

Studying at Kent Business School

Dr Zarak Mirza

Recruitment, Outreach, and Admissions Lead

Stand for ambition.
kent.ac.uk



Why choose KBS?

Employability Skills

Entrepreneurship



Employability Skills

A Sustainable Tomorrow
Kent.ac.uk/Kent-business-school



Our triple-crown accreditation

We are proud of our ‘**triple crown**’ **accreditation** (AACSB, AMBA, EQUIS) – a mark of excellence held by fewer than 1% of business schools worldwide

Our degrees are shaped by input from a wide range of **professional, statutory and regulatory bodies**, helping students stay industry-relevant and start building your professional network



PARTNER IN
LEARNING



The Chartered
Institute of Logistics
and Transport



Accredited Degree



We're committed to a sustainable skills



Sustainability matters - At KBS we embed the UN Sustainable development goals into every module – ensuring that what you learn is relevant for the future. Some modules use case studies to explore all 17 Goals!

Research Topics that matter - Many students choose to do research projects in their final year on topics related to sustainability or ethical business practices

Get Involved in Events - KBS subscribes to the UN's Principles of Management Education, meaning that we'll often host events with a sustainability theme – (e.g. A “Ready Steady Cook” with sustainable ingredients)

Get Involved in the campus - Our campuses are sites of ecological regeneration that are cocreated with students (e.g. the Diamond Anniversary Orchard project) so you can get involved outside the classroom

Our Reputation

- Top 100 globally for Masters in Marketing (*QS Business Masters World Rankings 2026*)
- Top 100 globally for Masters in Supply Chain Management (*QS Business Masters World Rankings 2026*)
- 33rd - Best Universities for Work Experience 2025-26 (*RateMyPlacement*)
- Shortlisted for University of the Year (*Academic Employability Awards*)
- Shortlisted for Higher Education Institution of the Year (*National Education Opportunities Network Awards 2025*)
- Top 50 University (*Complete University Guide 2026*)
- Top 40 University (*The Times/Sunday Times Good University Guide 2025*)
- Impactful research to address global challenges (REF2021 80% of KBS research deemed as 'world leading' or 'internationally excellent')



Courses

- BA Business (Top-Up)
- MSc International Business and Management
- MSc Global Healthcare Management
- MSc Strategic Project Management
- MSc Business Analytics
- MSc Digital Marketing and Analytics
- MBA



BA Business (Top-Up)

Careers: business development executive, operations or supply chain manager, marketing & digital analyst, HR officer, entrepreneur / SME manager

Where demand is strong: Southeast Asia, GCC, Africa, Eastern Europe, UK, Europe

Skill based learning:

- Business Strategy module: consultancy-style case work & group decision-making
- Digital & Social Media Analytics module: hands-on data & marketing insight tools
- Cross-Cultural Management module: experiential teamwork with global perspective
- Consultancy reports, simulations, and real business scenarios

MSc International Business & Management

Careers: multinational management trainee, international consultant, global supply-chain & trade analyst, export manager, policy roles in international organisations

Where demand is strong: Europe, North America, Southeast Asia, GCC

Skill based learning:

- International Business & Management Challenge module: students work on real organisational problems via case-studies, pitch solutions and produce consultancy-style reports
- Strategy of the Multinational Enterprise module: internationalisation strategies, managing strategic alliances and mergers and acquisitions, risk management, knowledge creation, divestment, and corporate social responsibility on a global scale

MSc Global Healthcare Management

University of
Kent

Careers: hospital manager, healthcare operations lead, health policy analyst, healthcare project manager, roles in international NGOs and private hospital groups

Where demand is strong: Europe, UK, GCC, parts of Asia & Africa

Skill based learning:

- Collaboration, Integration and Interprofessional Care module: communication, teamwork, empathy, and cultural awareness
- Contemporary Issues in Healthcare Management module: analysing real-world scenarios involving modern challenges such as complex systems and digital technologies

MSc Strategic Project Management

Careers: project manager / programme manager, project analyst, PMO roles, infrastructure & construction project leads, digital transformation project leads

Where demand is strong: GCC, Africa, Southeast Asia

Skill based learning:

- Business Consultancy in Practice module: you work on a real client project
- Strategic Project Management Challenge module: student teams work on a company problem, pitch solutions to the organisation, practice consulting, teamwork, communications and reflection

MSc Business Analytics

Careers: data analyst, business analyst, data scientist, analytics consultant, operations analyst, pricing & revenue analyst

Where demand is strong: North America, UK, Europe, India, Singapore, Australia

Skill based learning:

- The Business Analytics Challenge module: students work with real organisational problems / real datasets (or company partner's dataset) in groups, solve practical problems, produce consultancy-style reports
- Big Data Analytics and Visualisation, Spreadsheet Modelling and Decision Automation modules: hands-on skills with databases, Python, NoSQL, Spark, etc.

MSc Digital Marketing & Analytics

Careers: digital marketing executive/manager, performance marketer, SEO/SEM specialist, marketing analyst, social media strategist, CRM/data-driven marketer

Where demand is strong: UK, Europe, North America, India, Southeast Asia, GCC

Skill based learning:

- CIM-accredited content and strong focus on analytics tools (Google analytics techniques, data visualisation, NVivo/SPSS) – employers look for marketers fluent in both creative and measurement skills.
- The Digital Marketing Challenge module: students work on organisational case studies, form teams, present/consult solutions, create consultancy reports
- Digital Marketing Communications, Emerging Issues in Contemporary Marketing Digital Marketing Data Mining and Analytics modules: AI, analytics, data

Careers: senior manager, strategy or operations director, management consultant, entrepreneur, start-up founder, programme / project leader

Where demand is strong: GCC, Southeast Asia, Africa, UK, Europe

Skill based learning:

- MBA Challenge – live consultancy, start-up, or Tech Genius project
- Consultancy Week – solve real business briefs with partner firms
- International study tours & company visits – connect global strategy to practice
- Responsible Leadership Focus: modules on ethics, sustainability, and global strategy prepare graduates for modern, socially responsible leadership
- Flexible study pattern: full-time (1 year) or part-time (2–3 years) with block teaching – ideal for professionals

Major Employers from Last Five Years

Financial Services:

American Express
Burgess Hodgson
City Sprint
Deloitte
Deutsche Bank
Dolfin Group Wealth Management
EDF Energy
Ernst & Young
Eurex
Fidelity Investment
Goldman Sachs
HSBC
Huawei
J.P Morgan & Chase
KPMG
Metro Bank
NatWest
Octopus Investments
Pace Capital
Pricewaterhouse Coopers (PwC)
Royal Bank of Scotland
US Bank

Energy & Resources:

British Petroleum
Octopus Energy
South East Water

Technology & Digital Services:

Accenture
Amazon
BT
Fujitsu
Hewlett Packard – HP
IBM
Merkle
Sinch
TikTok
Yahoo! UK

Retail & Consumer Goods:

ASOS
Cargill
Curry's
Joe & The Juice
John Lewis Partnership
KHL Group
Lidl
Nestle
Ocado Group
Sainsbury's
Samsung
Tesco
Zalando

Manufacturing & Engineering:

BAE Systems
Caterpillar
Cummins
Honda
Karcher
Parker Steel
Roche
Tarmac

Travel & Hospitality:

British Airways
Enterprise Rent a Car
Hilton
Saga Group
Transport for London

Government & Public Sector:

Ministry of Finance Economic Planning
and Trade
National Health Service

Media & Entertainment:

Disney
Facebook
Formula 1
Sky
Spotify
The Daily Telegraph

Entrepreneurship



ASPIRE

Accelerator Space for Innovation and Responsible Enterprise

Business Start-Up Journey

- 18-week programme designed to build the skills and empower aspiring entrepreneurs to transform ideas into successful ventures

One-to-one advice

- Experienced team of mentors and Entrepreneurs in Residence, providing tailored support, practical insights and valuable connections



Success Story

Funding

- In partnership with Santander Universities, the programme has already Awarded over **£121,000** in funding to help start-ups grow and scale

70+ businesses launched

- ASPIRE helped launch businesses across a diverse range of industries, including fashion, cosmetics, technology & software, food, and real estate, spanning both service and product-based ventures



Aspire Workshops

Develop and grow the skills for your success and boost your employability.

At our events and interactive workshops, you will boost your employability and develop key entrepreneurial skills, including:

- **Creative Thinking & Innovation** – turning ideas into opportunities
- **Resilience & Adaptability** – staying agile through challenges
- **Leadership** – inspiring others and driving your vision
- **Financial Literacy** – understanding the numbers behind growth
- **Strategic Planning** – setting goals and achieving them effectively



Student Experience

A Sustainable Tomorrow
[Kent.ac.uk/Kent-business-school](https://kent.ac.uk/Kent-business-school)



Campus Locations

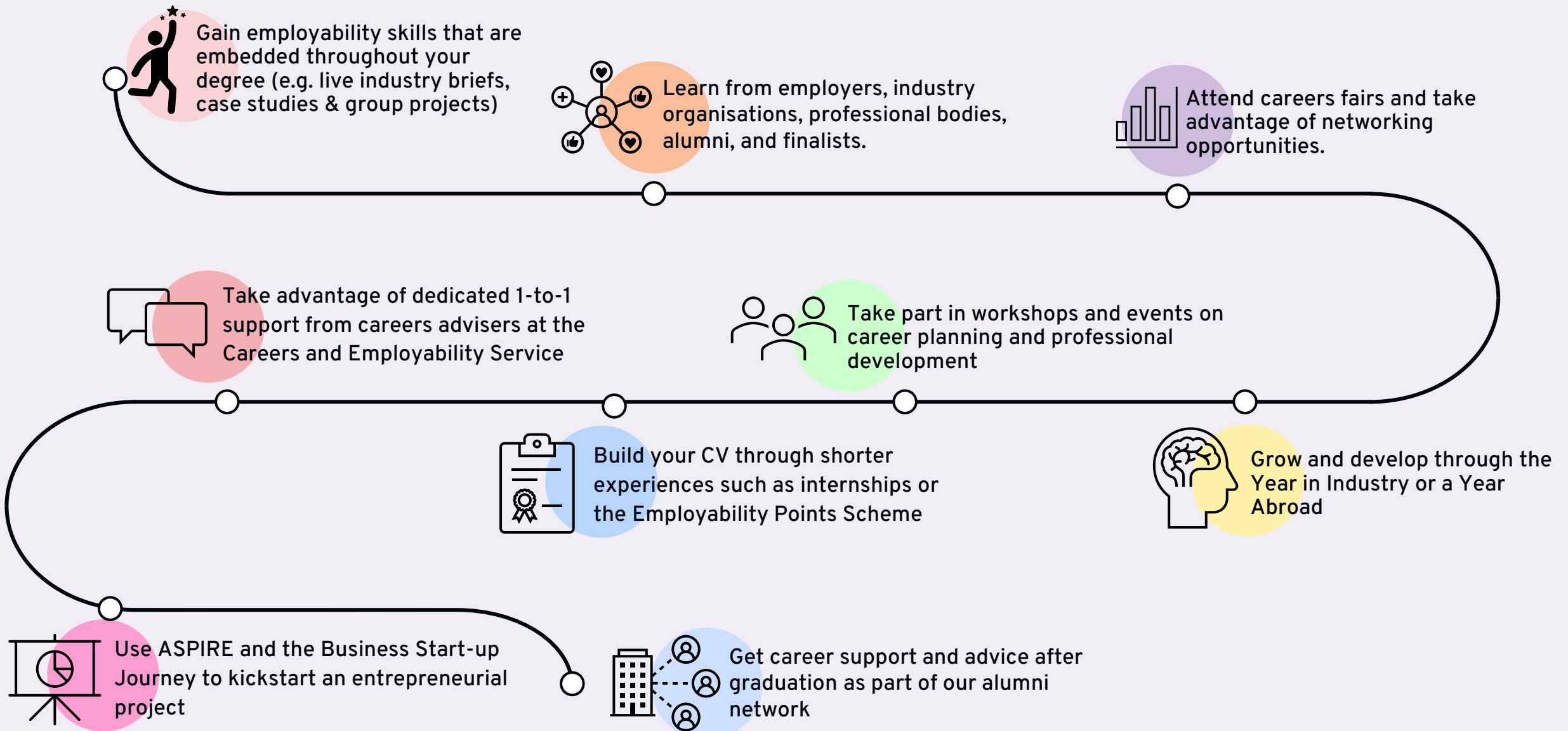
Canterbury and Medway



Hundreds of Different Societies to Join!



Employability & Entrepreneurship



Scholarships

KENT FUTURE STUDENT SCHOLARSHIPS (FSS)

- £5,000 for India and Pakistan
- £3,000 for Africa
- £2,000 for Global (E.g. China, Malaysia, UAE, Vietnam etc.)
- Deadline: 5th December 2025

The Kent Business School Postgraduate Bursary £1K

- Can be awarded in conjunction with the FSS
- Deadline: 5th December 2025

INTERNATIONAL SCHOLARSHIP FOR TAUGHT MASTERS STUDENTS

- £6,000
- This Scholarship is not stackable with any other scholarship
- Deadline: 14th November 2025, 5pm GMT

BRITISH COUNCIL GREAT SCHOLARSHIP JANUARY: FRANCE AND INDIA

- £10,000
- French passport holder and live in France or be an Indian passport holder and live in India
- Assessed as an overseas fee payer
- Deadline: 19th November 2025, 5pm GMT

Fee
UG & PGT
£24,500

MBA
£26,500

Entry Criteria

Undergraduate

- BTEC Higher National Diploma (HND) in a business-related subject with a 60% / Merit average profile, or
- UK Foundation Degree in a business-related subject with an overall average of 60%, or
- SQA Advanced Diploma in a business-related subject with at least BB in Graded Units, or
- International qualifications equivalent to the above

Postgraduate

- [Information by country or region](#)
- English Language requirements
 - E.g. IELTS 6.0 with a minimum of 5.5 in each component
 - MOI: Education consultancy & credit transfer information services (ecctis) - £252
- [January Deadlines](#)



In Country Officers

Name	Designation	Email
Ayesha Noor	In-Country Officer Pakistan	a.noor@kent.ac.uk
Shobhit Charora	In-Country Officer India	s.charora@kent.ac.uk
Nupur Mishra	In-Country Officer India	n.mishra@kent.ac.uk
Faraz Siddiqui	In-Country Officer India	f.siddiqui@kent.ac.uk
Simran Yadav	In-Country Officer India	s.yadav-279@kent.ac.uk
Xindan Zhang	In-Country Officer China	x.zhang-246@kent.ac.uk
Mengdi Liu	In-Country Officer China	m.liu-718@kent.ac.uk
Aoife Wang	In-Country Officer China	l.wang-592@kent.ac.uk
Ying Ying Wong	In-Country Officer Malaysia & Thailand	y.y.wong@kent.ac.uk
Oluwafunmibi Ijaiye-makinde	International Officer (Nigeria, Ghana, Kenya)	o.ljaiye-makinde@kent.ac.uk
Fatima Osuji	In-Country Officer Nigeria	f.osuji@kent.ac.uk
Damilare Gbodimowo	In-Country Officer Nigeria	d.gbodimowo@kent.ac.uk

**Thank
you.**

