



# KENYATTA UNIVERSITY

## SCHOOL OF BUSINESS

### BROCHURE

#### **PREAMBLE**

The School is made up of the Dean's office, Associate Dean's office, PhD and MBA Coordination office and four departments namely;

1. Accounting and Finance Department,
2. Business Administration Department,
3. Management Sciences Department,
4. Human Resource Management Department

#### **The Vision**

The vision of School of Business is to be a leading business school in the region

#### **The Mission**

The mission of School of Business is to provide quality business education and training, promote scholarship, service, innovation and creativity and inculcate moral values for sustainable individual and societal development.

#### **The School's Specialty and Branding**

The school is driven by the desire to offer courses that are tailor made to fit the students' career choices as well as the contemporary job market demands. The school offers academic programmes at diploma, undergraduate, masters and PhD levels. In recognition of the demand for flexible study programmes and the school offers programmes in three different study schedules; namely, regular (daytime), evening, weekend, open learning and institutional based programmes.

## **Career Prospects**

The school takes pride in offering relevant courses that enable the students compete in the dynamic global job market as Project Managers, Accountants, Human resource Managers, Bankers, Marketing Executives, Administrators, Actuarial analyst, Business analyst, Data analyst, Management consultants, Risk Managers and Entrepreneurs among others. The School's graduates are highly marketable in various sectors like;

- Banking Industry,
- Micro-Finance Institutions,
- NGO's,
- Audit firms,
- Government Ministries and Parastatals,
- Marketing Firms
- Insurance Firms and many others.

## **ACADEMIC PROGRAMMES**

### **A. UNDERGRADUATE PROGRAMMES**

The undergraduate programmes are offered through Full-time, Open Learning (Digital School) and Part-time (evening classes) basis across the satellite campuses. The part time and open learning programmes are particularly popular since they offer the working students an opportunity to study without disrupting their work schedules.

- 1. CERTIFICATE IN MONITORING AND EVALUATION**
- 2. CERTIFICATE IN PROJECT MANAGEMENT**

### **Entry Requirements**

To qualify for admission to this programme, candidates must meet any of the following minimum requirements:

- A holder of KCSE C- (minus) or its equivalent or
- A holder of KCE Division III or its equivalent

### **Programme Structure and Duration**

The programme duration will be one (1) Academic Year. The learner will be expected to take a total of twelve (12) units that is, six (6) units per semester.

### **Examination**

- a) Kenyatta University examination regulations shall apply.
- b) The final written examinations will constitute 70% of the total marks while the continuous assessment tests (CATS) and assignments will constitute 30%.

- c) Pass mark for all units shall be 40%.
- d) In order to qualify for the award of the Certificate, the candidate must pass all the 12 units.

### **3. DIPLOMA IN HUMAN RESOURCE MANAGEMENT**

### **4. DIPLOMA IN BUSINESS MANAGEMENT**

### **5. DIPLOMA IN MARKETING**

#### **Entry Requirements**

To qualify for admission to this programme, candidates must meet any of the following minimum requirements:

- A holder of KCSE C (plain) or its equivalent or
- A holder of KCE Division III or its equivalent or
- A holder of KACE with One Principal and One Subsidiary

#### **Programme Structure and Duration**

- i) The program duration will be two (2) academic years
- ii) In the first academic year of study, the learner will take ten (12) units, six (6) units per semester
- iii) In the second academic year of study, the learner will take four (4) units in the first semester and two (2) units in the second semester ( Industrial attachment or research project)
- iv) The programme consists of eighteen (18) units. In order to qualify for the award of the diploma, the candidate must pass all of these eighteen (18) units.

### **6. DIPLOMA IN MONITORING AND EVALUATION**

### **7. DIPLOMA IN PROJECT MANAGEMENT**

#### **Entry Requirements**

- i) To qualify for admission to this programme, candidates must meet any of the following minimum requirements:
  - A holder of KCSE C (plain) or its equivalent or
  - A holder of KCE Division III or its equivalent or
  - A holder of KACE with One Principal and One Subsidiary or
  - A Holder of KCSE C- (minus) with a relevant certificate from a recognized institution.

#### **Programme Structure and Duration**

The program duration will be two (2) academic years

- i) In the first academic year of study, the learner will take ten (10) units, five units per semester
- ii) In the second academic year of study, the learner will take six (6) units in the first semester and two units in the second semester (attachment or research project)
- iii) The programme consists of eighteen (18) units. In order to qualify for the award of the diploma, the candidate must pass all of these eighteen (18) units.

## 8. BACHELOR OF COMMERCE

### Entry Requirements

Applicants will be required to have any of the following qualification:

- Mean grade of KCSE C+ or equivalent with at least C in Mathematics and English
- A-Level certificate with 2 principal passes and a credit pass in Mathematics at 'O' Level
- Degree from a recognized university
- Diploma in a relevant field from a recognized institution **OR** CPA/CPS Part II or equivalent with at least Mean grade of C (plain) at KCSE and C (plain) in Mathematics and English.

Credit waivers are granted to students with the relevant professional courses and diplomas from recognized institutions.

### Course Structure and Duration

Duration of the programme is four years.

<b>YEAR 1:</b>	13 units (all core)
<b>YEAR 2:</b>	12 units (all core)
<b>YEAR 3:</b>	12 units (combination of core units and required units in their areas of specialization and one or two electives).
<b>YEAR 4:</b>	12 units (combination of core units and required units in their areas of specialization and one or two electives).
<b>Total</b>	<b>49 units</b>

Bachelor of commerce programme is offered across the three departments in the school, namely: Business Administration, Accounting and Finance and Management science. During the first and second year all the students do the same core courses. In the third and fourth year the students do the units in their areas of specialization as follows;

**Areas of Specialization;**

- i) B. Com (Accounting Option)
- ii) B. Com (Finance Option)
- iii) B. Com (HRM Option)
- iv) B. Com (Marketing Option)
- v) B. Com (Management Science Option)
- vi) B. Com (Actuarial Science Option)
- vii) B. Com (Accounting Option)
- viii) B. Com (Procurement & Supply Chain Management Option)

**9. BACHELOR OF HUMAN RESOURCE MANAGEMENT PROGRAMME****Entry Requirements**

Applicants will be required to have any of the following qualification:

- Mean grade of KCSE C+ or equivalent with at least C in Mathematics and English
- A-Level certificate with 2 principal passes and a credit pass in Mathematics at 'O' Level
- Degree from a recognized university
- Diploma in Human Resource Management and/or a diploma in relevant field from a recognized institution OR equivalent with at least Mean grade of C (plain) at KCSE and C (plain) in Mathematics and English.

**Modes of study:** Full time, Open Learning and Part-time

**Examinations:** Coursework

**Program Structure and Duration**

<b>YEAR 1:</b>	13 units
<b>YEAR 2:</b>	12 units
<b>YEAR 3:</b>	12 units
<b>YEAR 4:</b>	12 units
<b>Total</b>	<b>49 units</b>

**B. POSTGRADUATE PROGRAMMES**

The postgraduate programmes are offered through Full Time, Open Learning (Digital School), Institutional Based (holiday) and Part-time (evening classes) basis across the satellite campuses. The part time and open learning programmes are particularly popular since they offer the working students an opportunity to study without disrupting their work schedules.

## 1. EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA)

### Entry requirements

- Applicants for the EMBA should be holders of a first degree from Kenyatta University or any other recognized institution. In addition the applicants must have served in a senior management position for at least two years.

### Study Mode

- The course is administered through coursework, examination and project on weekdays and weekends at the City Campus.
- A total of 16 units are taken consisting of 12 taught units and a project equivalent to 4 taught units. Students will be required to take 4 taught units per trimester.

### Course structure and Duration

All the units for this programme are core, and are scheduled to be done in three semesters. The research project is equivalent to four taught units, while the students register for it in the second semester; it is expected to be completed in the third semester. The programme duration is one year.

## 2. MASTER OF BUSINESS ADMINISTRATION (MBA)

### Entry Requirements

The following shall be eligible for registration for the MBA degree in the School of Business:

- A holder of a bachelor's degree with at least upper second class honors degree of Kenyatta University or any other recognized university.
- A holder of a lower second class degree of Kenyatta University or any other recognized university with proven ability in research, administration or management.
- A holder of a degree of Kenyatta University or any other recognized university plus relevant full professional qualification certificate

### Areas of Specialization:

- Marketing Management
- Human Resources Management
- Strategic Management
- Entrepreneurship Management
- Finance
- Project Management
- Management Information Systems
- Procurement and Supply Chain Management

### **Duration and Pattern**

- The duration of the programme is two (2) academic years and offered during the day and evening
- The Masters programmes consist of Coursework, Examination and Research Project.
- Students are required to take a total of sixteen (16) taught units and a research project equivalent to 4 taught units making a total of 20 units by the end of the programme.

## **3. MASTER OF SCIENCE IN MARKETING MANAGEMENT**

### **Entry Requirements**

- A holder of at least an upper second class honors Bachelor of Commerce degree or its equivalent of Kenyatta University or of any other recognized university.
- A holder of a lower second class Bachelor of Commerce degree or its equivalent of Kenyatta University or of any other recognized university with proven ability in research.

### **Duration and Pattern**

- The programme of study for the MSc (Marketing Management) degree consists of coursework, examination and thesis.
- The programme will be offered in two modes, full-time and part-time with students in both modes being required to take a total of twenty (20) units by the end of the Programme.
- In the first year of study, a student takes ten (10) core units and any two (2) of approved electives. Such electives may also be taken from the approved list of units from the other programmes within the school.
- In the second year of study, a student will concentrate on research work and submit a thesis which is equivalent to 8 units.

## **4. MASTER OF SCIENCE (HUMAN RESOURCE MANAGEMENT)**

## **5. MASTER OF SCIENCE IN ENTREPRENEURSHIP**

### **Entry Requirements**

- A holder of at least an upper second class honors Bachelor of Commerce degree or its equivalent of Kenyatta University or of any other recognized university.
- A holder of a lower second class Bachelor of Commerce degree or its equivalent of Kenyatta University or of any other recognized university with proven ability in research.

### **Duration and Pattern**

- The programme of study for the MSc (Human Resource Management) & MSc. (Entrepreneurship) degree consists of coursework, examination and thesis.
- The programme is offered in two modes, full-time and part-time with students in both modes being required to take a total of twenty (20) units by the end of the programme.
- In the first year of study, a student takes ten (10) core units and any two (2) of approved electives. Such electives may also be taken from the approved list of units from the other programmes within the school.
- In the second year of study, a student will concentrate on research work and submit a thesis which is equivalent to 8 units.

## **6. MASTER OF SCIENCE IN FINANCE (MSC. FINANCE)**

### **Entry Requirements**

Applicants into this programme must meet the following entry requirements;

- A holder of a Bachelor of Commerce, Second class honors upper division or equivalent from Kenyatta University or of any other recognized university.
- A holder of Bachelor of Commerce second class lower division or its equivalent from Kenyatta University or any other recognized university, with two year working experience with proven ability in research.

### **Duration and Pattern**

The programme of study for the MSc (Finance) degree consists of coursework, examination and thesis.

- The programme is offered in two modes, regular (daytime) and evening with students in both modes being required to take a total of twenty (20) units by the end of the programme.
- In the first year of study, a student takes ten (10) core units and any two (2) of approved electives. Such electives may also be taken from the approved list of units from the other programmes within the school.
- In the second year of study, a student will concentrate on research work and submit a thesis which is equivalent to 8 units.

## **7. MASTER OF PROJECT MONITORING AND EVALUATION**

### **Entry Requirements**

To qualify for admission to this programme, candidates must meet the following minimum requirements:

- First degree from Kenyatta University or any other recognized Institution.



- In addition the applicants must have first class or second upper division
- Those with second class lower division should have two years' working experience

### **Duration and Pattern**

- The M & E programme is designed to take 2 academic years
- The Programme consists of a total of eighteen (18) units comprising of course work (14 units) and project (4 units).
- Students will take a maximum of five (5) and minimum of four (4) coursework units per semester.
- Students shall embark on the project upon completion of the coursework.

### **Examination and Regulations**

- Students enrolled for the Masters of Monitoring and Evaluation degree programme will be expected to take written examinations on all taught units.
- University examinations shall be given at the end of each semester and shall contribute sixty (60) percent of the total marks; continuous assessment shall constitute the remaining forty (40) percent.
- All examination papers shall be of 3-hour duration.
- The pass mark for all units shall be 50%.
- A candidate who fails more than two units in the end of semester University examination in any one-semester shall be discontinued.
- For the purposes of evaluation, a research project shall be regarded as equivalent to four (4) units and shall be examined at the end of the fourth semester.

### **Programme Structure**

The learner is required to do a total of eighteen (18) units, Fourteen (14) taught units and a project equivalent to four (4) units. The structure of the programme is shown below.

### **Certification**

On successful completion of the course a candidate will be awarded a **Master of Monitoring and Evaluation Degree**.

## **8. MASTERS OF BUSINESS ADMINISTRATION IN OIL AND GAS MANAGEMENT**

### **Entry Requirements**

The following shall be eligible for admission into the MBA Oil and Gas Management Programme in the Department of Business Administration, School of Business, and Kenyatta University:

- (a) A holder of at least Second Class honours (Upper Division), Bachelor of Science degree in the relevant field as stipulated by University Senate of Kenyatta university.
- (b) A holder of at least Second Class honours (Upper Division), Bachelor of Science degree in the relevant field, from any other institution recognized by the University Senate as being of equivalent Academic status to (a) above.
- (c) A holder of Second Class honours (Lower Division), Bachelor of Science degree in the relevant field or from any other institution, which is recognized by the University Senate as being of equivalent academic status and who in addition must show proof of either two years relevant experience and professional development or academic advancement through research and publication since graduation with the bachelors degree or a postgraduate Diploma in the relevant field.
- (d) A holder of other qualifications recognized by University Senates as being equivalent to (a), (b), and (c).

### **Duration and Structure**

- The duration for the MBA Oil and Gas Management shall be two years (24 months) where the candidates will do course work, examination and submit a Project for examination.
- No candidate for the degree of MBA (Oil and Gas Management) in the Department of department of Business Administration shall not be registered as a student for more than twenty-four (24) calendar months without submitting his/her dissertation project work, except by permission of the Board of Postgraduate Studies (BPS).
- The MBA (Oil and Gas Management) Programme shall be done through course-work, examination and Research project guided by supervisors approved by BPS and submission of a Project Dissertation. In the course of the project research, candidates shall be required to participate in seminars and present their research progress reports.

- Students are required to take a total of sixteen (16) taught units and a research project equivalent to 4 taught units making a total of 20 units by the end of the programme

## **9. DOCTOR OF PHILOSOPHY (PHD) IN BUSINESS**

### **Entry Requirements**

- A holder of a non-executive Masters degree in Business from Kenyatta University or any other institution recognized by Kenyatta University Senate.
- A holder of a Masters degree from Kenyatta University in areas of specialization relevant to disciplines in the School of Business or any other institution recognized by the Kenyatta University Senate.

### **Areas of Specialization**

- Accounting
- Finance
- Marketing Management
- Human Resources Management
- Strategic Management
- Entrepreneurship Management
- Management Science
- Project Management
- Management Information Systems
- Actuarial Science and Insurance Option

### **Duration and Pattern**

- The programme takes a minimum of three (3) years.
- The programme consists of a total of seventeen (17) units comprising course work (9 units) and thesis (8 units).
- Students take a total of three (3) coursework units per semester for three semesters.
- Students embark on the thesis upon completion of the coursework.

## **STUDENT DESTINATIONS**

The courses offered in the School are a springboard to high profile jobs in the corporate sector like Management, Banking, Insurance, Human Resource Management, Accounting and Finance. There is an increasing demand for trained managers and Human resource managers in both the public and private

sector and hence the popularity of our programmes. The courses offered in the School of Business open a wide range of career opportunities from which our students can choose from. The focus of our programmes is also in line with the general thinking world over of job creation rather than job seeking and this is promoted through entrepreneurship programmes offered at the school.

## SCHOOL LOCATION & CONTACTS

The School of Business is located in the 8-4-4 Complex, third floor wing M

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