

Specialization Courses

Accounting Option

Course Code	Course Title	Credits
ACCT 330	Intermediate Accounting I	3
ACCT 331	Intermediate Accounting II	3
ACCT 430	Advanced Financial Accounting I	3
ACCT 431	Taxation	3
ACCT 432	Auditing I	3
ACCT 433	Advanced Financial Accounting II	3
ACCT 434	Auditing II	3

Finance Option

FINA 330	Financial Institutions and Markets	3
FINA 331	Financial Statement Analysis	3
FINA 332	Corporate Finance	3
FINA 333	Investment Analysis and Portfolio Management	3
FINA 430	International Finance	3
FINA 431	Financial Management in the Public Sector	3
FINA 433	Real Estate Finance	3

Entrepreneurship Option

ENTR 334	Entrepreneurship Development and Growth	3
ENTR 335	Enterprise Policy and Development	3
ENTR 336	Entrepreneurship Behaviour	3
ENTR 430	Technology and Innovation	3
ENTR 432	Business Planning	3
ENTR 434	Small Business Financing	3
ENTR 435	Social Entrepreneurship and Market Developments	3

Human Resource Management Option

HRMG 330	Training and Development	3
HRMG 331	Performance and Reward Management	3
HRMG 334	Employee Resourcing	3
HRMG 335	Employee Relations	3
HRMG 430	Labor Laws	3
HRMG 433	Cross Cultural and Diversity Management	3
HRMG 434	Strategic Human Resource Management	3

Marketing Option

MKTG 330	Marketing Management	3
MKTG 332	Sales Management	3
MKTG 334	Marketing Communication Strategies	3
MKTG 335	Marketing of services	3
MKTG 430	International Marketing	3
MKTG 431	Strategic Marketing	3
MKTG 432	Consumer Behavior	3

Office Management Option

OFAM 330	Introduction to Office management	3
OFAM 331	Administrative Office Procedures and Practices	3
OFAM 332	Development of Office Systems	3
OFAM 333	Public Relations	3
OFAM 430	Database Management	3
OFAM 431	Personality Development	3
OFAM 432	Office Management Ethics and Etiquette	3

Management Information Science Option

MISC 332	Data Base Management Systems	3
MISC 333	System Analysis and Design	3
MISC 334	Computer Programming	3

MISC 335	Computer Organisation	3
MISC 430	Decision Support and Expert Systems	3
MISC 431	Information Systems Management and Strategy	3
MISC 434	Data Communication and Computer Networks	3
Procurement and Supply Chain Management Option		
PSCM 330	Supply Chain Management	3
PSCM 331	Inventory Management	3
PSCM 332	Procurement Management	3
PSCM 333	Logistics and Transportation Management	3
PSCM 430	Operations Management	3
PSCM 431	Quality Management	3
PSCM 432	Negotiation in Procurement and Supply	3
Microfinance Option		
MIFI 330	Principles of Microfinance	3
MIFI 331	Microfinance development perspectives	3
MIFI 332	Micro-credit practice	3
MIFI 430	Microfinance policy and regulation	3
MIFI 431	Microfinance control systems	3
MIFI 432	Microfinance reporting	3
MIFI 434	Poverty analysis	3
Electives		
BUSS 342	E-Commerce	3
ACCT 344	Accounting Information Systems	3
FINA 457	Investment Banking	3
ECON 346	Public Finance	3
HRMG 349	Human Resource Information Systems	3
MKTG 443	Marketing Logistics	3

Note: A student can take a course from any other area of specialization as an elective.

Summary

Departmental Core Courses	94 credits
Programme Concentration Units	21 credits
Electives	9 credits
Common Courses	15 credits
TOTAL	139 credits

A minor in Bachelor of Business Administration may be taken in addition to a major. The requirement is: 15 credit hours in an alternative specialization in Bachelor of Business Administration. The requirement for both major and minor is 154 credits.

Application Procedure

Application forms are available at all our Campuses - Main Campus - Meru, Nairobi, Mombasa, Nakuru, Nyeri and Kisii and in all our centres - Marimanti, Maua and Meru Town

You can also download the application forms from the University website www.kemu.ac.ke.

A non-Refundable fee of Ksh 1000 for East Africans and US\$ 20 for non-East Africans will be charged.

Main Campus, Meru

P.O. Box 267- 60200, Meru, Kenya

Tel: : 020 - 2118423/4/5/6/7 , 0724 - 256 162, 0734 - 310 655

info@kemu.ac.ke Fax: 064 - 30162

Nairobi Campus

KeMU Hub

P.O. Box 45240- 00100, Nairobi, Kenya

Tel: 020 - 2247987/2248172, 0725 - 751 878, 0735 - 701 311

nairobicampus@kemu.ac.ke Fax: 020 - 248160

Nakuru Campus:

Mache Plaza

P.O. Box 3654 - 20100, Nakuru, Kenya

Tel: 051-2214456 Fax: 2215314

info@kemu.ac.ke

Mombasa Campus:

P.O. Box 89983 - 80100,

Mombasa, Kenya Tel: 041 - 2495945/8

0715 120 282, 0731 190 932 info@kemu.ac.ke

Nyeri Campus:

Rwara Building

P.O. Box 2285 - 10140, Nyeri , Kenya

Tel: 061- 2032904, 020 - 2118441, 0700-739 988, 0733 601 884

Fax: 061 - 2034100

Kisii Centre:

Royal Towers, 4th Floor

Tel: 0708 968 346

Email: info@kemu.ac.ke

Meru Town Centre:

P.O. Box 267 - 60200, Meru, Kenya

Tel: 064 - 31814 , 0718 767 060

info@kemu.ac.ke

Maua Centre:

Maua Methodist Hospital Sacco Building

P.O. Box 267 - 60200, Meru, Kenya

Tel: 020 - 2118439, info@kemu.ac.ke

Marimanti Centre:

Methodist Rural Training Centre

P.O. Box 22 - 60215, Marimanti, Kenya

Tel: : 020 - 2118423/4/5/6/7, 0724 256 162, 0734 -310 655

Fax: 064 -30162, info@kemu.ac.ke



KeMU

Kenya Methodist University

The future is here



Bachelor of Business Administration

BBA

KeMU
DIGITAL CAMPUS

Bachelor of Business Administration (BBA)

About the University

Kenya Methodist university (KeMU) is a chartered private University which has continued to play a major role in the higher education sector since its establishment in 1997. The University's vision, mission, philosophy and core values have provided direction in its growth and development in academic, research and service to the community.

Vision

A leading world class university raising a new generation of transformational leaders, who are well grounded in their professional and academic expertise and committed to spiritual and ethical values.

Mission

To contribute to the transformation of our society by providing high quality education that promotes excellence in scholarship, research and selfless service to the community.

Philosophy

The University's philosophy is to foster the intellectual, spiritual and physical development of the wholesome individual in order to recognize and utilize the available opportunities for enhancement of human development with the appropriate recognition and respect for other creations. This philosophy is therefore based on the belief that God is the creator of Heaven and earth, and the fountain of knowledge, and that the application of knowledge and skills should be guided by Christian values and principles.

About the Programme

The Bachelor of Business Administration is designed to respond to the emerging trends in global volatilities in all areas of Business Administration. This couples with technological advancement, dynamism and the prevailing demographic transition in our country, require a new way of thinking driven by a new cadre of managers.

The curriculum is designed to;

- Prepare students for service in the broad field of business as creative employees or entrepreneurs.
- Develop graduates who can create jobs for themselves and others by starting and operating new businesses, growing and expanding new ones.

Employment Opportunities

The BBA program prepares graduates for careers such as:

- Commercial & Retail Banking
- Marketing
- Accountancy & Financial Management
- Human Resource Management
- Insurance
- Investment management
- Entrepreneurship
- Academia and many more

Admission requirement

- Be a holder of KCSE (or Equivalent examination) certificate with a minimum aggregate of C+ Or
- Be a holder of KACE certificate with a minimum of two principal passes, a subsidiary and a credit in Mathematics at KCE or equivalent Or
- Be a holder of a Diploma or professional certificate in a relevant discipline from an institution recognized by the University Senate. Or
- Be a Holder of any other qualification accepted by the KeMU Senate as an equivalent to any of the above.

Mode of Study

- Full Time
- Distance Learning
- Part Time
- Virtual Learning

The Programme has the following Options

- Accounting Options
- Finance Option
- Entrepreneurship Option
- Human Resource Management Option
- Marketing Option
- Office Management option
- Management Information Science Option
- Procurement and Supply Chain Management Option
- Microfinance Option

Credit Transfers

Students who register with post secondary qualifications may be allowed to transfer relevant credits into the BBA program for course earlier acquired, provided a grade B or equivalent is attained in the course proposed for transfer.

FIRST YEAR

First Trimester

Course Code	Course Title	Credits
Departmental Core Courses		
BUSS 100	Principles of Management	3
ECON 101	Principles of Microeconomics	3
ACCT 112	Principles of Accounting I	3
Common Courses		
MATH 130	Basic Statistics	3
COMM 111	Communication Skills	3
THEO 111	Christian Beliefs	3
Total		18

Second Trimester

Course Code	Course Title	Credit Hrs
Departmental Core Courses		
ACCT 117	Principles of Accounting II	3
BUSS 212	Business Law I	3
ECON 102	Principles of Macroeconomics	3
MISC 116	Fundamentals of Business Information Systems	3
STAT 113	Business Statistics I	3
Common Course		
HSCI 225	HIV/AIDS	3
ENVI 201	Environmental Science	3
Total		18

SECOND YEAR

Third Trimester

Course Code	Course Title	Credit Hrs
Departmental Core Courses		
BUSS 216	Business Law II	3
BUSS 221	Fundamentals of Entrepreneurship	3
ECON 301	Intermediate Microeconomic Analysis	3
STAT 211	Business Statistics II	3
FINA 213	Financial Management I	3
MKTG 218	Principles of Marketing	3
Total		18

Fourth Trimester

Course Code	Course Title	Credit Hrs
Departmental Core Courses		
ACCT 219	Cost Accounting	3
PSCM 210	Principles of Purchasing	3
BUSS 326	Organizational behavior	3
ECON 302	Intermediate Macroeconomic Analysis	3
HRMG 220	Human Resource Management	3
MISC 322	Management Information Systems	3
Total		18

THIRD YEAR

Fifth Trimester

Course Code	Course Title	Credit Hrs
Departmental Core Courses		
ACCT 321	Managerial Accounting	3
BUSS 320	Quantitative Methods	3
BUSS 323	Production and Operations Management	3
FINA 328	Risk Management	3
Specialization 1		3
Specialization 2		3
Total		18

Sixth Trimester

Course Code	Course Title	Credit Hrs
Departmental Core Courses		
BUSS 421	Business Consultancy	3
BUSS 423	Research Methods	3
BUSS 420	Strategic Management	3
Specialization 3		3
Specialization 4		3
Elective 1		3
Total		18

FOURTH YEAR

Seventh Trimester

Course Code	Course Title	Credit Hrs
Departmental Core Courses		
BUSS 422	Seminar	3
BUSS 424	Research Project	4
BUSS 425	Practicum	3
Elective 2		3
Elective 3		3
Total		16

Eighth Trimester

Course Code	Course Title	Credit Hrs
Departmental Core Courses		
BUSS 426	Governance and Ethics	3
Specialization 5		3
Specialization 6		3
Specialization 7		3
Total		12