

**Kingston
University**
London

Business BA / BSc(Hons)

joint honours (half and minor fields)

■ FACULTY OF ARTS AND SOCIAL SCIENCES

www.kingston.ac.uk/business

UNLEASH YOUR
POTENTIAL

Business BA / BSc(Hons)

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Business provides a solid grounding in commerce, finance and organisation – whether you aim to start your own business, to become a professional manager, or to acquire a fascinating insight into the many diverse types of business that exist today.

Studying Business will:

- provide you with an education relevant to the present and future needs of a business career or a career requiring you to understand and operate within a business context;
- develop your problem-solving and decision-making capacities;
- encourage you to understand, evaluate and utilise a range of rigorous business methods and techniques;
- develop your personal and management skills.

Our programme

Studying subjects such as marketing, human resource management, business computing, corporate strategy and accounting, you will investigate how businesses are set up, how they can be successfully run and how they can develop in the future. The Business field will equip you with a range of key transferable skills in communication, numeracy, information and communication technology, working with others and independent learning. The course is a three- or four-year honours degree with an optional sandwich element.

Teaching and support

Kingston has an excellent reputation for teaching. You will be taught by staff from the Faculty of Business.

Resources

The Business half or minor fields are taught at the University's Penrhyn Road campus, where the excellent library and computing facilities help you to study at greater depth. Students also have access to a wide range of business materials at the Business School's Kingston Hill campus.

Careers

The Business field will equip you with knowledge of the business world and a set of skills that will enhance your employment prospects. You may take the opportunity to specialise in particular areas (such as marketing or finance) or choose to study a range of issues that will enable you to keep your career options more open. Business graduates go on to pursue a wide range of careers, for example, in financial institutions, large multinational companies, management and public-sector organisations.



Why study Business at Kingston University?

- You will be taught by staff from one of London's leading and longest established business schools.
- Our joint honours field in Business enables you to explore a subject from the arts, social sciences or sciences alongside your business studies.
- Graduating with two areas of expertise will increase your job opportunities.

Centre for Academic Skills and Employability (CASE)

CASE offers students from the Faculty of Arts and Social Sciences one-to-one help with their studies. We help both undergraduate and postgraduate students with:

- researching and presenting;
- structuring and editing traditional academic writing;
- structuring and editing multimedia texts; and
- referencing.

CASE also provides a range of resources to enhance employability, including help with writing CVs, application forms and preparing you for interviews. Results show that students who use the centre are significantly more likely to complete their degree. As they are better equipped to act on feedback, they also tend to do better in their studies.



Want to know more?
[www.kingston.ac.uk/
business](http://www.kingston.ac.uk/business)

What you will study

Examples of the modules currently offered are shown below. The number of Business modules taken each year and the choices available will vary depending on whether you study Business as a half or minor field (joint honours). The module list varies from year to year as the course structure is reviewed and refined. In addition to Business modules you will also study modules required by your other field of study.

Year 1

In Year 1, you are introduced to the study of key business subject areas and develop the ability to apply quantitative methods to business problems. You will gain a thorough grasp of key business foundation areas such as business environment, organisational studies and managing information; the ability to apply quantitative methods to business problems, to use modern technology as an aid to business operations and to communicate effectively both in oral and written form.

Business Environment (This module is only available to students taking business as a half-field) This module will provide you with the necessary tools to carry out a business environment analysis of the organisation of your choice. It will enable you to assess the importance of factors such as political, economic, socio-cultural and technological change and to evaluate their impacts on business.

Managing Information

Information is of crucial importance at many different levels in organisations. This module will introduce you to the skills and methods needed to handle and derive information from data and to make inferences from data samples. You will learn how to store, manipulate and present data in appropriate formats and will be introduced to fundamental elements of descriptive and inferential statistics.

Enterprise Skills

The learning strategy is designed to reflect the type of environment that faces entrepreneurs and enterprising individuals who set up their own small business or introduce innovation in established organisations – ie encouraging ownership, taking responsibility, and dealing with uncertainty and ambiguity in a proactive way.

Organisational Studies

People and the World of Work

These modules provide an introduction to the formal study of people at work, beginning with individuals. It will look at individual differences in terms of personality, learning, motivation and stress. It will go on to explore the interactions of individuals in groups and the role of the manager. It will also consider a number of contextual factors affecting organisations as a whole, such as gender, class and race, the management of change and the impact of power, politics and conflict.

Kingston Language Scheme

All students may study an extra non-credit module in their first year from the Kingston Language Scheme (KLS). This scheme provides a unique opportunity to incorporate a language into your programme of studies. We offer modules in Arabic, French, German, Italian, Japanese, Mandarin (Chinese) and Spanish. You can learn a new language from the beginning or continue with the study of a language you have previously learned.

Year 2

In Year 2, you continue studying activities in a number of business functions, such as marketing, human resource management and accountancy. You will develop the ability to apply and evaluate contrasting ideas, principles, theories and practice.

Accounting in a Business Context

The aims of this module are to introduce you to business financial statements and their underlying conventions and limitations. You will learn to read and understand company reports and accounts and to introduce techniques and methods for managerial decision making and systems of product costing and budgetary control.

Operations Management

This module aims to develop a conceptual understanding of how businesses can become more competitive and efficient by the use of operations management methodology and techniques. You will develop an awareness of the factors affecting efficient and effective deployment of resources within an organisation and a basic understanding of some of the problem solving approaches and techniques which may be used at the operational level.

Marketing Management

We will provide you with an understanding of the marketing function within modern business. You will be able to demonstrate an awareness of a variety of different qualitative and quantitative market research techniques. You will become familiar with the elements of the marketing mix and be able to write a realistic and coherent marketing plan.

Human Resource Management 1 (Elective)

Upon completion of this module you will understand the legislative, cultural and organisational framework in which human resource management takes place. You will also develop your communication, research, teamwork and analytical skills and learn to outline and to contribute to ongoing debates about current issues in human resource management.

Entrepreneurship

The work for this module is not group related and you will be encouraged to work independently to develop your own idea for an enterprise which can be based on a product, service or process. You will have to outline your results in a feasibility study which will form a significant part of the assessment. This module is also available in Year 3.

Enterprise in Action

In this module you run a real, live business in a student team. You participate in events similar to Dragon's Den and The Apprentice as part of your studies. This class is ideal for students who want to experience what it is like to start their own business within a low-risk environment and are able to allocate additional time outside of class and a small financial investment to making their business successful. This module is also available in Year 3.

Year 3

In Year 3, you will examine business functions in more detail, learning to critically evaluate and appraise recent research and consultancy, and develop skills to deal with a range of management problems. You will be able to tailor your studies by selecting options covering subjects of personal interest.

Corporate Strategy

This module aims to develop knowledge and critical thinking in the area of competitive strategy. On successful completion of the module, you will be able to identify and critically evaluate the strategies being undertaken, the resources and strategic options available.

International Business

You will examine international business strategies within the context of specific international risks of operations, understand the problems of international strategic networks and cross-border mergers and alliances, and be able to use the control risk/trade-off framework to assess entry mode decisions.

International Marketing

This module allows you to understand and contrast the key issues in current international marketing by applying theoretical concepts to real world case studies.

Human Resource Management 2

This module will build on Human Resource Management 1 by providing further conceptual and analytical frameworks to help you understand different approaches to managing employees and by examining key specific issues such as recruitment, selection and reward.

Management Accounting

This module aims to provide a broad-based introduction to managerial accounting and the contribution the subject can make to the planning, control and decision-making processes within an organisation.

Financial Resource Management

This module aims to examine financial management practice and skills across public and owner-managed firms and in state and non-profit making organisations.

Business-to-Business Marketing

Depending upon your experience in business-to-business marketing, you will acquire a working knowledge of techniques and approaches with current application in this field. You will look at the buyer and the buyer process, managing the product line, managing innovation and business marketing communications.

Enterprise in Action

(See description under Year 2).

Projects

These single-weighted and double-weighted dissertations will allow you to demonstrate an understanding of and ability to integrate and analyse theoretical concepts with research materials, leading to reasoned discussion, analysis, argument and conclusions. This will provide you with the ability to develop specific knowledge in an area of interest and to develop the independent study skills required to manage a substantial task to completion.

The Business team

The Business team are specialists in different areas of the discipline, enabling us to offer you a broad range of modules. Our courses are based on our personal and research interests, so our teaching is topical and well-informed. For a relatively small team, we have published a large number of books and articles and regularly participate in national and international conferences.

"Our emphasis on teaching subjects relevant to the world today, and producing graduates able to make a positive contribution to that world, makes the educational experience on offer in our Faculty at Kingston unique among universities in the United Kingdom."

Professor Martin McQuillan
Dean of Faculty of Arts and Social Sciences



Entry requirements

Typical offer

- Points: 240-320, depending on combination
- Units: to include two A-levels or equivalent
- Subjects: General Studies accepted as one of three A-levels
- Key Skills: points not accepted in tariff
- Plus GCSE: five subjects grade A-C, including Maths and English Language.

Further requirements for combinations

Please see the course webpage for details.

International students

All non-UK applicants must meet our English language requirements. For this course, it is 6.5 Academic IELTS (with special conditions for students who require a Tier-4 student visa) or 6.0 Academic IELTS (with special conditions for students who require a Tier-4 student visa) plus completion of our five-week pre-session English course. For full details of the two alternatives and a comparison of the language requirements for different Business and Law courses, please visit our course webpage.

Other entry routes

- Access course
- International applicants and mature applicants with relevant qualifications are welcomed.

Joint honours combinations

You can study Business as a half and a minor field in combination with the following:

- Creative Writing
- Applied Economics
- English Language & Communication
- English Literature
- Film Studies
- History
- History of Art, Design & Film
- Human Rights
- International Relations
- Media & Cultural Studies
- Politics
- Psychology
- Sociology

UCAS codes

For UCAS codes, please see the course webpage.

Open days

Several open days are held each year. Please contact the admissions office or visit the University website for more details.
www.kingston.ac.uk/opendays

Contact details

Course enquiries

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www.kingston.ac.uk/accommodation

Student Funding Service

T: +44 (0)20 8417 3560
www.kingston.ac.uk/studentfunding

Disability and Dyslexia Support Services

T: +44 (0)20 8417 4284/4252
Minicom: +44 (0)20 8417 4447
F: +44 (0)20 8417 4443
www.kingston.ac.uk/disability-and-dyslexia

International Office

T: +44 (0)20 8417 3411
www.kingston.ac.uk/international