



**MASENO UNIVERSITY**  
FOUNTAIN OF EXCELLENCE

**eCampus**



Education at your fingertips

# Bachelor of Business Administration (BBA, With IT) eLearning Programme

SCHOOL OF BUSINESS AND ECONOMICS



ISO 9001:2008  
CERTIFIED



# 1. Introduction

The Bachelor of Business Administration (BBA) Programme is designed to produce highly trained graduates in the following disciplines: Accounting, Finance, Marketing, Management, Human Resource Management (HRM) and Procurement and Supplies Management. The Programme is also intended to provide students with professional foundation tailored to policy formulation and practice in Business Administration.

## 2. Objectives

The objectives of this programme include preparing students:

- (i) to have a critical understanding of the economic, financial and business theories ;
- (ii) to acquire appropriate business skills to enable them become competitive practitioners and entrepreneurs;
- (iii) for career in public service , the private sector and non governmental organisations; and
- (iv) to undertake research and postgraduate studies in Business Administration.

## 3. Admission Requirements

The applicants must:

- (i) satisfy the minimum requirements for admission to the University;
- (ii) satisfy the entry requirements for admission to the Faculty of Arts and Social Sciences;
- (iii) have obtained a minimum of grade C+ (plus) in Mathematics at KSCE or C (plain) and a Diploma in a relevant field.

Preference will be given to candidates who, in addition, have attained grade C+(plus) in Mathematics and those with C+ (plus) Business Studies, Economics, Commerce or Accounting will have an added advantage.

## 4. Programme Duration

The duration of the programme shall normally be four (4) years.

## 5. Degree Structure

The Department offers courses within the degree structure spelt out by the Faculty of Arts and Social Sciences.

## 6. Degree Course Structure

- (i) The Department offers core, elective and required courses. CORE courses are mandatory while

ELECTIVE courses may be chosen by students as preferred from an approved list of courses in fulfilling the full time load requirement. REQUIRED courses are those requisite to the BBA programme but which have been borrowed from other degree programmes. These courses may be offered as core or elective.

- (ii) The normal full-time load for one academic year shall be a minimum of 42 Units and a maximum of 48 units.

(iii) A student pursuing Bachelor of Business Administration with IT shall major in any one of the following SIX options:- ACCOUNTING, FINANCE, MARKETING, MANAGEMENT, HUMAN RESOURCE MANAGEMENT (HRM) and PROCUREMENT AND SUPPLIES CHAIN MANAGEMENT (PSCM)

- (iv) Courses in years one and two are common for all students of Business

Administration irrespective of the option they may pursue.

- (v) There shall be an industrial attachment at the end of the Three year running continuously for three months for students in their areas of specialization.

## 7. Examination Regulations

- (i) The general University Examination regulations shall apply.

(ii) A research proposal shall be submitted towards fulfillment of coursework in Research Methods in

Business at the end of second semester, year three. NM

- (iii) The three (3) month Industrial attachment (offered at the end of third four) shall, be assessed as follows:-

- (a) At least two (2) on-field assessments by a supervisor who is a member of the academic staff with relevant qualifications. This assessment shall carry 40% of the total marks.
- (b) Students' field attachment report shall carry 60% of the total marks.

## 8. Key

C - CORE  
R - REQUIRED  
E - ELECTIVE

<http://ecampus.maseno.ac.ke>

## 9. Modules Distribution

### Year 1

#### FIRST SEMESTER

ABA 101	Introduction to Business Studies	C
ABA 102	Introduction to Management	C
ABA 103	Introduction to Accounting	IC
ABA 104	Elements of Marketing	C
AEC 101	Introduction to Microeconomics	R
AEN 105	Communication Skills.	R
UCI 103:	Word Processing and Design of Presentations	R
PHT 112	HIV & AIDS Determinants, Prevention and Management	R
UCI 101:	Foundations of Information Technology	R

#### SECOND SEMESTER

ABA 105	Business Environment	C
ABA 106	Business Law I	C
ABA 107	Management Mathematics I	C
ABA 108	Business Communication	C
ABA 109	Introduction to Accounting	IIC
AEC 102	Introduction to Macroeconomics	R
UCI 102:	Computer Communication Systems	R
UCI 104:	Data Manipulation and Analysis using Spreadsheets	R

### Year 2

#### FIRST SEMESTER

ABA 201	Behavioral Science	C
ABA 202	Introduction to Finance	C
ABA 203	Intermediate Accounting I	C
ABA 204	Fundamentals of Human Resource Management	C
ABA 205	Management Mathematics II	C
AEC 201	Intermediate Microeconomics	R
UCI 201	The Internet and World Wide Web	R
UCI 203	Desktop Publishing Techniques	R

#### SECOND SEMESTER

ABA 206	Business Statistics	C
ABA 207	Organization Theory	C
ABA 208	Business Law II	C
ABA 209	Cost Accounting	C
ABA 210	Intermediate Accounting II	C

AEC 205	Intermediate Macroeconomics	R
UCI 202	Computer Based Information Systems	R
UCI 204	Relational Database Management Systems	R

### Year 3

#### 1. ACCOUNTING OPTION

#### FIRST SEMESTER

ABA 301	Principles of Taxation	C
ABA 302	Company Law	C
ABA 303	Financial Management	C
ABA 304	Public Sector Accounting	C
ABA 305	Auditing I	C
UCI 301	Management of Information Technology Projects	R
UCI 303	Multimedia and Graphics Systems and Applications	R

#### ELECTIVES (ONE)

ABA 306	Managerial Economics	E
AEC 316	Industrial Economics	E
AEC 320	Economic Policy Analysis	E

#### SECOND SEMESTER

ABA 313	Trust and Executorships Accounts	C
ABA 314	Tax Planning and Management	C
ABA 315	Quantitative Methods in Business I	C
ABA 316	Research Methods in Business	C
ABA 317	Auditing II	C
UCI 302	Electronic Commerce	R
UCI 304	Statistical Data Analysis	R

#### ELECTIVES (ONE)

ABA 318	Financial Institutions and Markets	1E
ABA 328	Banking Law and Practice	1E
ABA 330	Industrial Attachment	

#### 2. FINANCE OPTION

#### FIRST SEMESTER

ABA 301	Principles of Taxation	1C
ABA 302	Company Law	1C
ABA 303	Financial Management	1C
ABA 305	Auditing I	1C

AEC 313	Money and Banking	1R
UCI 301	Management of Information Technology Projects	R
UCI 303	Multimedia and Graphics Systems and Applications	R

#### ELECTIVES (ONE)

ABA 306	Managerial Economics	E
ABA 307	Human Resource Strategy & Policy	E
AEC 320	Economic Policy Analysis	E

#### SECOND SEMESTER

ABA 315	Quantitative Methods in Business I	C
ABA 316	Research Methods in Business	C
ABA 318	Financial Institutions and Markets	C
ABA 319	Financial Planning, Budgeting & Control	C
ABA 320	Investment and Portfolio management	C
UCI 302	Electronic Commerce	R
UCI 304	Statistical Data Analysis	R

#### ELECTIVES (ONE)

ABA 314	Tax Planning and Management	E
ABA 328	Banking Law and Practice	E
ABA 330	Industrial Attachment	

#### 3. MANAGEMENT OPTION

##### FIRST SEMESTER

ABA 301	Principles of Taxation	C
ABA 302	Company Law	C
ABA 303	Financial Management	C
ABA 306	Managerial Economics	C
ABA 307	Human Resource strategy & Policy	C
UCI 301	Management of Information Technology Projects	R
UCI 303	Multimedia and Graphics Systems and Applications	R

#### ELECTIVES (ONE)

AEC 313	Money and Banking	E
AEC 316	Industrial Economics	E

#### SECOND SEMESTER

ABA 316	Research Methods in Business	C
ABA 319	Financial Planning, Budgeting & Control	C
ABA 321	Labor Relations	C
ABA 322	Organizational Behavior	C
ABA 323	Productions and Operations Management	C
UCI 302	Electronic Commerce	R
UCI 304	Statistical Data Analysis	R

#### ELECTIVES (ONE)

ABA 328	Banking Law and Practice	E
ABA 329	Management of Public Enterprises	E

ABA 330:	Industrial Attachment
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#### 4. MARKETING OPTION FIRST

##### SEMESTER

ABA 308	Sales Management	C
ABA 309	Marketing Strategy and Planning	C
ABA 310	Advertising	C
ABA 311	Marketing Communication	C
ABA 312	Channels Management	C
UCI 301	Management of Information Technology Projects	R
UCI 303	Multimedia and Graphics Systems and Applications	R

#### ELECTIVES (ONE)

ABA 302:	Company Law	E
ABA 306:	Managerial Economics	E

##### SECOND SEMESTER

ABA 316	Research Methods in Business	C
ABA 324	Marketing of Services	C
ABA 325	International Marketing	C
ABA 326	Retail Management	C
ABA 327	Consumer Behavior	C
UCI 302	Electronic Commerce	R
UCI 304	Statistical Data Analysis	R

#### ELECTIVES (ONE)

ABA 319:	Financial Planning, Budgeting & Control	E
ABA 321	Labor Relations	E
ABA 328	Banking Law and Practice	E
ABA 330	Industrial Attachment	



## 5. HUMAN RESOURCE MANAGEMENT OPTION

### FIRST SEMESTER

ABA 306	Managerial Economics	C
ABA 307	Industrial Psychology	C
ABA 321	Labour Relations	C
ABA 331	Organizational theory and Behaviour	C
AEC 321	Labour Economics	C
UCI 301	Management of Information Technology Projects	R
UCI 303	Multimedia and Graphics Systems and Applications	R

### ELECTIVES (ONE)

ABA 302:	Company Law	E
AEC 316:	Industrial Economics	E

### SECOND SEMESTER

ABA 316	Research Methods in Business	C
ABA 332	Human Resource Planning	C
ABA 322	Human Capital Management	C
ABA 333	Performance Management	C
ABA 334	Compensations Management	C
UCI 302	Electronic Commerce	R
UCI 304	Statistical Data Analysis	R

### ELECTIVES (ONE)

ABA 328	Banking Law and Practice	E
ABA 329	Management of Public Enterprises	E
ABA 330	Industrial Attachment	

## 6. PROCUREMENT & SUPPLY CHAIN MGT OPTION

### FIRST SEMESTER

ABA 335	Procurement and supply chain: Theory and Practice	C
ABA 336	Supply chain Processes	C
ABA 337	Public procurement Management	C
ABA 338	Procurement legal framework	C
ABA 339	Procurement in Project Environments	C
UCI 301	Management of Information Technology Projects	R
UCI 303	Multimedia and Graphics Systems and Applications	R

### ELECTIVES (ONE)

AEC 320	Economic policy analysis	E
ABA 306	Managerial Economics	E

### SECOND SEMESTER

ABA 316	Research Methods in Business	C
ABA 340	International Procurement Management	C
ABA 341	Relationships and Negotiations Management	C
ABA 342	Procurement records and Inventory Management	C
ABA 343	Risk Management in supply Chain	C
UCI 302	Electronic Commerce	R
UCI 304	Statistical Data Analysis	R

### ELECTIVES

ABA 314	Tax Planning and Management	E
ABA 344	Ethics in Purchasing and Supplies	E
ABA 332	Human Resource Planning	E
ABA 330:	Industrial Attachment	

## YEAR IV

### 1. ACCOUNTING OPTION

#### FIRST SEMESTER

ABA 401	Auditing Practice and Investigation	C
ABA 402	Quantitative Methods in Business II	C
ABA 403	Advanced Financial Accounting I	C
ABA 404	Management Accounting I	C
ABA 405	Strategic Management	C
UCI 401	Social and Professional Issues in IT	R
UCI 403	Information assurance and Security	R

### ELECTIVES (ONE)

ABA 407	Insurance Theory and Practice	E
ABA 413	Entrepreneurship & Small Business Mgt	E
AEC 418	Project Appraisal and Evaluation	E

## SECOND SEMESTER

ABA 415	Advanced Financial Accounting II	C
ABA 416	Management Accounting II	C
ABA 417	Bankruptcy and Insolvency Accounts	C
ABA 418	Total Quality Management	C
AEC 402	Public Finance & Fiscal Policy	R
UCI 402	Human Computer Interaction	R
UCI 404	Special Topics in Contemporary ICTs	R

### ELECTIVES (ONE)

ABA 424	Labor Law	E
ABA 421	Insurance Risk Management	E
ABA 426	Accounting Theory	E

## 2. FINANCE OPTION

### FIRST SEMESTER

ABA 402	Quantitative Methods in Business II	C
ABA 405	Strategic Management	C
ABA 406	Management of Financial Services	C
ABA 407	Insurance Theory and Practice	C
AEC 402	Public Finance and Fiscal Policy	R
UCI 401	Social and Professional Issues in IT	R
UCI 403	Information assurance and Security	R

### ELECTIVES (ONE)

ABA 408	International Business Management	E
ABA 413	Entrepreneurship & small Business Mgt	E
AEC 418	Project Appraisal and Evaluation	E

## SECOND SEMESTER

ABA 419	International Finance	C
ABA 420	Corporate Finance	C
ABA 421	Insurance Risk Management	C
ABA 422	International trade	C
AEC 416	Monetary theory and Policy	R
UCI 402	Human Computer Interaction	R
UCI 404	Special Topics in Contemporary ICTs	R

### ELECTIVES (ONE)

ABA 418	Total Quality Management	E
ABA 424	Labor Law	E

## 3. MANAGEMENT OPTION

### FIRST SEMESTER

ABA 405	Strategic Management	C
ABA 406	Management of Financial Services	C
ABA 408:	International Business Management	C
ABA 409	Planning Theory and Techniques	C
AEC 418	Project Appraisal and Evaluation	R
UCI 401	Social and Professional Issues in IT	R
UCI 403	Information assurance and Security	R

### ELECTIVES (ONE)

ABA 407	Insurance Theory and Practice	E
ABA 413	Entrepreneurship & Small Business Mgt	E
ABA 414	Issues in Management	E

### SECOND SEMESTER

ABA 418	Total Quality Management	C
ABA 430	Public Relations	C
ABA 424	Labor Law	C
ABA 425	Conflict Management	C
AEC 402	Public Finance and Fiscal Policy	R
UCI 402	Human Computer Interaction	R
UCI 404	Special Topics in Contemporary ICTs	R

### ELECTIVES (ONE)

ABA 421	Insurance Risk Management	E
ABA 428	Social Security Pensions Funds	E
ABA 429	Planning & Administrative Decision Making	E

## 4. MARKETING OPTION

### FIRST SEMESTER

ABA 405	Strategic Management	C
ABA 408	International Business Management	C
ABA 410	Applications of Marketing	

	Research	C
ABA 411	Industrial Marketing	C
ABA 412	Logistics Management	C
UCI 401	Social and Professional Issues in IT R	
UCI 403	Information assurance and Security R	

#### ELECTIVES (ONE)

ABA 407	Insurance Theory and Practice	E
ABA 413	Entrepreneurship & small Business Mgt	E
AEC 418	Project Appraisal and Evaluation	E

#### SECOND SEMESTER

ABA 427	Product Management	C
ABA 423	Strategic Marketing	C
ABA 432	Issues in Marketing Management	C
ABA 430	Agricultural Marketing	C
ABA 431	Public Relations	C
UCI 402	Human Computer Interaction R	
UCI 404	Special Topics in Contemporary ICTs R	

#### ELECTIVES (ONE)

ABA 424	Labor Law	E
ABA 421	Insurance Risk Management	E

#### 5. HUMAN RESOURCE OPTION

##### FIRST SEMESTER

ABA 405	Strategic Management	C
ABA 414	Issues in Management	C
ABA 433	Employee Development and Careers Management	C
ABA 434	Occupational Health and Safety	C
AEC 402	Public finance and Fiscal Policy	C
UCI 401	Social and Professional Issues in IT	R
UCI 403	Information assurance and Security	R

#### ELECTIVES (ONE)

ABA 413	Entrepreneurship & small Business Management	E
ABA 407	Insurance Theory and Practice	E

#### SECOND SEMESTER

ABA 425	Conflict Management	C
ABA 431	Public Relations	C
ABA 435	International HRM	C
ABA 436	Industrial and Labour Laws	C
ABA 437	Contemporary issues in Human Resource Management	C
UCI 402	Human Computer Interaction	R
UCI 404	Special Topics in Contemporary ICTs	R

#### ELECTIVES (ONE)

ABA 428	Social Security Pensions Fund	E
ABA 429	Planning and Administrative Decision Making	E

#### 6. PROCUREMENT & SUPPLY CHAIN MANAGEMENT (OPTION)

##### FIRST SEMESTER

ABA 438	Logistics Management	C
ABA 439	Financial Management in SCM	C
ABA 440	E- Procurement and Supply Chain Management	C
ABA 441	Operations Management	C
ABA 442	Procurement Audit and Investigations	C
UCI 401	Social and Professional Issues in IT R	
UCI 403	Information assurance and Security R	

#### ELECTIVES

ABA 413	Entrepreneurship and Small Business Mgt	E
AEC 418	Project Appraisal and Evaluation	E

##### SECOND SEMESTER

ABA 418	Total Quality Management	C
ABA 443	Procurement and Supply Chain Research	C
ABA 444	Contracts and Dispute Management	C
ABA 445	Strategic Procurement Management	C
ABA 446	Sustainable Supply Chain Management	C
UCI 402	Human Computer Interaction	R
UCI 404	Special Topics in Contemporary ICTs	R



## ELECTIVES

ABA407	Insurance Theory and Practice	E
ABA 429	Planning and Administrative Decision Making	E