ACADEMIC EXCELLENCE AND INSPIRATIONAL TEACHING

Kent is a leading university, ranked in the top 20 of UK universities. All of our academic schools produce world-class research, and Kent is rated as internationally excellent, leading the way in many fields of study.

Studying Computing or Business Information Technology at Kent’s School of Computing gives you the skills necessary to apply computing in areas typically found in industry – from the design and maintenance of information systems to the implementation of websites that support e-commerce – putting you in great demand in the world of work.

World-leading research
Our staff include world-leading researchers in key areas, such as systems security, communications and computing education, and some interdisciplinary work with, for example, biosciences and psychology. You will get a chance to study subjects close to the leading edge of computing research. In your final year you can choose to do a group or consultancy project which hones your ability to complete work with a commercial focus. Projects are suggested by staff who are experts in their field, or may arise from an industrial placement or be initiated by yourself.

Inspirational teaching
Teaching is based on lectures, with practical classes and seminars. We also use virtual learning environments, video conferencing and work-based tuition. Work includes group projects, case studies and computer simulations.

Our degree programmes provide a variety of pathways; Computing can be studied as a general degree, or with a particular focus on consultancy, in the Computing (Consultancy) degree. The Business Information Technology degree builds on the Computing programme and also includes financial accounting, marketing, management and enterprise.

Supportive academic community
We provide excellent support for you throughout your stay at Kent. This includes access to web-based information systems, podcasts, web forums and anonymous questions as well as study skills services and the Value programme for students who benefit from extra help in the early stages.

We use state-of-the-art teaching methodologies, including a specially-developed object-oriented teaching environment BlueJ, for teaching Java programming. Study bedrooms have broadband and our campus-wide WiFi gives you the freedom to study outside of computer rooms.
A global outlook
Kent has a reputation as the UK’s European university and has developed international partnerships with a number of prestigious institutions. We have an international community on campus: 22% of our students come from outside the UK, representing 140 different countries.

Professional recognition
The Computing and Computing with a Year in Industry programmes have Initial Full British Computer Society Chartered IT Professional (BCS CITP) accreditation. The Business Information Technology programme has partial BCS CITP accreditation.

A successful future
As well as providing a first-rate academic experience, we want you to be in a good position to face the demands of a tough economic environment. During your study, you develop key transferable skills that are considered essential for a successful career. Kent’s School of Computing is rated among the top 5 in the UK for job prospects in the The Guardian University Guide 2013. We ensure our students are equipped with the skills and knowledge that make them highly attractive to potential employers. The high employment levels and well above average starting salaries of our graduates are testament to our success in achieving this.

We focus on courses that provide skills relevant to employers with a good balance between theoretical studies and real-life applications. We also give our students the chance to gain work experience.

Further information
For more information on the careers help we provide at Kent, please see p8 or visit www.kent.ac.uk/employability

Industrial experience
During your degree you can gain work experience with leading companies in the UK and overseas as part of a Year in Industry with support to find industry experience from the School’s placement office.

This experience means that after graduation many of our students go on to work for world-class businesses. The School of Computing may also provide commercial experience working as a student consultant within Kent IT Consultancy (KITC). For more information, please see page 18.

DID YOU KNOW?
94% of Kent Computer Science students found employment or went on to further study within six months of graduating, and 90% of Kent Computer Science students were employed in graduate level jobs within six months of graduating.
The School of Computing offers a scholarship that, for one full-time student, could mean an extra £1,000 a year. For details, see www.kent.ac.uk/studying/funding/scholarships/
SUPERB STUDENT EXPERIENCE

At Medway we have a modern shared campus with spacious facilities. It takes less than an hour to travel into London.

Specialist facilities
There are a large number of computers in PC classrooms and open access areas across the Medway campus, including in the Drill Hall Library. All PCs have a high-speed connection to the internet and offer access to your own area for saving work.

Free wireless access to the Kent network and the internet is widely available on campus. Study bedrooms have connections to the campus network, so you can use your own computer to access the university network and the internet. Many course materials are web-based, so accessible on campus or from home. You also have access to study-related information systems, podcasts and web forums.

Good location
The Medway campus is very close to central London: the train service from Ebbsfleet to King’s Cross takes only 18 minutes. The service from Chatham station to London Victoria or London Charing Cross takes only 45 minutes.

Excellent study resources
The general resources on campus are excellent. The Drill Hall Library has over 130,000 items including books, journals and electronic resources. You have access to a range of services such as IT support, library support, public PCs and printers.

Historic setting
Our campus is near Chatham Historic Dockyard and combines beautiful old buildings with state-of-the-art facilities. There are cafés, a shop, sports centre, student pub and nightclub on campus, helping to create a sense of community. The impressive Rochester Cathedral is the venue for the University’s degree congregations.

Live by the riverside
If you are a full-time student, you could be living in an attractive new ‘waterside village’ on the banks of the River Medway. Our student flats, Liberty Quays, part of a multi-million pound investment, have modern fully-fitted kitchens and en-suite study bedrooms linked in to the University’s computer system.

Further information
For more details about accommodation at our Medway campus, please see www.kent.ac.uk/locations/medway

DID YOU KNOW?
In the National Student Survey 2012, Kent was placed third for overall satisfaction, with Oxford and Cambridge joint second behind the Open University.
**STUDENT PROFILE**

Preeya Parmar is in her third-year, studying Business Information Technology with a Year in Industry.

What attracted you to studying at Kent?
I chose my course at Kent because of family recommendations; both my cousins and uncle had studied here and I knew that the degrees were valued. I also liked the idea of being close to home [London]. I used to go home about once a month, but less now that I’m in my final year. I also liked the accommodation at Liberty Quays, which is close by and has its own shop and takeaways!

How is your course going?
I’ve always wanted to work in business and I chose this degree because of the connections the placement team has with leading companies. I’ve always loved science and have quite a logical brain, which is why I like IT. As I will be working in business, I wanted to understand how it works, so the Business Information Technology course was perfect.

What about the levels of support in your studies?
I have found that the lecturers are happy to provide help and feedback as necessary.

Which modules have you enjoyed the most, and why?
I really enjoyed the New Business Enterprise module. The lecturer uses a practical teaching method that has helped me to further my knowledge.

How did you find your Year in Industry?
I worked for GSK, [GlaxoSmithKline] the pharmaceutical company. It was a great placement and I was determined to make the most of every opportunity. I project managed the migration of one internal website with 500 users to another, which involved a lot of research and organisation and also introduced me to risk analysis, which I love.

I took part in an international GSK competition, similar to Dragons’ Den, where you had to pitch an IT idea. I worked on a pitch for gesture technology in science labs that would save time and reduce contamination risks. Out of 90 submissions, we made it to the final with a promise of £25,000 and the support of two mentors. It feels such an accomplishment that my suggestion is being built as a prototype.

How has your placement helped you in completing your degree?
I have come back to university more determined and better organised. I’m more aware of what I’m good at and how people perceive me. I am also determined to get a 2:1 to get into the GSK graduate scheme. Feedback from GSK was that I needed to improve my leadership skills, so I am chairing the KITC (Kent IT Consultancy) this year. The KITC is brilliant, particularly for people who don’t have much work experience. The people who have done a Year in Industry stand out because of their confidence and they are more willing to try new things.

What sort of things do you do in your spare time?
Medway is a smaller campus than Canterbury, everything feels very close knit, you get to know people quite quickly. I found it easy to get involved in volunteering and set up the Hindu Society on campus. I won four awards including the best new society and the Kent volunteering gold award. I also won an employability award with the prize of leadership training with the accountancy firm PKF.

What kind of career do you hope to follow when you leave, and why?
I hope to have a career in Business and IT. For the next three years I will be working as a business analyst, service manager and project manager on a GSK graduate scheme. My aspiration is to become a director in the next five to six years.

Any advice for other students coming to Kent?
Make use of the volunteering opportunities and work placements. Have a look at what certificates it is possible to get and aim to complete them before your third year. And start, or be part of, a society. This is a perfect example to raise at interviews – that’s what impressed my interviewers!
A SUCCESSFUL FUTURE

A degree in Computing gives you a wide choice of careers.

Our graduates have gained employment in a wide range of areas including:

- software engineering
- applications programming
- project management
- systems analysis and administration
- consultancy
- networking
- research and development
- web design and editing
- IT support.

Graduates have launched their careers in many different sectors including finance and insurance, technology and IT, commerce, engineering, government, education and health.

What do employers think?

Our high graduate employment rate speaks for itself. Leading companies such as Credit Suisse, Kent Police, BAe Systems, Accenture, Cisco and Disney are keen to employ our graduates.

Many companies provide work placements for our students, year after year, and the Kent IT Clinic continues to attract repeat business from satisfied customers. This is a clear indication that employers are impressed with the calibre of our undergraduates.

Work experience

Employers are very keen to employ graduates who have work experience. Choosing a Year in Industry can provide real commercial experience with companies and organisations in the UK, or overseas with our placement partners in California and Hong Kong.

Valuable consultancy skills can also be gained by working in the KITC. Modules associated with the Consultancy allow you to gain academic credits, while working on commercial consulting projects with local companies.

Professional accreditation

As well as gaining your degree, your studies at Kent can lead to other professional qualifications. Students of Computing can gain accreditation as a Chartered IT Professional (CITP); students of Business Information Technology can gain partial accreditation. Accreditation is provided by the British Computer Society.

Key skills

Studying for a degree is not just about mastering your subject area. These days employers are also looking for a range of key skills, and we encourage you to develop these within your degree programme. The ability to analyse situations, troubleshoot problems, and construct written and verbal presentations are all valuable skills, no matter what your final profession.

Careers advice

The University of Kent’s Careers and Employability Service can offer advice on how to choose your future career, apply for jobs, write a good CV and perform well in interviews and aptitude tests. It also provides up-to-date information on graduate opportunities before and after you graduate. For more details, see www.kent.ac.uk/employability
Dominic Haywood-Benge graduated in Computing (formerly known as Information Technology) in 2012 and now works for Credit Suisse, the financial services company.

Why did you choose to study at Kent?
I conducted thorough research on a number of universities offering a degree in Computer Science with a year in industry. From the outset, Kent topped the list when it came to course content and computing facilities.

What attracted you to the course?
The prospect of completing a year in industry initially attracted me to the course. However, it was the variety of programming languages that the University had to offer that clinched it for me. I was also fortunate to talk to a number of computing lecturers during my induction day, and I was able to glean from them what aspects of the course they felt were better at Kent than at other universities, and why.

How would you describe the teaching at Kent?
Each of the computing lecturers has their own unique style when it comes to delivering course content but they always deliver the information to a high standard.

I can’t thank the teaching staff enough for assisting me in achieving a First Class Honours degree.

What about the academic standards at Kent?
The academic standards were continuously high during my four years at Kent; with the modules becoming more challenging each year. All students are encouraged to achieve their maximum potential with the support of their lecturers and peers in older year groups.

How do the skills you gained at Kent help you in your present career?
It is difficult to say that I have applied all the skills that I learnt at University into my career at Credit Suisse. My managers have definitely benefited from my technical skills in Excel because I have been able to automate a lot of reporting. Coming from a computer science background, the logical thinking and problem-solving skills that I picked up from programming have been useful in my role as a business analyst.

How did your career progress after graduation?
I had been offered a contract to work at Credit Suisse before I graduated, which meant that I could focus on my degree rather than having to also look for a job. I was offered a choice of positions at Credit Suisse and I am sure that the broad depth of knowledge that I gained at Kent helped to present me as a possible candidate for a variety of roles. I started working for Credit Suisse around ten weeks after graduating and spent the time in-between travelling.

What are your future plans?
I intend to continue working in the banking industry as it’s a fast paced environment with opportunity for mobility, not only within the bank but globally. I’m very keen to work around the world in places such as New York, Dubai and Singapore, to understand the different working cultures and ethics.

What advice would you give to someone thinking of coming to Kent?
I would highly recommend completing a year in industry to gain real world experience, which can be applied to the final year at university. Although it is an additional year at university, the majority of my fellow students were offered unconditional graduate jobs on graduation from Kent, so it is definitely worth it!
DID YOU KNOW?
In the *National Student Survey 2012*, Kent School of Computing students at the Medway campus, recorded 79% for overall satisfaction.
CHOOSING YOUR PROGRAMME

We offer a broad-based Computing programme, along with degrees that allow you to specialise in specific areas. To decide which programme is most relevant to your interests, see below. All of these can be taken as four-year programmes with a Year in Industry (see p18).

Computing
This degree offers a broad base in Computing skills, leading to a wide range of careers. In general the degree looks at software applications and how they might be used within an information system. You learn both object-oriented and web programming. You also learn how to design and use database systems and electronic communication systems. And you are able to specialise in fields such as computer security, e-commerce, or consultancy.

Computing (Consultancy)
Many modern businesses rely on the expertise of a Computing or IT consultancy. To be successful such a service requires a distinct set of abilities – good client management skills, an ability to recognise the needs of business, and excellent IT skills. Therefore this degree covers a broad range of IT modules as well as business modules taught by Kent Business School.

Practical consultancy skills are developed by working within a small, real-life consultancy business, the KITC (Kent IT Consultancy). This is run by students and supervised by professional consultants. Students take responsibility for development of the business, but its strategic direction is provided by an advisory board with members from a number of prominent IT companies including IBM. Student consultants are involved in a wide range of projects, for example being part of a team that develops a commercial web application. Working in the clinic provides the opportunity to meet clients and manage projects as well as carrying out technical work.

Business Information Technology
Business and commerce rely heavily on information systems, especially now e-commerce is widespread. This degree provides a balance of business and information technology and responds to industry needs, enhancing your employment prospects. You learn to use current technology in communications, databases and web publishing, to analyse business problems and develop effective solutions.

“I spent my placement year in Hong Kong working for HSBC. I really enjoyed my time there. I was part of a development and support team and it was awesome to be able to use my knowledge to solve real-life-problems. I worked with teams in Hong Kong, China and France.”

Alex Alferovs
BSc (Hons) Computer Science with a Year in Industry


In your first year, Stage 1, a major part of your studies is concerned with learning how to program in an object-oriented language; no previous programming experience is required.

Each module consists of about four to five hours of lectures, private study and practical work per week. Practical work starts with weekly small-scale exercises. Modules are assessed by a mix of coursework and end-of-year examination. Marks from Stage 1 do not contribute towards your final degree grade, but you must pass this stage in order to continue on to Stage 2. Also, marks from Stage 1 are used by potential employers to assess your suitability for a Year in Industry.

All students take the following compulsory modules:
- Applications Project
- Computer Systems
- Databases and the Web
- Foundations of Computing
- Introduction to Object Oriented Programming
- People and Computing.

Computing students take:
- Computer Applications
- Human Computer Interaction.

Business Information Technology students take:
- Introduction to Management
- Introduction to Marketing.

**Modules: Stage 1**

**Applications Project**
Working as part of a group, you use the knowledge and skills you have gained so far to develop a software solution to a particular problem. You gain experience of working in a team, learn how to identify roles and responsibilities of team members and develop your organisation, time management and presentation skills, learning how to effectively run and evaluate a project.

**Computer Systems**
Computer systems are the fundamental behaviours and components (hardware and software) of a typical computer system. This module explores the fundamentals of how computer systems collaborate to manage resources and provide services. The module also provides you with an introduction to computer architecture and operating systems, and looks at the important topic of communications.

**Databases and the Web**
This module provides an introduction to databases and SQL as a source for content for websites. It covers; creating static content for websites, controlling appearance, integrating static and dynamic content, securing dynamic websites and improving interactivity and maintainability in web content.
Foundations of Computing 1
Mathematical reasoning underpins many aspects of computer science and this module aims to provide the skills needed for other modules on the degree programme. Topics will include algebra, reasoning and proof, set theory, functions and statistics.

Human Computer Interaction
At best, a poorly designed interface is an inconvenience; at worst, it could mean injury or even loss of life. In this module you study the basic principles of user-centred HCI design and learn how to defend the importance of a well-designed HCI in application design. The module includes practical skills needed to test an HCI design for correctness and usability, and the design of both graphic and non-graphic user-interfaces.

Introduction to Management
You are introduced to theories of management, beginning with classical management systems through to contemporary management concepts in this module. Some of the topics include: Scientific Management; Leadership; Decision-making and Managing Ethically.

Introduction to Marketing
This module demonstrates the importance of marketing in competitive and dynamic environments. Key topics covered are: the marketing concept, the marketing environment, market segmentation and targeting, brand development and management, management of the marketing mix, new product development and an overview of internationalisation.

Introduction to Object-Oriented Programming
Programs are the fundamental building blocks of computing systems. This module introduce the design and implementation of programs using Java, a programming language that describes systems as interrelated objects. These modules use an objects-first approach to cover the principles of object-orientation, modelling, testing, and to give you the practical skills you need to work across a range of modern computing environments.

People and Computing
This module introduces a range of concepts including; design and communication, what makes for good written communication, how people get and process information, effective spoken communication, history of computing and communication, the effects of technology, Health and safety issues with computing, the Business of Computing, Employment in IT, software development and software engineering, designing – for the web: web usability and web accessibility, relevant Laws applying to the use and development of computing.
In your second year, study often builds on Stage 1 modules and covers topics at a deeper level. Modules are assessed by a combination of coursework and end-of-year examination. Marks from Stage 2 count towards your degree result.

All Computing and Business Information Technology students take the following:
- Database Systems
- Information Systems
- Agile Software Development.

Computing students also take:
- Further Object-Oriented Programming
- Introduction to Marketing [Computing (Consultancy) students]
- Networking [Computing students]
- Software Engineering Process
- Web Development
- Software Project.

All Business Information Technology students take:
- Computer Applications
- Financial Accounting 1
- Marketing Strategy
- Operations Management
- Strategy Analysis & Tools.

**Modules: Stage 2**

**Computer Applications**
See Stage 1 information

**Database Systems**
This module looks at the design, implementation and use of database systems. Topics include database management, systems architecture, data modelling and database design, query languages and recent developments.

**Financial Accounting 1**
You are introduced to the basic principles and techniques of financial accounting. The module seeks to develop an understanding of basic accounting principles, concepts and conventions.

**Further Object-Oriented Programming**
This builds on the programming skills you have gained during the module Introduction to Object-Oriented Programming.

**Information Systems Analysis**
In this module you deepen your understanding of the nature of commonly found commercial and administrative information systems. You look at how information is passed within, and between, organisations, carry out a systems investigation and outline the business case for information systems, including a cost-benefit study. You work both in groups and independently.

**Introduction to Marketing**
See page 13.

**Networking**
You study computer networks and communications technologies. The module covers network architectures and protocol layers
and includes details of the technologies, algorithms and protocols currently in use; it also examines some of the problems still to be solved.

**Marketing Strategy**
The module gives you experience of using real market data to lead decisions in marketing strategy. Students are expected to be able to identify markets where continuous innovation is possible with the introduction of products with distinctive consumer benefits. It is a module that integrates theory and practice.

**Operations Management**
Operations management is concerned with creating the products and services on which we all depend. It is about realising the ideas of marketers and designers though the effective management of processes and people.

**Strategy Analysis & Tools**
The module provides a broad, basic understanding of strategy and strategic management. It introduces students to the key vocabulary, concepts and frameworks of strategic management. You learn how to identify strategic issues, develop strategic options to address them and decide which option(s) to recommend.

**Agile Software Development**
In this module you become familiar with Agile development methodologies such as Extreme Programming and Scrum, used by comparatively small teams of software engineers to create software. This enables you to tackle subsequent group projects in a more organised fashion and address the issues associated with group development work identified earlier.

**Software Engineering Process**
This is an opportunity to focus on the basic software engineering processes: specification, design, development, quality assurance and management, that are employed in the construction of large and complex software systems.

**Web Development**
This builds on the Stage 1 module Databases and the Web. It includes Ajax, Javascript and PHP, web services and web applications, web servers, payment systems, analytics and traffic analysis. By the end of the module you should be able to create a web application.

**Software Project**
This is an opportunity for you to apply an Agile approach in the development of a prescribed software system. Working in small groups, you develop a software application. The objective is to ensure a client’s desired functionality is delivered, using sound software engineering principles.

**Semantic Web**
You learn what the Semantic Web is and how it facilitates use of, and reasoning about, web resources. You deploy ontologies to classify and organise and develop a critical awareness of state-of-the-art techniques for automated information gathering.
All Computing and BIT programmes give you the opportunity to gain work experience as a student consultant with our Kent IT Consultancy (KITC) usually at Stage 3.

What is the KITC?
The KITC is a not-for-profit organisation operated by the University of Kent, providing a project-based consultancy service to small businesses in Kent. Current students provide the consultancy work under the guidance of dedicated professional IT staff employed by the University.

You gain academic credit for the work you do, which counts towards your degree.

How do I become a student consultant in the KITC?
You do not need any previous experience as a consultant but you do need to have successfully completed the first two years of your degree. You also need to demonstrate a keen interest in IT and have an aptitude for consultancy work. You are required to go through an interview before you can start work in the KITC.

You take an introductory module to familiarise yourself with the consultancy environment. You can then choose further modules that involve doing real consultancy assignments for the KITC.

As a student consultant, your work in the KITC is part of your timetabled hours. It is different from the Year in Industry, where you spend an additional year away from the University on placement.

What help is provided?
The KITC is primarily run by the student consultants who get additional help from dedicated, professional staff with a detailed knowledge of the consultancy business. They help and support you through all stages of the process, supporting both your relationship with customers and the consultancy work you do, and advising you on your final project report.

You are also assigned an academic supervisor to help with the academic aspects of the KITC experience.
All Computing and IT programmes offer a Year in Industry, taken between Stages 2 and 3. More than half of our students take this option.

Study and career benefits
Employers are very keen to employ graduates who have work experience. So this year can greatly enhance your job prospects by providing you with real commercial experience.

It also allows you to evaluate a particular career path and gain knowledge of the working environment. Also, you may be offered a job with the same employer after graduation. The practical experience can also be put to good use in your final year of study, helping you to gain a better degree. It gives you a sense of how the theory works in practice and improves your skills in many areas.

Finding a placement
In recent years, students have found placements with leading companies in the UK, such as IBM, Microsoft and Intel. Also some of our students go overseas to our placement partners in California and Hong Kong. To help you find positions, the School of Computing has a dedicated Placement Team who can advise you on the placements that are likely to enhance your career prospects, how to write a winning CV and how to hone your interview skills. There are frequent visits to the University by companies who present their placement opportunities.

Salary and benefits
Students usually work on placement for the entire calendar year. Salary and holiday entitlements vary according the employer you work for. However, many students find that they earn enough to be able to save some of their income and this often helps them in their final year of study.

Keeping in touch with Kent
The University maintains close contact with you during your year away. The year is assessed by a combination of employer feedback and academic evaluation. It contributes 10% to your overall degree mark.

“The general business skills, team working and planning theory that I have learnt during my degree match the reality of the job. It makes sense when you see it in action.”

George Fisher
Computing with a Year in Industry (Placement, web developer at Holiday Extras)
Stage 3 is your final year of study. With a wide range of optional modules on offer, you are able to specialise in an area of your choosing. Everyone takes a project module on a topic of their choice.

Assessment is by a combination of coursework and end-of-year examinations, apart from the project, which is assessed by coursework (we assess your individual contribution).

Computing students must take:
• Project and can choose to take
• IT Consultancy Project.

Computing (Consultancy) students must take:
• IT Consultancy Practice and can choose to take the group project.

Options for Computing students:
• Computer Security and Cryptography
• Computing Law & Professional Responsibility
• Data Mining
• E-Commerce
• E-Health
• Enterprise
• IT Consultancy Practice 2
• Semantic Web
• Other Computing options as available.

Business Information Technology students take:
• Corporate and Business strategy
• Service Management
• Networking.

And either:
• Web Development and
• Software Project.
Or:
• IT Consultancy Project.

Options for Business Information Technology students:
• Business Law
• Computer Security and Cryptography
• Computing Law and Professional Responsibility
• Consultancy Practice 2
• Data Mining
• E-Commerce
• E-Health
• Enterprise
• Further Object-Oriented Programming
• New Enterprise Start Up
• Semantic Web
• Web development.
• Other Computing options as available.

Modules: Stage 3

Business Law
This module covers the principal areas of law relating to the computing profession, including contract, tort and employment law, as well as negligence in a business context.

Computer Security and Cryptography
Security has always been an important aspect of computing systems, but its importance has increased greatly in recent years. In this module you learn about the techniques used when security is of major importance. This includes computer operating systems, distributed applications (such as e-commerce) and embedded systems ranging from smart cards
and pay-TV to large industrial plant and telecommunication systems.

**Computing Law and Professional Responsibility**

The specific topics covered in this module change from year to year to reflect changes in this rapidly evolving field. Through your study you develop a conceptual understanding of what is ethical and what is legal, and a systematic understanding of basic legal processes and data privacy legislation. You also gain a basic knowledge of computer law as it currently exists with respect to IT in the UK.

**Data Mining**

What are the strengths and weaknesses of various data mining and knowledge discovery techniques? How do you choose the most appropriate for any particular task? This module looks at different techniques and gives you the chance to use a state-of-the-art data-mining tool. You evaluate the quality of the discovered knowledge, and there is also the chance to extend data mining concepts and principles to text and web mining.

**E-commerce**

E-commerce is an increasingly important area for consumers, businesses and national economies. This module looks at its economic and social implications, its drivers and limitations. You learn about the principal features of e-commerce and compare them with traditional trading. You have the chance to implement an end-to-end e-commerce system.

**Enterprise**

Small businesses make up a very significant part of the UK economy. This module examines the role of enterprise in the economy, particularly in relation to small businesses. You consider the issues of business start-up, survival and growth strategies, government policy and intervention. You also look at individual entrepreneurs and how their businesses have developed.

**Information Systems Study**

You study an aspect of the IT systems within an organisation of your choice. Learning is mainly self-directed but workshops are held on topics such as: working in groups; project selection; planning an investigation; data collection techniques; report writing and making an oral presentation.

**IT Consultancy Project (30 credits)**

In this module you undertake one or (typically) more assignments for the KITC. There are three types of assignments; you may: work on one of KITC’s external contracts; make a contribution to the infrastructure of KITC itself; or formulate a costed proposal for the future development of the Consultancy, and present this for inclusion in KITC’s strategic plan.
for the following academic year. You also produce a report on each assignment undertaken. Each assignment is carried out under the ultimate supervision of KITC management.

IT Consultancy Practice 2
See IT Consultancy project for details. IT Consultancy Practice 2 runs for one 12 week term. The IT Consultancy Project takes place over two 12 week terms.

New Enterprise Start-Up
This looks at the new business planning process, developing and evaluating a business idea and producing a business plan for potential lenders. Topics covered include the financial aspects of enterprise, market research and planning, quality standards, legal issues, staff and physical resources, and the planning and implementation of the business plan.

Marketing Strategy
See Stage 2 for details.

Networking
See Stage 2 for details.

Project
The final-year project gives you the chance to apply the skills acquired in other modules. Completing a project allows you to explore an area of particular interest, to work as a team and to produce a larger piece of work than those previously asked for. Prospective employers often ask about projects in interviews and this module helps you to develop professional work practices.

Corporate and Business Strategy
This extends your knowledge and understanding of strategic management and issues. It introduces contemporary issues associated with the formulation and implementation of business strategies, with an emphasis on identifying and implementing strategic change within an organisation, building dynamic capabilities and developing coherent strategies. Issues might include strategies for a recession, global strategies and strategies where profit is of secondary (or no) importance. You work on a project to identify and suggest possible solutions to a strategic issue in a real organisation to develop your ability to link theory and practice in real-life situations.

Web Development
See Stage 2 for details.

Software Project
See Stage 2 for details.

“As my fellow students came with different abilities in the IT field, we were all brought to the same standard in the first year. The second year is more challenging, with more coursework, shorter deadlines and increased groupwork. In the third year there will be more flexibility, as there will be a choice of options to take.”

Michelle Boorman
BSc (Hons) Computing
VISIT THE UNIVERSITY

Come along for an Open Day or a UCAS Visit Day and see for yourself what it is like to be a student at Kent.

Open Days
Open Days are held in July and October for potential students, and their families and friends, to have a look round the campus. The day includes a wide range of subject displays, demonstrations and informal lectures and seminars, and the chance to tour the campus with current students to view accommodation and facilities. For more information, see www.kent.ac.uk/opendays/

Visit Days
UCAS Visit Days take place between December and April and include a tour of the campus with student guides, lunch in one of the colleges, an opportunity to ask questions of a panel of Computing staff and students, and a talk about university life. You also have the chance to talk to one of the academics and discuss any queries about the course. For more details, see www.kent.ac.uk/visitdays/

Informal visits
You are welcome to visit the campus at any time. We produce a leaflet that can take you on a self-guided tour and you may be able to meet up with an academic member of staff. For more details, please contact the Information and Guidance Unit (see right).

More information
For more information about the University, or to order another subject leaflet, please contact the Information and Guidance Unit.

Tel: 01227 827272
Freephone (UK only): 0800 975 3777
Email: information@kent.ac.uk

You can also write to us at: Information and Guidance Unit, The Registry, University of Kent, Canterbury, Kent CT2 7NZ

For the latest departmental information, please see www.cs.kent.ac.uk
Terms and conditions: The University reserves the right to make variations to the content and delivery of courses and other services, or to discontinue courses and other services, if such action is reasonably considered to be necessary. If the University discontinues any course it will endeavour to provide a suitable alternative. To register for a programme of study, all students must agree to abide by the University Regulations (available online at: www.kent.ac.uk/regulations/).

Data protection: for administrative, academic and health and safety reasons, the University needs to process information about its students. Full registration as a student of the University is subject to your consent to process such information.

Location
Medway

Award
BSc (Hons).

Programme type
Full-time.

Degree programme
Single honours
- Computing (G503:K)
- Computing with a Year in Industry (G505:K)
- Computing (Consultancy) (G508:K)
- Computing (Consultancy) with a Year in Industry (G509:K)
- Business Computing (NG14:K)
- Business Computing with a Year in Industry (NG1F:K)

Typical offer levels
A/AS level 320 points (3 A level equivalents) inc 18 units at A level/GCE double A level, BTEC National Diploma, Distinction, Distinction, Merit. (For direct entry to Stage 3: typically distinction at HND but dependent on previous study).

Required subjects
GCSE Mathematics grade C.

Year abroad
If you are studying a modern language, you will spend a year abroad as part of your course.

Year in Industry
Between Stages 2 and 3.

Professional recognition
Information Technology (G503:K) and Information Technology with a Year in Industry (G505:K) have Initial Full British Computer Society Chartered IT Professional (BCS CITP) accreditation. The Business Information Technology programme (NG14:K) has partial BCS CITP accreditation.

Foundation programme
International students can take a foundation programme at Kent in order to gain the necessary entry requirements. See www.kent.ac.uk/studying/foundation

Offer levels and entry requirements are subject to change. For the latest information, see www.kent.ac.uk/ug
COME AND VISIT US

We hold Open Days at our Canterbury and Medway campuses twice a year.
For more information, see:
www.kent.ac.uk/opendays