

This Proposal was approved  
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**BACHELOR OF BUSINESS ADMINISTRATION**

**Academic Programme**

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## 2.0 BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

### 2.1 Introduction : Underlying Philosophy

The department of Business Administration offers a four year equivalent course leading to the degree of Bachelor of Business Administration (BBA). The goal of the Business Administration programme is to enable graduates apply sound business principles with Christian values. This includes being able to combine knowledge, skills and experiences to recognize opportunities or problems, identify alternative solutions, make choices and implement decisions. The BBA program is flexible, broadly based and tailored to meet the current needs of the 'real world'.

#### Programme Objectives

The curriculum is designed to help students prepare themselves for service in the broad field of business, as either creative employees or entrepreneurs, and hence develop graduates who can first and foremost create jobs for themselves and others by starting and operating new business and / or growing, changing or expanding existing ones. The development of entrepreneurial skills and development of small scale and medium scale business enterprises are thus given special attention.

To support this objective, this programme provides broad training in the areas of entrepreneurship accounting, information technology, economics, finance, human resources management and marketing. Special attention has been given to integrating information technology into our curriculum so that the students acquire practical skills and use computers as tools for effective management.

The department of Business Administration has established close relationships with private and public sectors in the development and implementation of the curriculum. This is to ensure that our curriculum produces graduates who meet the needs and solve problems in these sectors. The programme also provides business consultancy and training to the community through short-term courses.

In the first two years, all students take core and Common Courses. By the beginning of the third year the students are required to select a concentration option. During the third and fourth years, students take courses in their options and additional required core and electives to constitute majors in: Accounting and Finance, Management Information Science, Human Resources Management, Marketing and Entrepreneurship. Specialized diversification can be achieved by combining a major with a minor in Business Administration.

## Departmental Objectives

To achieve programme objectives, the department of Business Administration strives to attract quality students, to recruit and retain qualified and experienced faculty and staff, to provide relevant and objective academic programmes, and to create an attractive academic atmosphere in a friendly Christian setting. The programme is designed to meet the challenges and needs of students who are preparing to become truly effective in the local, regional and global markets – the real world, and also structured to provide a wide scope of knowledge in the broad professional areas while allowing for specialized training, especially when a second area of concentration is taken to constitute a minor in Business Administration.

## 2.2 ACADEMIC REGULATIONS

### 2.2.1 Admission Requirements

*In addition to meeting the minimum university entrance requirements of a mean grade (C+) C plus, applicants must have obtained at least a grade C pass in KCSE in Mathematics and English or equivalent qualification, in order to be allowed to pursue the Bachelor of Business Administration degree.*

### 2.2.2 Students Assessment Policy

Continuous Assessment Tests (CATs) are taken as tests, quizzes, reports or assignments during the semester. At least two evaluations are made for each course. CATs carry 30-40% of the total grade.

Comprehensive end-of-semester examinations are taken at the end of each semester. These carry 60-70% of the total grade.

Practical examinations may be taken during or at the end of the semester. They may be counted as part of continuous assessment or end of semester examination depending on the nature of the course.

Students who are not able to take regular scheduled examinations due to unavoidable circumstances acceptable to the faculty board and senate may take special examinations. These examinations are taken on a schedule determined by the faculty board and carry full weight just as the semester examinations.

It is the duty of a student to ensure that assignments are submitted according to the given deadlines and to present himself/herself for the scheduled examinations. Class attendance is mandatory for all full time and part time students. For whatever reason, no student will be allowed to sit for a semester's exams unless he/she has attended at least 75% of all the scheduled semester's lectures.