



Bachelor of Commerce (BCom)

About the University

Kenya Methodist University (KeMU) is a chartered private University which has continued to play a major role in the higher education sector since its establishment in 1997. The University's vision, mission, philosophy and core values have provided direction in its growth and development in academic, research and service to the community.

Vision

A globally competitive Christian University producing the next generation of professional and transformational leaders.

Mission

To contribute to the transformation of our society by providing high quality education that promotes excellence in scholarship, research and selfless service to the community.

Philosophy

The University philosophy is to foster the intellectual, spiritual and physical development of the wholesome individual in order to recognize and utilize the available opportunities for enhancement of human development with the appropriate recognition and respect for other creations. This philosophy is therefore based on the belief, that God is the creator of heaven and earth, and the fountain of knowledge, and that application of knowledge and skills should be guided by Christian values and principles.

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Course Code Course Title Credit HRs

Banking Option

BANK 331	Credit Management	3
BANK 332	Banking Law	3
BANK 333	Financial Statement Analysis	3
BANK 334	Investment Analysis and Portfolio Management	3
BANK 431	Central Banking & Monetary Management	3
BANK 433	Foreign Exchange & International Banking	3
BANK 432	Investment Banking	3

Marketing Option

MKTG 341	Strategic marketing	3
MKTG 342	Consumer Behavior	3
MKTG 343	Marketing Communications	3
MKTG 344	Marketing of Services	3
MKTG 441	Product and Brand Management Strategies	3
MKTG 442	Sales Management and distribution	3
MKTG 443	Marketing Logistics	3

Human Resource Management Option

HRMG 351	Labour Law	3
HRMG 352	Industrial Relations Management	3
HRMG 353	Human Resource Training and Development	3
HRMG 354	Resourcing & Maintenance of Human Resources	3
HRMG 451	Performance and Reward Management	3
HRMG 452	Cross Cultural and Diversity Management	3
HRMG 453	Strategic Human Resources Management	3

Insurance Option

INSU 381	Liability Insurance 1	3
INSU 382	Assurance of the Persons	3
INSU 383	Actuarial Mathematics	3
INSU 384	Pensions and Actuarial Management	3
INSU 481	Compensation Management	3
INSU 482	Liability Insurance 11	3
INSU 483	Health Insurance	3

Course Code Course Title Credit HRs

Entrepreneurship Option

ENTR 361	Entrepreneurship Development and Growth	3
ENTR 362	Enterprise Policy and Development	3
ENTR 363	Entrepreneurship Behavior	3
ENTR 364	Technology and Innovation	3
ENTR 461	Small Business Financing	3
ENTR 462	Business Planning	3
ENTR 463	Social Entrepreneurship &Market Developments	3

Purchasing and Supplies Option

PSCM 371	Supply Chain Management	3
PSCM 372	Inventory Management	3
PSCM 373	Procurement Management	3
PSCM 374	Logistics and Transportation Management	3
PSCM 471	Operations Management	3
PSCM 472	Quality Management	3
PSCM 473	Negotiation in Procurement and Supply	3

Electives (Any 3 Electives)

ACCT 316	Public Sector Accounting	3
ACCT 414	Contemporary Issues in Management Accounting	3
BANK 202	Money and Banking	3
BANK 337	Monetary Theory and Practice	3
BANK 434	Issues in Banking and Finance	3
ECON 346	Public Finance	3
FINA 301	Financial Institutions and Markets	3

Note: A student can take a course from any other area of specialization as an elective.

Minimum Credit Hours Required for Graduation with Bachelor of Commerce

Courses	Crd. hrs
Programme core courses (31 courses)	94
Programme specialisation units (7 courses)	21
Electives (any 3 courses)	9
University common courses (5 courses)	15
Total (46 courses)	139

About the Programme

The Bachelor of Commerce is designed to respond to the emerging trends in global volatilities in all areas of business administration. This couples with technological advancement, dynamism and the prevailing demographic transition in our country, require a new way of thinking driven by a new cadre of managers.

The curriculum is designed to;

- Prepare students for service in the broad field of business as creative employees or entrepreneurs
- Develop graduates who can create jobs for themselves and others by starting and operating new businesses ,growing and expanding new ones.

Employment Opportunities

The Programme prepares graduates for careers such as:

- Commercial and Retailing
- Marketing
- Accountancy and Financial Management
- Human Resource Management
- Insurance
- Investment Management
- Entrepreneurship
- Academia and many more

Admission Requirement

- i) Be a holder of KCSE(or Equivalent examination) certificate with a minimum aggregate of C+
- ii) Be a holder of Diploma or professional certificate in a relevant discipline from an institution recognized by the University Senate.
- iii) Be a holder of any other qualification accepted by the KeMU Senate as an equivalent of the above.

Mode of Study

- Full time
- Distance Learning
- Part time
- Virtual Learning

The Programme has the Following Options

- Accounting
- Finance
- Banking
- Entrepreneurship
- Human Resource Management
- Marketing
- Purchasing and Supplies
- Insurance

Credit Transfers

Students who register with post secondary qualifications may be allowed to transfer relevant credits into BBA programme for course earlier acquired , provided a grade B or equivalent is attained in the course proposed for transfer.

Structure of Courses Offered in the Programme

University Common Courses;

Course code	Course Title	Credit HRS
THEO111	Christian Beliefs	3
COMM111	Communication Skills	3
MATH130	Basic Statistics	3
ENVI 201	Environment Science	3
HSCI 225	HIV/AIDS	3

Programme Core Courses;

ACCT 101	Foundations of Accounting I	3
ECON 101	Principles of Microeconomics	3
MISC 101	Fundamentals of Information Systems	3
HRMG 101	Human Resource Management	3
STAT 101	Business Statistics I	3
PSCM 101	Fundamentals of Supply Chain Management	3
BUSS 101	Principles of Management	3

ACCT 102	Foundations of Accounting II	3
ECON 102	Principles of Macroeconomics	3
ACCT 201	Accounting for Assets	3
FINA 201	Introduction to Finance	3
BUSS 212	Business Law	3
MKTG 201	Principles of Marketing	3
BANK 201	Principles of Banking	3

ECON 201	Intermediate Microeconomics	3
STAT 201	Business Statistics II	3
ENTR 201	Entrepreneurship	3
ACCT 202	Fundamentals of Auditing	3
BUSS 202	Principles of Production and Operations Management	3
FINA 202	Risk Management	3
ECON 202	Intermediate Macroeconomic	3

Course Code Course Title Credit HRs

BUSS 301	Organizational Behavior	3
ACCT 301	Cost Accounting	3
ACCT 302	Taxation	3
BUSS 342	E-Commerce	3
ACCT 402	Managerial Accounting	3
BUSS 401	Operations Research Management	3
BUSS 402	Research Methods	3

BBUSS 422	Organizational Behavior	3
BUSS 406	Cost Accounting	3
BUSS 404	Taxation	3

Specialization/Optional Courses

Accounting Option

ACCT 311	Financial Reporting	3
ACCT 312	Bankruptcy and Insolvency Accounting	3
ACCT 313	Trust & Executorships Accounting	3
ACCT 314	Advanced auditing	3
ACCT 411	Advanced Financial Reporting	3
ACCT 412	Advanced Taxation	3
ACCT 413	Forensic Accounting	3

Finance Option

FINA 321	Financial Statement Analysis	3
FINA 322	Corporate Finance	3
FINA 323	Valuation & Analysis of Equity investment & Derivatives	3
FINA 324	Investment Analysis and Portfolio Management	3
FINA 430	International Finance	3
	Law and Regulations Governing	3
FINA 421	Financial Markets	3
FINA 422	Management of Financial Institutions	3