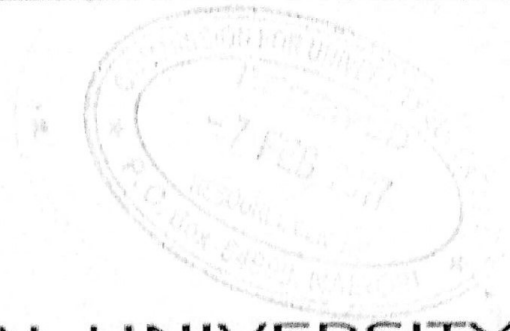




RAF INTERNATIONAL UNIVERSITY



**CURRICULLUM**

**FOR**

**BACHELOR OF BUSINESS MANAGEMENT (BBM)**

**SUBMITTED TO**

**COMMISSION FOR UNIVERSITY EDUCATION**

**(CUE)**

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

14 OCT 2016

Authorized Signature

**SEPTEMBER 2016**

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## **2.0 CURRICULUM**

### **2.1 Title of the Proposed Programme**

The proposed programme title shall be Bachelor of Business Management (BBM)

### **2.2. Philosophy of the proposed programme**

To harness and equip students with the current and appropriate knowledge for service to humanity.

### **2.3 Rationale of the proposed programme**

The Bachelor of Business Management Programme is intended to prepare candidates to work in the area of management, finance, accountancy, banking, consultancy, administration and related fields. The course is structured to reflect the changing world of commerce and provide a firm foundation for the world of work, necessary academic subjects, consideration of ethical principles and general studies that should influence decision-making in a business environment. From the third Semester, candidates specialize in one of the following disciplines: Accounting and Finance; Human Resource; Marketing and Management Science.

The programme is meant to meet the current need for managers with broad based training, who are at the same time specialists in a given area of business. The programme shall incorporate some courses in Information Technology to help meet the demands of the current job market and the projected continued influence of electronic trade in conducting business. Courses in humanities and ethics are included to address the need for a wider consideration of issues in business decision-making.

#### **2.3.1 Needs assessment / market survey / situation analysis**

The university conducted an extensive market survey among professionals and managers in the banking, telecommunication, marketing, HR, finance based in Nairobi, prior to the designing of the programme. The survey found that there is a difference between the industry and practitioner's expectations and knowledge and attitude formation of current graduates seeking to be recruited in the job market. The model of implementation of this curriculum incorporating professional mentorship programs within and outside the proposed university premises as well establishment of incubation programs will be critical in addressing this gap. The BBM programme was designed to fill the gaps identified.

- Apply and appreciate the role and values of research in business
- Facilitate smooth progression of graduates to higher level degrees in any institution of higher learning in the world.
- Appreciate the importance of sustainability in the corporate business world.

## 2.5 Structure and Duration of the Programme

The Bachelor of Business Information Technology is offered with following structure. The programme shall be offered in four (4) academic years comprising of eight (8) Semesters. Each semester shall comprise of 17 weeks, 15 weeks for teaching and two (2) weeks for examinations. Each course unit shall be taught in three (3) lecture hours per week. Each credit hour shall comprise of fifteen (15) contact hours. The course units of the programme shall be distributed as follows:

Course	Course Units	Credit Hours	Lecture Hours
Common University Courses	6	18	270
Core Courses	32	96	1440
Specialization Courses	16	48	720
Electives	4	12	180
<b>Total</b>	<b>58</b>	<b>174</b>	<b>2610</b>

## 2.6 Mode of delivery of the proposed programme

The mode of delivery shall be face to face (Full-time/ Part-time), teacher / student teaching / learning mode, consultation with students.

## 2.7 Academic Regulation for the proposed programme

### 2.7.1 Admission requirements for the proposed programme

A candidate must satisfy any of the following minimum requirements:

Be a holder of KCSE with a minimum aggregate of C+ and a minimum of C in both Mathematics and English or Kiswahili

Or

Be a holder of KACE certificate with a minimum of two principal passes and subsidiary pass and a minimum of credit pass in Mathematics at KCE

Or

Be a holder of Diploma in Business Management with minimum of credit pass from any recognized institution.

Or

Be a holder of Diploma in Business Management with a pass plus five years of relevant work experience.

Or

Be a holder of any other qualification recognized by the Commission for University Education and accepted by the University Senate as equivalent to any of the above.

### **2.7.2 Course Requirements**

#### **a) Student Requirement**

The student is required to attend all classes, undertake a practical attachment and complete 52 units to qualify for graduation.

#### **b) Lectures Obligation**

Lecturers are required to attend all classes, consult with students, give and mark assignments, engage students in research and publishing, give at least 2 continuous assessment tests (CATs) and a final examination, grade and return them to students in good time.

### **2.7.3 Course requirements**

#### **a. Student Requirement**

The student is required to attend all classes, undertake a practical attachment and complete 56 units to qualify for graduation. With each units having a maximum of 42 Contact Hours, each student will be required to have at least total of 2352 hours to be eligible for degree award. This is acceptable as CUE requires a minimum of 2240 hours.

#### **b. Lectures Obligation**

Lecturers are required to attend all classes, consult with students, give and mark assignments, engage students in research and publishing, give at least 2 continuous assessment tests (CATs) and a final examination, grade and return them to students in good time.