

KBS Postgraduate Courses

Medway

Class of 2023-2024

Orientation and Induction:

MSc Digital Marketing and Analytics



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Welcome Week – Orientation and Induction Programme

KBS Postgraduate Courses

KBS Postgraduate Courses extend your knowledge and improve your employment prospects. Our postgraduate courses are informed by our research and taught by experts with international reputations for the quality of their work. Our aim is to provide a transformative learning and stimulating student experience, where you and all KBS students are at the heart of all our considerations.

Orientation and Induction 2023

Congratulations on joining us on your chosen KBS Postgraduate Course and a big welcome to Kent Business School – a triple accredited Business School (AACSB, EQUIS, AMBA) which is in the top 1% of Business Schools globally.

This year, the KBS Postgraduate orientation and induction programme is full of fantastic sessions to ensure we get to know each other, you get to know your fellow students and that you are well prepared to start your first modules on **Monday 25 September**.

The aim of this programme is to give you an introduction to Kent Business School and your chosen KBS Postgraduate Course and to:

- provide you with an overview of your course structure and expectations for learning and teaching
- familiarise you with the University and Business School resources
- introduce you to other students and start developing your team skills in an international setting
- help you work effectively and efficiently in your study groups

Registration and Pre-Arrival

Please ensure that you have completed the full registration process. This will enable you to obtain your Kent account with username and password set up. Many of the pre-arrival and Welcome Week activities will require you to have these so that you can have full access to resources and information provided.

If you have not registered for the Pre-Arrival Quants Workshops, please aim to arrive by **Monday 18 September 2023** in order for you to take part in Welcome Week activities. The timetable for the orientation and induction programme is detailed on the following pages. Please make a note of the sessions in your personal calendars.



Pre-Arrival Learning

Utilising Online Technologies and Resources whilst studying at Kent:

The University has launched the Online Learning at Kent Moodle module for all students. This includes information and tutorials on the key IT systems used by the University. You can access and complete this at your convenience once you are fully registered online and have your Kent username and password set up. It is advisable that you do this as soon as you can to support your learning.

SkillBuilder videos to refresh your academic skills and baseline maths skills for your studies at Kent:

The Student Learning Advisory Service (SLAS) will be offering a range of SkillBuilder videos to support student's studies. These include sessions on academic skills such as 'Academic Writing', 'Critical Analysis' and 'Time Management'. SLAS also provides a separate programme of SkillBuilder videos focused on Maths, Financial Maths and Statistics.

The SkillBuilder Development videos can be found under Moodle module **SkillBuilder Skills Development**

The SkillBuilder Numeracy and Statistics videos Maths can be found under Moodle module **SkillBuilder Numeracy and Statistics**

We also strongly recommend that you complete the following modules when they become available on your Moodle login at the beginning of term:

- DP6636: Expect Respect
- DP1025: Understanding and Avoiding Plagiarism
- DP23000: Library Research Skills

KBS Pre-arrival Quants Workshops

(Week Commencing 11 September 2023)

KBS are providing a one-week refresher on quantitative skills including Mathematics, Statistics and Excel for students on Finance and Analytics-based courses.

The schedule is below for those students who have registered:

Monday 11 September		
10:00-15:00	Mathematics Workshop This workshop will cover equations, linear and non-linear functions, differentiation and optimisation.	<u>Medway Building M3-04</u>
13:00-14:00	Networking Lunch Take a break from your Maths Workshop, a great opportunity to enjoy some lunch with your fellow classmates.	<u>Medway Building M3-27</u>
Tuesday 12 September		
10:00-15:00	Statistics Workshop The Statistic workshop content will include probability distributions, basic descriptive statistics and hypothesis testing.	<u>Medway Building M3-04</u>
Wednesday 13 September		
10:00 -15:00	Excel & Statistics Workshop This workshop will cover regression analysis, formatting, functions and pivot tables.	<u>Medway Building M3-04</u>

Thursday 14 September

10:00 - 15:00

R Programming I

An introduction to the R programming interface, data inputting, data structures, simple calculations, charts and scripts.

[Medway Building M3-04](#)

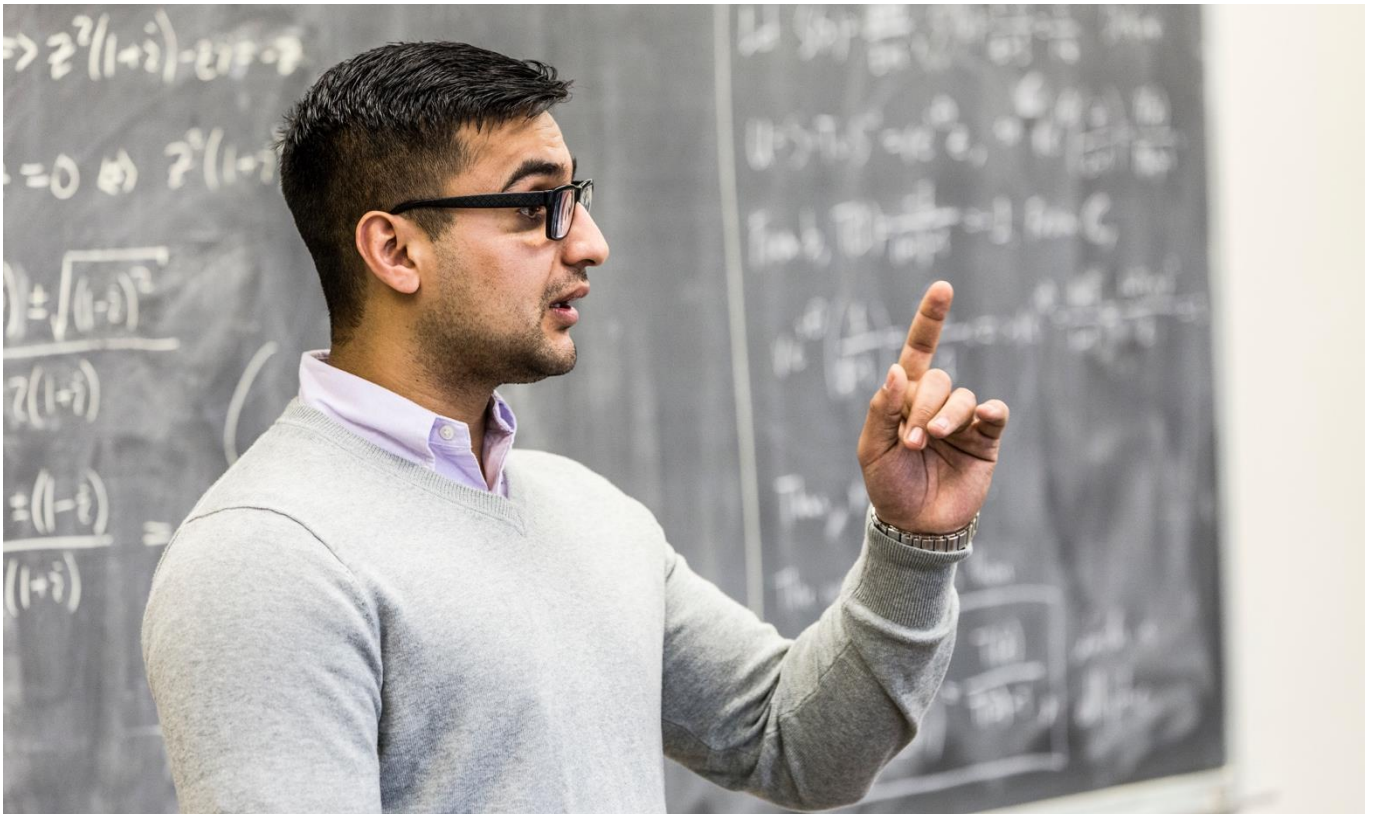
Friday 15 September

10:00 - 15:00

R Programming II

This session focuses on functions, loops and advanced analysis.

[Medway Building M3-04](#)



Welcome Week Postgraduate Student Induction

(Week commencing 18 September 2023)

Welcome Week takes place one week before the start of the Autumn term and we have put in place several events to ensure you are ready to start the following week. Please see the timetable of your KBS Welcome Week events below, please ensure you prioritise and attend these events.

The wider University will also run co-curricular and social sessions during Welcome Week. We have included some key central University events alongside KBS sessions in our schedule below. To see all other events offered by the University please click [here](#).

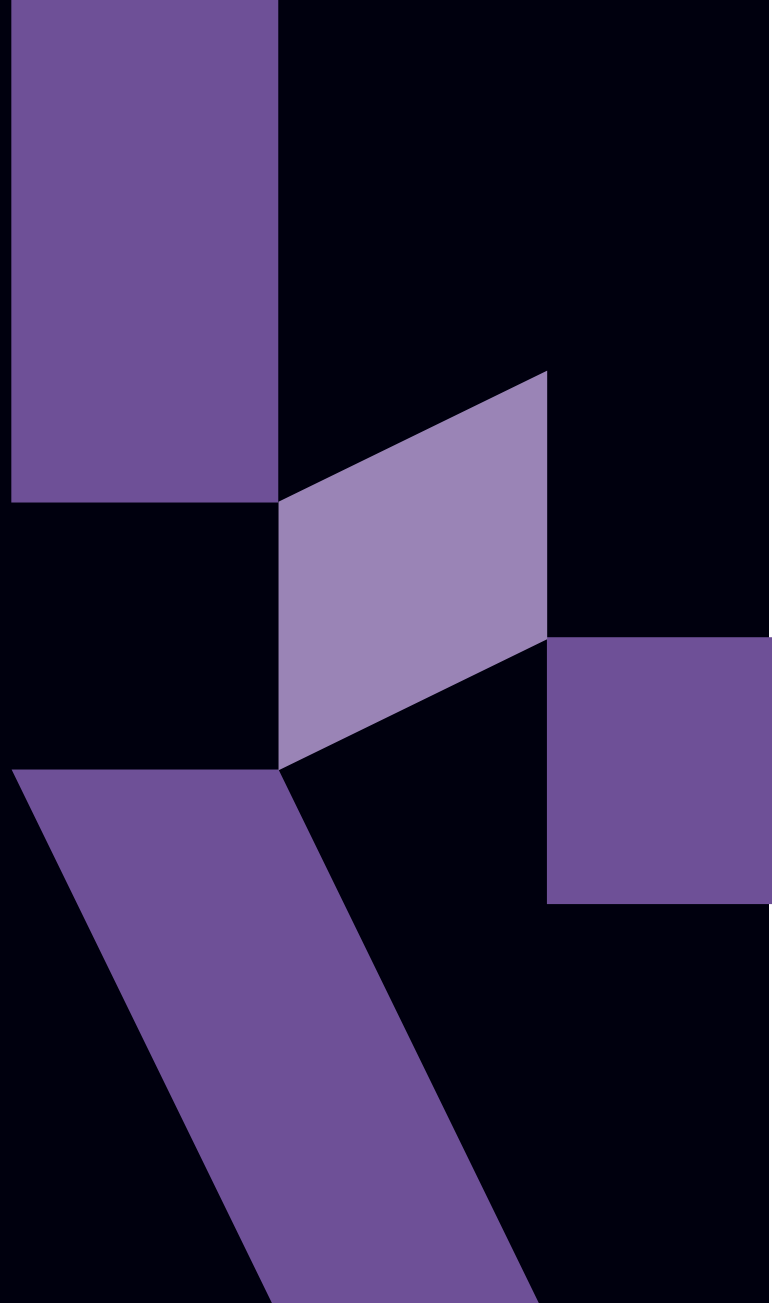
Tuesday 19 September		
10:00-11:30	Welcome to KBS Start your transformative experience here! A talk for new KBS postgraduate students including a welcome and information from the Deputy Dean, Professor Catherine Robinson and Associate Dean Dr Zita Stone.	Pilkington Lecture Theatre (PK008)
11:30-13:00	KBS Networking Lunch & Student Information Fair Take the time to enjoy a lunch with fellow KBS students and find out more about KBS and University services.	Pilkington Open Space (PK011)
13:00-14:30	Director of Studies Welcome Meet your Director of Studies (DoS) and peers and hear more about the exciting course you are joining!	Pilkington (PK130)
14:30-15:00	KBS Hoodie Collection Pop along to collect your official KBS Hoodie.	Pilkington Open Space (PK011)
15:00-16:30	Campus Tours with Directors of Studies A team-building activity - a tour of the Medway campus with your Director of Studies and fellow students to see what the campus has to offer!	Meet at Pilkington Building

Wednesday 20 September

10:00–11:00	Using Learning Resources at PGT Level The Library outlines how you can access learning resources and databases and make the most out of them during your postgraduate study.	<u>Pilkington (PK130)</u>
11:00–12:00	Applying Academic Style at PGT Level Demonstrating good academic practice is a key factor in postgraduate study success. This session gives you the knowledge about good academic style and practice.	<u>Pilkington (PK130)</u>
10:00–15:00	Medway Kent Union Fair Come and grab some freebies, hear from clubs and societies, and find out more about what the Union and wider Medway campus has to offer!	<u>Outside the Student Hub</u>

Thursday 21 September

10:00-12:00	Graduate Researcher College (GRC) Welcome Event Hear from the Graduate and Researcher College (GRC) about all they have to offer during your time at the University of Kent.	<u>Rochester Building Oasis Lounge</u>
12:00-14:00	KBS Staff and Student Social Event A social event open to all KBS staff and students to provide further networking opportunities before the start of term.	<u>Student Hub Mezzanine</u>
14:30-16:00	Developing Transferrable Skills: Employability and Entrepreneurial Skills Where do you want your Masters course to take you? What skills do top employers look for? The session outlines the employability skills you will develop at KBS, our support during and after your MSc and an overview of the KBS PG Employability Edge Programme. Graduate recruitment in the UK is competitive so it's essential you commit to developing your employability from the start of your course.	<u>Pilkington (PK130)</u>



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