

Structure of Programme

COMMON COURSES

First Year - First Trimester

Course Code	Course Title	Credit Hours
MBAD 500	Strategic Management	3
MBAD 501	Practices of Management	3
MBAD 502	Marketing Management	3
MBAD 503	Quantitative Analysis	3
MBAD 504	Management Information Systems	3
MBAD 505	Financial Accounting	3

First Year - Second Trimester

Course Code	Course Title	Credit Hours
MBAD 506	Research Design and Data Analysis	3
MBAD 507	Managerial Accounting	3
MBAD 508	Human Resource Management	3
MBAD 509	Managerial Economics	3
MBAD 510	Entrepreneurship Methods & Strategies	3
MBAD 511	Financial Management	3

CONCENTRATION COURSES

First Year – Third Trimester

Marketing Concentration

Course Code	Course Title	Credit Hours
MKTG 541	Marketing Communication Strategy	3
MKTG 542	International Marketing	3
MKTG 543	Sales and Distribution Management	3
MKTG 546	Management Seminar	3
MKTG 547	Brand Management	3
MKTG 548	Strategic Marketing	3

Human Resources Concentration

Course Code	Course Title	Credit Hours
HRMG 541	Employee Resourcing & Development	3
HRMG 543	Employee Relations	3
HRMG 546	Management Seminar	3
HRMG 547	Performance Measurement & Management	3
HRMG 548	Strategic Human Resources Management	3
HRMG 549	Leadership & Organizational Behaviour	3

Strategic Management Concentration

Course Code	Course Title	Credit Hours
STMG 541	Strategic Management and Business Policy	3
STMG 543	Global Strategic Management	3
STMG 545	Knowledge Management	3
STMG 546	Management Seminar	3
STMG 546	Management of Change	3
STMG 546	Strategic Tools & Analysis	3

International Business Concentration

Course Code	Course Title	Credit Hours
IBMG 541	International Business Environment	3
IBMG 542	International Finance Management	3
IBMG 543	International Trade Management	3
IBMG 546	Management Seminar	3
IBMG 547	Global Marketing	3
IBMG 548	Global Strategic Management	3

Entrepreneurship Concentration

Course Code	Course Title	Credit Hours
ENTR 541	Corporate & Social Entrepreneurship	3
ENTR 542	Technology and Innovation Management	3
ENTR 543	Small Business Management & Consultancy	3
ENTR 546	Management Seminar	3
ENTR 547	Project Management	3
ENTR 548	Business Planning	3

Finance Concentration

Course Code	Course Title	Credit Hours
FNMG 541	Financial Institutions and Markets	3
FNMG 542	Investment Analysis & Portfolio Management	3
FNMG 546	Management Seminar	3
FNMG 547	Corporate Finance	3
FNMG 548	International Finance	3
FNMG 548	Risk Management in Financial Institutions	3

Second Year - Fourth - Sixth Trimester

MBAD 547	Research Thesis	12
	TOTAL CREDIT HOURS	66 HOURS



KeMU

Kenya Methodist University

The future is here



Intakes
January
May
September

Application forms are available at all our campuses or download from www.kemu.ac.ke For more information, contact the office of the **Registrar, Academics Affairs**: **Meru**: 0724-256162, 0734-310655, **Nairobi**: 0725-751878, 0735-701311, **Mombasa**: 041-2495945/8, 0715-120282, **Nakuru**: 0726-849157, 051-2214456, **Nyeri**: 0700-739988, **Kisii**: 0708 968 346, **Maua**: 061-2302975/020-2691449/020-2118439, 0720-175549, **Meru Town**: 0718-767060, **Marimanti**: 0703-700724.

MASTER OF BUSINESS ADMINISTRATION

MASTER OF BUSINESS ADMINISTRATION

About the University

Kenya Methodist University is a chartered private University which has continued to play a major role in higher education sector since its establishment in 1997. The University vision, mission, philosophy and core values have provided direction in the growth and development of the university in academic, research and responsibility.

KeMU has five campuses: Main Campus - Meru, Nairobi Campus (KeMU Towers & KeMU HUB), Mombasa Campus (Narok Road, Buxton), Nakuru Campus (Mache Plaza), Nyeri Campus (Rware Building) and centres: Meru Town, Maua and Marimanti.

Vision

A leading world class university raising a new generation of transformational leaders, who are well grounded in their professional and academic expertise and committed to spiritual and ethical values.

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's 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 the application of knowledge and skills should be guided by Christian values and principles.

About the Programme

Master of Business Administration at Kenya Methodist University is designed to provide advanced skills in business management discipline by incorporating practical experience in the application of those skills in the context of the overall dynamics of corporate operating environment. Corporate management, change agent skills, as well as capacity to work as a member of a multidisciplinary team, are imparted through market driven curricula and training techniques. Ability to collect, analyse and critically evaluate data as well as other information to arrive at reasoned conclusions, are internalized by learners through research thesis designed to mold students to be innovative employees and/or entrepreneurs.

Target Groups

The Programme targets the following category of people;

- (a) Practitioners in business services who hold university degree in any field and who wish to receive formal qualifications in business administration.
- (b) University graduates from any discipline who wish to start a career in business or those who wish to transit from other disciplines to business management.
- (c) Working managers and professionals (in private, public and third sector) who hold university degrees.
- (d) Entrepreneurs who owns or aspires to own businesses – whether small, medium or large.

MASTER OF BUSINESS ADMINISTRATION

Minimum Admission Requirements

For admission into the programme, a candidate must satisfy any of the following minimum requirements: Either

- (a) Be a holder of a Bachelor's degree in a relevant discipline from a recognized university with a Grade Point Average (GPA) of 3.0 on a 4.0 scale.
OR
- (b) A Holder of a Bachelor's degree with Upper Second Class in a relevant discipline from a recognised university.
OR
- (c) A holder of Bachelor's degree with a Lower Second Class in a relevant discipline from a recognised university and two (2) years relevant working experience at management level.

Note: Possession of the minimum entry requirements does not guarantee automatic admission to the Masters Degree

Credit Transfers

Candidates who have completed equivalent masters course at other universities recognized by Kenya Methodist University Senate will be allowed to transfer credits of up to 10 courses or thirty (30) credits hours into the programme.

Students desiring to receive credit transfer for any prior course(s) done will need to make a formal request, which includes:

- (e) Providing a list of Kenya Methodist University core courses, which the student is interested in getting credit transfer.
- (f) Official transcripts, indicating courses that are equivalent
- (g) Detailed descriptions of syllabus and course outlines for the courses previously taken and passed.

Mode of Delivery of the Programme

The following three modes of study shall apply:

- (a) Full time Study - Class for full time students is scheduled between 8 a.m. and 4.30 p.m. during week days and targets non-working students or students on study leave.
- (b) Part Time - classes are scheduled in the evenings after work or during weekends. The part time mode targets working students who are unable to attend class during the day.
- (c) For both modes of study, the programme will extend for a period of two calendar years (24 months)

Duration of the Programme & Course Structure

To qualify for the award of Master of Business Administration Degree, a candidate must successfully complete 54 credit course work and 12 credits of thesis within 18 – 36 months of enrolling into the programme. A candidate shall be allowed to take a maximum of six (6) courses and a minimum of 2 courses per trimester. There will be twelve (12) core courses which will be taken by all registered candidates. In addition to core courses, candidates will be required to take six (6) Specialisation courses in the either Human Resource Management; Marketing, Strategic Management, Finance; Entrepreneurship or International Business.