stage 2					
PRSN5100	BM5007	Analytics and Data	5	15	Any term
PRSN5101	BM5008	Business Ethics	5	15	Any term
PRSN5102	LW5005	Company Law	5	15	Any term
PRSN5103	IL5003	Consultancy Project (single)	5	15	Any term

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PRSN5104	IL5004	Consultancy Project (double)	5	30	Any term
PRSN5106	AF5001	Corporate Reporting and Finance	5	30	Any term
PRSN5107	BM5009	Creative Campaigns	5	15	Any term
PRSN5108	BM5010	Digital and Social Marketing	5	15	Any term
PRSN5109	LW5001	Employment Law	5	15	Any term
PRSN5126	BM5006	Evolution of Global Economies	5	15	Any term
PRSN5111	AF5002	Financial Assurance and Risk Management	5	15	Any term
PRSN5113	BM5011	Global Markets	5	15	Any term
PRSN5114	BM5005	Industry Studies 2	5	15	Any term
PRSN5115	BM5004	International Business Regions 2	5	15	Any term
PRSN5116	LW5008	Introduction to Tort Law	5	15	Any term
PRSN5118	BM5012	Managing Organisational Performance	5	15	Any term
PRSN5121	BM5013	Sales Management	5	15	Any term
PRSN5122	IL5001	Self-Managed Learning (single)	5	15	Any term
PRSN5123	IL5002	Self-Managed Learning (double)	5	30	Any term

Stage 3					
PRSN6101	AF6001	Advanced Financial Management	6	15	Any term
PRSN6102	BM6003	Brand Building and Management	6	15	Any term
PRSN6103	BM6006	Entrepreneurship Research and Reports	6	30	Any term
PRSN6104	LW6003	European Union Law	6	15	Any term
PRSN6106	BM6005	Industry Studies 3	6	15	Any term

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PRSN6107	BM6007	Innovative Marketing Strategies	6	15	Any term
PRSN6109	LW6004	Intellectual Property Law	6	15	Any term
PRSN6108	BM6004	International Business Regions 3	6	15	Any term
PRSN6110	BM6008	Predictive Analytics and Big Data	6	15	Any term
PRSN6112	IL6001	Self-Managed Learning (single)	6	15	Any term
PRSN6111	IL6002	Self-Managed Learning (double)	6	30	Any term
PRSN6116	BM6010	Sustainability	6	15	Any term
PRSN6100	AF6002	Transnational Economics and Financial Markets	6	15	Any term

19 Work-Based Learning

Disability Statement: Where disabled students are due to undertake a work placement as part of this course of study, a representative of the College will meet with the work placement provider in advance to ensure the provision of anticipatory and reasonable adjustments in line with legal requirements.

There are currently no placement year/course provisions validated as part of this degree. There are, however, a group of degree apprentices who undertake work-based learning as part of their course. These apprentices study one day per week at the College and spend the remainder 80% of their week working in a professional role. While at the College for their off the job learning, apprentices attend seminars, watch lectures, and undertake private study. They are supported by their apprentice mentors who act as their personal tutors. These mentors meet the student and their manager each quarter for a review of their progress. Rather than having credit value attached to their employment, these apprentices undertake a range of modules that allow for the contextualisation of their learning and work (50% of their learning is contextualised to the workplace). They are assessed by the academic team at PBS alongside non-apprentice learners.

20 Support for Students and their Learning

- Pearson College London induction course
- Course handbooks
- Module information on the OLE
- Learning resources & support - <https://www.pearsoncollegelondon.ac.uk/student-experience/undergraduate/learning-support.html>

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- Student Support & Wellbeing <https://www.pearsoncollegelondon.ac.uk/study/postgraduate/student-support.html>
- PCL Student Association <https://www.pearsoncollegelondon.ac.uk/student-experience/undergraduate/pcsa.html>
- Careers and Employability <https://www.pearsoncollegelondon.ac.uk/working-with-business/career-coaching.html>

Academic and pastoral support

- At course commencement, students will be allocated a Personal Tutor, who will effectively act as their academic mentor.
- Personal Tutors will provide ongoing advice on academic and pastoral matters (in partnership with academic tutors in other modules). They will act as students' first port of call for support during their studies at the relevant level.
- Students will have an initial meeting with their Personal Tutor in the first few weeks of their studies as part of a settling in process, in which any early issues of an academic or pastoral nature may be addressed.
- Students' academic progress will be formally reviewed at least once per academic year by their Personal Tutor at the Annual Appraisal Meeting.
- Personal Tutors will keep records of the Annual Appraisal Meeting and other significant meetings with tutees which will be used when writing references. If a student experiences issues or problems which their Personal Tutor the student may contact the Head of Student Services.

Learning support

Students with specific learning support needs will be directed to Student Services to obtain advice and guidance on how to progress through their studies. This includes addressing any special needs requirements through appropriate Learning Contracts. Further information is available in the Student Handbook.

21 Entry Profile

The minimum age to study a degree course at the university is normally at least 17 years old by 20 September in the year the course begins. There is no upper age limit.

21.1 Entry Route

For fuller information, please refer to the College website.

Pearson College London aims to recruit students with a variety of backgrounds and perspectives, each of whom have the ability to succeed on the course, to make an active contribution to the student cohort and to the wider society on course completion. The entry routes are designed to

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assess an applicant's potential and motivation rather than solely their prior qualifications.

To achieve this aim there is a twin track admissions process:

Either UCAS tariff points or Assessment Day and interview.

Tariff Points Route

The typical minimum entry requirements are:

For 2020/21 entry onwards: 120/128 UCAS tariff points from three level 3 qualifications, such as A Level, BTEC, IB Diploma etc..

Assessment Day Route

This route aims to widen participation responsibly beyond the traditional constituency which historically participates in higher education, enabling the College to admit students with the potential to achieve the learning outcomes set for their chosen degree courses and successfully graduate from the College, regardless of their prior record of academic achievement.

The vehicle for assessing whether such students do have this potential is the Assessment day. The Assessment Day comprises a series of tests and an interview, designed to assess the following:

Numerical, verbal and non-verbal reasoning

Critical thinking skills

Written communication skills

Oral communication skills

Motivation to study the chosen subject

Motivation and suitability for study in the unique environment of Pearson College London

Currently, we use the following tests for these purposes alongside the interview:

- A piece of written work set on the day
- The Core Abilities Test <https://login.talentlens.co.uk/v2/RPRHMBKHHU>
- The Watson Glaser critical thinking test <https://login.talentlens.co.uk/v2/YYJZAZMUAT>

Non-Native English Speakers

Non-native English speakers must demonstrate their proficiency with appropriate qualifications or evidence of having been taught English previously. Typical English Language Level: Average 6.5 IELTSs, minimum 6.0 reading and writing or Pearson Test of English 61 overall, with reading and writing 54 and no other sub score lower than 51.

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Diversity

Pearson College welcomes applications from people of all backgrounds and abilities. Those with a disability are encouraged to discuss the nature of their disability with the College during the application process. The College has a process to assess additional learning needs, providing support and where appropriate 'reasonable adjustments' in assessment.

RPL

Students may be admitted at Stage 2 or Stage 3 of the course, or may gain exemptions from particular modules, based on RPL. Such cases are subject to prior approval by the University of Kent according to its RPL process see:

<https://www.kent.ac.uk/teaching/qa/codes/taught/documents/copt2020-annexr-rpl.pdf>

21.2 What does this course have to offer?

Key features of the course

Students on the course will have the opportunity:

- To study at a place (face to face in the classroom or online) of their choosing
- To study modules designed and delivered with direct employer input
- To obtain professional accreditation for their studies wherever possible
- To undertake self-managed learning modules which allow them to design their own module (e.g. by choosing existing modules available at other UK or International HE institutions, by undertaking a MOOC together with an assessment, or by designing a module around their learning in the workplace)
- To specialise in a second subject without needing to decide on their chosen pathway until they commence level 5
- Design of the course included industry and student involvement through the College's Degree Concept Team (DCT) approach in both curriculum but also the approach to learning, teaching and assessment.

21.3 Personal Profile

A typical applicant might be expected to demonstrate at the commencement of his/her studies the following:

- a general interest in business and managing organisations
- a strong interest in developing a career in business and/or management
- a willingness to be good at working with others
- good oral and written communication skills
- a willingness to build knowledge across all aspects of business management

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- appropriate levels of numeracy and/or a willingness to develop them
- a willingness to acquire relevant IT skills

22 Methods for Evaluating and Enhancing the Quality and Standards of Teaching and Learning

22.1 Mechanisms for review and evaluation of teaching, learning, assessment, the curriculum and outcome standards

- Student module evaluations
- Annual course and module monitoring reports (Annex E)
- External Examiners system (Annex K)
- Periodic review (Annex F)
- Annual staff appraisal
- Peer observation
- Quality Assurance Framework
- QAA Higher Education Review
- External accreditation by from the ACCA, CMI and CIM.

22.2 Committees with responsibility for monitoring and evaluating quality and standards

Committees at the University of Kent include:

- Board of Studies
- Divisional Committee
- Education and Academic Standards Committee
- Education and Student Experience Board
- Board of Examiners

Committees at Pearson College London include:

- Student Voice Forum
- Admissions, Progression, Retention and Attainment Committee
- Review and Enhancement Committee
- Research, Scholarship and Innovation Committee
- Academic Board
- School Board
- Executive Team
- Governing Body

22.3 Mechanisms for gaining student feedback on the quality of teaching and their learning experience

- Student Voice Forum
- Annual NSS and PCL internal annual student surveys
- Student module evaluations
- Student representation system

22.4 Staff Development priorities at PCL include:

Staff Development Course that includes:

- PGCHE requirements
- Academic Practice Provision

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- HEA (associate) fellowship membership
- Annual appraisals
- Institutional Level Staff Development Programme
- Professional body membership and requirements
- Course team meetings
- Research seminars
- Conferences
- Study leave
- Equality, Diversity and Inclusivity (EDI) awareness

23 Indicators of Quality and Standards

- Results of periodic review
- Professional accreditation
- Most recent QAA Higher Education Review
- Annual External Examiner reports
- Annual course and module monitoring reports
- Graduate destination data

23.1 The following reference points were used in creating these specifications:

- QAA UK Quality Code for Higher Education
- QAA Benchmarking statement/s for Business and Management (2015)
- PCL Plan/Learning and Teaching Strategy
- Staff research activities
- Kent Inclusive Practices (<https://www.kent.ac.uk/studentssupport/accessibility/inclusive-practice.html>)

24 Inclusive Course Design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the course is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

This version of the template updated September 2020

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Course Title: BA Business Management

	Stage 1		Stage 2				Stage 3		
	Principles of Business 1	Principles of Business 2	Introduction to Contract Law	Strategic Marketing	People Management and Leadership	Operations and Management	Strategic Management	Strategic Innovation Management	Final Project
	Course Learning Outcomes								
	Knowledge and Understanding:								
A1	X					X	X	X	
A2		X			X	X	X	X	
A3	X		X	X	X	X	X	X	
A4	X	X			X		X		
	Intellectual Skills:								
B1	X		X	X	X	X	X	X	X
B2		X		X	X	X	X	X	X
B3		X						X	X
	Subject-specific Skills:								
C1	X	X	X	X	X	X	X	X	X

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C2		X							
C3		X	X						X
C4		X							
	Transferable skills:								
D1	X	X	X	X	X	X	X	X	X
D2		X						X	X
D3		X						X	X
D4		X							
D5	X	X	X			X			X
D6	X	X		X	X	X	X	X	X
D7	X	X	X	X	X	X	X	X	X

Course Title: BA Business Management with Entrepreneurship

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	Stage 1		Stage 2						Stage 3				
	Principles of Business 1	Principles of Business 2	Introduction to Contract Law	Strategic Marketing	People Management and Leadership	Operations and Management	Entrepreneurship Consultancy Project	Self Managed Learning	Strategic Management	Strategic Innovation Management	Final Project	Entrepreneurship Research and Reports	Self Managed Learning
	Course Learning Outcomes												
	Knowledge and Understanding:												
A1	X					X			X	X			
A2		X			X	X			X	X		X	
A3	X		X	X	X	X			X	X		X	X
A4	X	X			X				X			X	X
A5		X					X	X				X	X
A6							X	X				X	X
	Intellectual Skills:												
B1	X		X	X	X	X			X	X	X		

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B2		X		X	X	X			X	X	X		
B3		X					X	X		X	X	X	X
Subject-specific Skills													
C1	X	X	X	X	X	X	X	X	X	X	X		X
C2		X					X	X					X
C3		X					X	X			X		X
C4		X					X	X				X	X
C5		X					X	X				X	X
C6		X					X	X				X	X
C7												X	
Transferable skills:													
D1	X	X	X	X	X	X	X	X	X	X	X		
D2		X					X	X		X	X		X
D3		X					X	X		X	X		X
D4		X					X	X					X
D5	X	X	X			X	X	X			X		
D6	X	X		X	X	X	X	X	X	X	X	X	X
D7	X	X	X	X	X	X	X	X	X	X	X	X	X
D8		X					X	X				X	X
D9							X	X				X	X

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Course Title: BA Business Management with Global Industries

	Stage 1		Stage 2								Stage 3				
	Principles of Business 1	Principles of Business 2	Introduction to Contract Law	Strategic Marketing	People Management and Leadership	Operations and Management	International Business Region 2	Industry Studies 2	Global Markets	Evolution of Global Economics	Strategic Management	Strategic Innovation Management	Final Project	International Business Region 3	Industry Studies 3
	Course Learning Outcomes														
	Knowledge and Understanding:														
A1	X					X	X	X	X		X	X	X	X	X
A2		X			X	X					X	X			
A3	X		X	X	X	X		X	X		X	X			X
A4	X	X			X		X	X			X			X	X
A8							X							X	
A9								X							X
	Intellectual Skills:														
B1	X						X	X	X	X		X	X	X	X

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B2		X		X	X	X	X	X	X	X	X	X	X	X	X
B3		X					X					X	X		
Subject-specific Skills:															
C1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
C2		X													
C3		X	X				X						X		
C4		X													
Transferable skills:															
D1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D2		X					X	X	X			X	X	X	X
D3		X										X	X		
D4		X													
D5	X	X	X	X		X							X		
D6	X	X		X	X	X	X	X	X	X	X	X	X	X	X
D7	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D10				X		X	X	X	X	X				X	X

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Course Title: BA Business Management with Finance

	Stage 1		Stage 2							Stage 3				
	Principles of Business 1	Principles of Business 2	Introduction to Contract Law	Strategic Marketing	People Management and Leadership	Operations and Management	Corporate Reporting and Finance	Assurance and Risk Management	Managing Organizational Performance	Strategic Management	Strategic Innovation Management	Final Project	Advanced Financial Management	Transnational Economics
Course Learning Outcomes														
Knowledge and Understanding:														
A1	X					X	X	X	X	X	X		X	X
A2		X			X	X				X	X			
A3	X		X	X	X	X	X		X	X	X		X	X
A4	X	X			X			X		X				X
A7							X						X	X
Intellectual Skills:														
B1	X	X	X	X	X	X	X	X	X	X	X	X	X	X
B2		X		X	X	X	X	X	X	X	X	X	X	X
B3		X									X	X		
Subject-specific Skills:														
C1	X	X	X	X	X	X		X	X	X	X	X	X	X

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C2		X											X	
C3		X	X									X		
C4		X												
C8													X	X
C9							X						X	
C 10							X							X
C 11							X		X					
C 12									X				X	X
C 13							X						X	
C 14							X		X					
C 15														X
Transferable skills:														
D1	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D2	X	X									X	X		
D3	X	X						X	X		X	X		
D4	X	X											X	
D5	X	X	X			X	X	X	X				X	X
D6	X	X		X	X	X		X	X	X	X	X		X

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D7	x	x	x	x	x	x	x	x	x	x	x	x	x	x
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Course Title: BA Business Management with Law

	Stage 1		Stage 2						Stage 3					
	Principles of Business 1	Principles of Business 2	Introduction to Contract Law	Strategic Marketing	People Management and Leadership	Operations and Management	Introduction to the Tort Law	Company Law	Employment Law	Strategic Management	Strategic Innovation Management	Final Project	European Union Law	Intellectual Property
	Course Learning Outcomes													
	Knowledge and Understanding													
A1	X					X	X	X	X	X	X		X	X
A2		X			X	X				X	X			
A3	X		X	X	X	X				X	X			
A4	X	X			X					X			X	X
A10			X				X	X	X				X	X
	Cognitive													
B1	X		X	X	X	X	X	X	X	X	X	X	X	X
B2		X		X	X	X				X	X	X	X	X
B3		X									X	X		

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	Subject specific													
C1	X	X	X	X	X	X	X	X	X	X	X	X	X	X
C2		X												
C3		X	X									X		
C4		X												
C16			X				X	X	X				X	X
C17			X				X	X	X				X	X
C18			X				X	X	X				X	X
C19			X				X	X	X				X	X
C20			X				X	X	X				X	X
C21			X				X	X	X				X	X
C22			X				X	X	X				X	X
C23			X				X	X	X				X	X
	Transferable skills													
D1	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D2		X									X	X		
D3		X									X	X		
D4		X												
D5	X	X	X			X	X	X	X			X	X	X
D6	X	X		X	X	X			X	X	X	X	X	X
D7	X	X	X	X	X	X	X	X	X	X	X	X	X	X

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Course Title: BA Business Management with Marketing

	Stage 1		Stage 2							Stage 3				
	Principles of Business 1	Principles of Business 2	Introduction to Contract Law	Strategic Marketing	People Management and Leadership	Operations and Management	Digital and Social Marketing	Global Marketing	Sales Management	Strategic Management	Strategic Innovation Management	Final Project	Innovating Marketing Strategies	Brand Building and Management
			Course Learning Outcomes											
			Knowledge and Understanding:											
A1	X					X		X		X	X			
A2		X			X	X				X	X			
A3	X		X	X	X	X		X		X	X			
A4	X	X			X					X				
A11							X							
			Intellectual Skills:											
B1	X		X	X	X	X	X	X	X	X	X	X	X	X
B2		X		X	X	X		X		X	X	X	X	
B3		X					X	X			X	X		
			Subject-specific Skills:											
C1	X	X	X	X	X	X	X	X	X	X	X	X	X	X

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C2		X						X	X					X
C3		X	X									X		
C4		X												
C24														X
C25								X						
C26													X	
			Transferable skills:											
D1	X	X	X	X	X	X	X	X	X	X	X	X	X	X
D2		X					X	X	X		X	X		
D3		X									X	X		
D4		X												
D5	X	X	X			X						X		
D6	X	X		X	X	X	X	X	X	X	X	X	X	X
D7	X	X	X	X	X	X	X	X	X	X	X	X	X	X