

Strategic Management Concentration

| Course code | Course Title | Credit Hours |
|-------------|---|--------------|
| PSTM 7801 | Strategy Formulation and Strategic Analysis | 3 |
| PSTM 7802 | Strategy Implementation, Control and Evaluation | 3 |
| PSTM 7803 | Project Management | 3 |
| PSTM 7804 | Strategic Management | 3 |
| PSTM 7805 | Research Issues in Strategic Management | 3 |

Electives

| Course code | Course Title | Credit Hours |
|-------------|---------------------------------------|--------------|
| PSTM 7201 | Forecasting Theory and Applications | 3 |
| PACT 7202 | Prod Planning and Cost Management | 3 |
| PHRM7203 | Advanced Knowledge Management | 3 |
| PESB7204 | Managing in Global Environment | 3 |
| PMIS7205 | Information and Technology Management | 3 |

Second Year First Trimester

| | |
|---|--------------|
| Written and Oral Comprehensive Examinations | Pass or Fail |
|---|--------------|

Second Year Second Trimester

| Course code | Course Title | Credit Hours |
|-------------|--------------|--------------|
| PCMC 8000 | Dissertation | 12 |

Summary of Programme Structure

Total Credit hours required for completion of course

| | | |
|---------------------------|---------------------------------|-----------|
| 1) | Departmental Core Courses | 15 |
| 2) | Programme Concentration Courses | 12 |
| 3) | Electives | 6 |
| 4) | Thesis (PCMC 7999 + PCMC 8000) | 15 |
| Total Credit Hours | | 48 |

Application Procedure

Application forms are available at all our Campuses - Main Campus - Meru, Nairobi, Mombasa, Nakuru, Nyeri and Kisii and in all our centres - Marimanti, Maua and Meru Town

You can also download the application forms from the University website www.kemu.ac.ke.

A non-Refundable fee of Ksh 5000 for East Africans and US\$ 100 for non-East Africans will be charged.

Main Campus, Meru

P.O. Box 267 - 60200, Meru, Kenya
Tel: : 020 - 2118423/4/5/6/7 , 0724 - 256 162, 0734 - 310 655
info@kemu.ac.ke Fax: 064 - 30162

Nairobi Campus

KeMU Hub
P.O. Box 45240- 00100, Nairobi, Kenya
Tel: 020 - 2247987/2248172, 0725 - 751 878, 0735 - 701 311
nairobicampus@kemu.ac.ke Fax: 020 - 248160

Nakuru Campus:

Mache Plaza
P.O. Box 3654 - 20100, Nakuru, Kenya
Tel: 051-2214456 Fax: 2215314
info@kemu.ac.ke

Mombasa Campus:

P.O. Box 89983 - 80100,
Mombasa, Kenya Tel: 041 - 2495945/8
0715 120 282, 0731 190 932 info@kemu.ac.ke

Nyeri Campus:

Rware Building
P. O. Box 2285 - 10140, Nyeri , Kenya
Tel: 061- 2032904, 020 - 2118441, 0700-739 988, 0733 601 884
Fax: 061 - 2034100

Kisii Campus:

Royal Towers, 4th Floor
Tel: 0708 968 346
Email: info@kemu.ac.ke

Meru Town Centre:

P.O. Box 267 - 60200, Meru, Kenya
Tel: 064 - 31814 , 0718 767 060
info@kemu.ac.ke

Maua Centre:

Maua Methodist Hospital Sacco Building
P.O. Box 267 - 60200, Meru, Kenya
Tel: 020 - 2118439, info@kemu.ac.ke

Marimanti Centre:

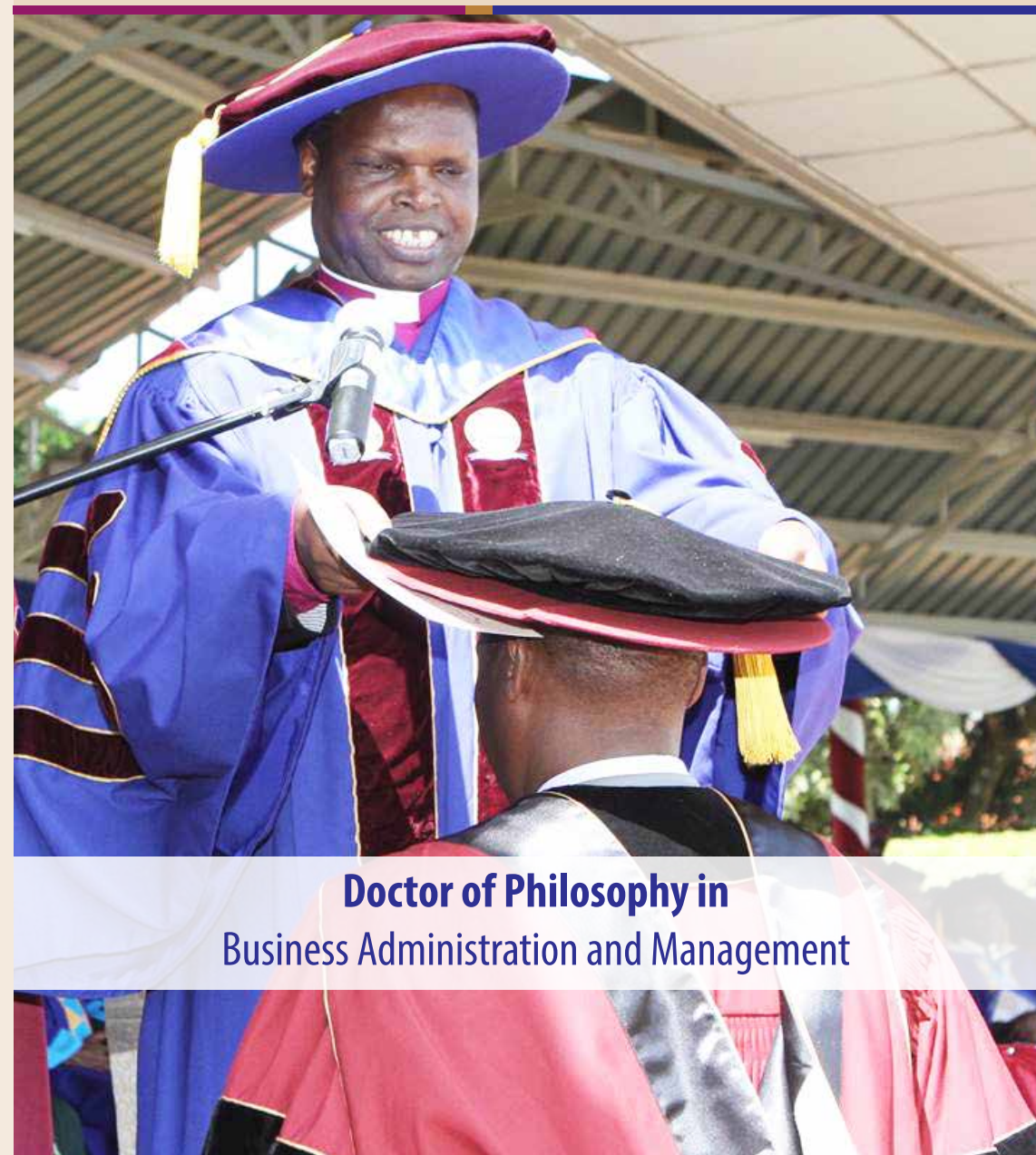
Methodist Rural Training Centre
P.O. Box 22 - 60215, Marimanti, Kenya
Tel: : 020 - 2118423/4/5/6/7, 0724 256 162, 0734 -310 655
Fax: 064 -30162, info@kemu.ac.ke



KeMU

Kenya Methodist University

The future is here



**Doctor of Philosophy in
Business Administration and Management**

About the Program

The PhD programme seeks to orient candidates to the informed and critical application of knowledge to problems and issues concerning management disciplines and professions and enhances individual's capacity and skills for positions involving teaching and research, in local and international institutions.

Expected Learning Outcomes of the Programme

By the end of the program, the graduate should be able to:

1. Apply knowledge and skills in the selected areas of concentration to enhance the teaching process
2. Conduct research and disseminate findings using methodological and analytical skills
3. Develop efficient business models and strategies that enable any firm to realize its goals and objectives.
4. Offer leadership and management in institutions of higher learning, business organizations, NGOs, parastatal organizations, the international civil services (UN bodies, etc.) and the Kenyan/International community in general.

Mode of Study

- Full Time
- Part Time

Areas of Specialization

These areas are:-

1. Accounting
2. Banking and Finance
3. Human Resources Management
4. Entrepreneurship
5. Marketing
6. Strategic Management

Minimum Admission Requirements

For admission into the programme, a candidate must satisfy any of the following requirements.

1. A holder of MBA degree or any other Masters degree from a University recognized by the Commission for University Education relevant to the disciplines in the school of Business and Economics.

2. A holder of MBA degree or any other Masters degree from areas relevant to the disciplines in the school of Business and Economics from institutions recognized by the Commission for University Education.

Admission Procedures into the PhD programme

The admission procedure into KeMU PhD program requires the following steps:

1. Submit completed application form to the Dean, Board of Postgraduate Studies or the Registrar (Academic Affairs).
2. Submit official university transcripts for the first two degrees; that is, the masters and the Bachelor's degrees from recognized and accredited universities. It shall be preferable that at least one of the degrees be in business or related areas,
3. Submit a 2-page hand-written statement of desired or chosen career goals and objectives showing specific area(s) of doctoral-level interests, preparation and future research interests. The statement should be sufficiently specific to enable the Department and the Board of Postgraduate Studies to make an accurate assessment of the applicant's academic and research intentions, capabilities and preparation as possible.
4. Sit and pass doctoral (preliminary) qualifying test comprising of three papers: Quantitative, Analytical and Grammar. The test is set by the School of Business and Economics in collaboration with the Board of Postgraduate Studies.
5. Submit two letters of recommendation attesting to the applicant's academic preparedness and ability to successfully undertake doctoral studies; at least one of those letters should be from the applicant's past graduate teaching staff.

Course Requirements

The PhD programme shall be offered in three academic years.

1. All students shall be required to enroll for either a maximum of 12 graduate credit hours or a minimum of 9 graduate credit hours per trimester.
2. During the first years of study, foundation and core courses will be offered which will equip the students with in-depth knowledge and skills in relevant general areas and in specialization areas of Doctor of Philosophy in Business Administration and Management.

3. A cumulative GPA of 3.0 is required to continue in the programme.

Duration of the Programme

The program is designed to take a minimum of three (3) calendar years or 9 trimesters; and a maximum of five (5) calendar years, or 15 trimesters for those taking less than 9 credits per trimester.

Structure of the Programme

First Year First Trimester

Common Core Courses

| Course Code | Course Title | Credit Hours |
|-------------|----------------------------------|--------------|
| PCMC 7101 | Organization Theory and Behavior | 3 |
| PCMC 7102 | Economic Analysis | 3 |
| PCMC 7103 | Research Theory and Methodology | 3 |
| PCMC 7104 | Advanced Business Statistics | 3 |

First Year Second Trimester

Common Core Courses

| Course Code | Course Title | Credit Hours |
|-------------|---|--------------|
| PCMC 7106 | Econometrics | 3 |
| | Concentration area (select two Courses) | 6 |
| | An Elective subject (select one course) | 3 |

First Year Third Trimester

| Course Code | Course Title | Credit Hours |
|-------------|---|--------------|
| PCMC 7999 | Dissertation Proposal Development | 3 |
| | Concentration area (select two Courses) | 6 |
| | An Elective subject (select one course) | 3 |

Concentration Courses

Accounting Concentration

| Course code | Course Title | Credit Hours |
|-------------|-----------------------------|--------------|
| PACT 7301 | Accounting Theory | 3 |
| PACT 7302 | Managerial Accounting | 3 |
| PACT 7303 | Advanced Accounting | 3 |
| PACT 7304 | Accounting Research | 3 |
| PACT 7305 | Financial Accounting Theory | 3 |

Banking and Finance Concentration

| Course code | Course Title | Credit Hours |
|-------------|--|--------------|
| PMBF 7401 | Financial Markets and Institutions | 3 |
| PMBF 7402 | Theory of Finance | 3 |
| PMBF 7403 | Investment Analysis and Portfolio Theory | 3 |
| PMBF 7404 | Commercial Banking Research | 3 |
| PMBF 7405 | Corporate Finance | 3 |

Entrepreneurship

| Course code | Course Title | Credit Hours |
|-------------|--|--------------|
| PESB 7501 | Theories of Entrepreneurship and Innovations | 3 |
| PESB 7502 | Entrepreneurship & Small Business Development | 3 |
| PESB 7503 | Social Innovations & Social Entrepreneurship | 3 |
| PESB 7504 | Value Chain Analysis & Marketing Links for Small Manufacturing Enterprises | 3 |
| PESB 7505 | Entrepreneurship Research | 3 |

Human Resources Management Concentration

| Course code | Course Title | Credit Hours |
|-------------|--|--------------|
| PHRM 7601 | Advanced Human Resource Management | 3 |
| PHRM 7602 | Leadership and Organizational Behavior | 3 |
| PHRM 7603 | Motivation, Work Design and Performance Management | 3 |
| PHRM 7604 | Organizational Research Methods | 3 |
| PHRM 7605 | Human Resource Management | 3 |

Marketing Concentration

| Course code | Course Title | Credit Hours |
|-------------|---|--------------|
| PMMC 7701 | Advanced Marketing Management | 3 |
| PMMC 7702 | Marketing Research and Brand Analysis | 3 |
| PMMC 7703 | Markets Analysis and Marketing Strategy | 3 |
| PMMC 7704 | Advanced Marketing Theory and Practice | 3 |
| PMMC 7705 | Marketing Research methods | 3 |