

2021-0149  
COMMISSION FOR UNIVERSITY  
EDUCATION  
RESOURCE CENTRE

# ADVENTIST UNIVERSITY OF AFRICA

AVA  
MBA  
PROG  
2012



## CURRICULUM FOR THE MASTER OF BUSINESS ADMINISTRATION

*Submitted to the  
Commission for Higher Education  
Nairobi, Kenya  
April 2012*

This Degree Programme Was  
approved by the Commission for  
Higher Education on:

25 JUN 2012

Authorized Signature

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## 2.0 MASTERS OF BUSINESS ADMINISTRATION

### 2.1 Philosophy of the Programme

The philosophy of the MBA programme at AUA is in accordance with the basic beliefs of the Seventh-day Adventist church and the mission of the University concerning ministering, stewardship, leadership development, social responsibility, and ethical behaviour.

Organizations today demand versatile, technologically literate professionals who can actively contribute and thrive in a team/project management environment. The AUA MBA programme is distinctive in design incorporating spiritual and ethical values to balance professional competency. The curriculum sequence is carefully crafted to create classes both grounded in traditional management theory and relevant to problems and trends facing organizational leadership today. It offers a threaded, integrated course sequence that promotes understanding of the whole organization rather than the traditional, discipline-specific method.

Because the latest management techniques quickly become obsolete, we focus on developing versatility through critical thinking, intellectual flexibility, analytical and applied research skills, creativity, and high standards for professional integrity and ethics. We designed courses in management, organizational theory, organizational behaviour, quantitative techniques etc. to develop the specific skills needed for successful administration of organizations.

The AUA MBA programme emphasizes three of the most fundamental aspects of management: strategic thinking, functional effectiveness, and effective decision-making based on quantitative and qualitative data. To this end, the functional, MBA core and integrative courses are among the required core courses of the programme. Every course in the programme offers opportunities to develop decision making skills in practical situations.

The programme fosters an integrated approach to management through course sequencing and the use of real world, classical and contemporary case studies. Throughout the programme, we base our teaching on the assumption that students have mastered and can apply material from disciplines taught earlier in the curriculum. The globalization of management is infused into the entire programme. Information technology is integral in the delivery of every course including the delivery of content materials, student assignments, and communication within the students.

## **2.2 Academic Regulations for the MBA Programme**

### **2.2.1 Admission Requirements for the programme**

- (i) Applicants should be a holder of a bachelor's degree in business or related area from an accredited university with a minimum GPA of 3.0 (on a 4.0 point scale) or
- (ii) Applicants are expected to request their former universities and/or employing organization to submit two letters of recommendations directly to the AUA Admission Office.
- (iii) Applicants should submit a written personal Statement of Purpose explaining why they want to take MBA at Adventist University of Africa.