

# CERTIFICATE PROGRAMMES

## Entry Requirements

- Holder of KCSE C- (minus) OR any other equivalent qualification approved by the University Senate

## Certificate in Business Management (CBM)

This program is for high school graduates who intend to undertake a university diploma programme but do not meet the entry requirement. Holders of this certificate can progress to the Diploma in Business Management (DBM) and consequently to a Bachelor of Commerce (BCom), with exemptions.

## Certificate in Entrepreneurship

This course provides learners with the opportunity to learn how to create a comprehensive business plan, start and manage their own businesses. This program targets college students as well as practicing entrepreneurs interested in enhancing their practical entrepreneurial skills.

## Certificate in Social Entrepreneurship

This course provides learners with a comprehensive understanding about social entrepreneurship, innovation, and successful strategies in scaling ideas. The program targets students in institutions of higher learning as well as practicing social entrepreneurs who desire to build and enhance their practical social entrepreneurial skills.

## Certificate in Leadership

The course seeks to equip learners with a comprehensive understanding about leadership, successful strategies in scaling ideas and the ability to manage and respond to crisis within a business set-up. The course targets school leavers as well as practicing entrepreneurs and professionals interested in acquiring and enhancing their leadership skills.

**Course Duration: 3 Months**



*A Premier Business University of Choice*

### The Academic Registrar

#### Main Campus,

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Tel: (+254) 020-3537842/8070408/8070409  
Cell: (+254) 0710888022, 0715532187  
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#### Town Campus,

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#### Western Campus,

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#### Kitengela Campus,

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*A Premier Business University of Choice*



*School of Business and  
Public Management*

## Introduction

The School of Business and Public Management is an academic wing at KCA University tasked with the mandate of offering market driven programmes that inculcate the requisite skills, knowledge and orientation required for success in management of business organizations in an otherwise dynamic and complex environment. As a renowned institution offering unique and exciting programmes, KCA University has built a reputation as a comprehensive business university that delivers innovation to aid and delight its customers.

KCA University graduates bring to the market key management, financial management and Information Technology skills that are a heritage of the university's commitment to continuously identify, develop and offer market relevant, market driven curriculum as a means of providing solutions to the community of Kenya and the region.

### Core Values:

#### Excellence

Do it right first time;

#### Integrity

Carry out our business with honesty and openness;

#### Diversity

No discrimination on the basis of ethnicity, gender, social, economic or religious backgrounds;

#### Innovation

Seek new ways of creating, sharing and applying knowledge; and continuous learning and improvement;

#### Commitment

Committed to understanding and meeting the needs of our students, faculty, alumni and partners;

#### Service to the Community

Interact with the community and participate in the development and implementation of solutions to community opportunities and problems;

#### Recognition and support of individual talents

Support individuals to make their own contributions.

## UNDERGRADUATE PROGRAMMES

### Entry Requirements

- Holder of KCSE mean grade C+ (plus) with C (plain) in Mathematics and English) OR any other equivalent qualification approved by the University Senate

### Bachelor of Commerce (BCom)

The Bachelor of Commerce programme provides a general coverage of business management encompassing all aspects of business, finance, management and IT. The curriculum has a strong emphasis on project work, building problem solving and critical thinking skills needed by B.Com professionals. By the end of the programme the graduate should exhibit strong business orientation and knowledge, execute ethical and demonstrate adequate research and industrial exposure. Students can choose an area of specialization in any of the five areas:

- Accounting
- Finance
- Marketing
- Human Resources Management
- Entrepreneurship

Students in this programme who hold a Diploma in Business Information Technology (DBIT) can fast track their degree through exemptions.

### Course Duration: 3 Years

### Bachelor of Business Information Technology (BBIT)

The Bachelor of Business Information Technology is an experiential program that offers a practical approach to problem based learning. Students acquire hybrid business and technology skills-set required for the knowledge driven economy. They are required to incubate their own ideas which will be evaluated by industry practitioners. Students in this programme who hold a Diploma in Business Information Technology (DBIT) can fast track their degree through exemptions.

### Course Duration: 3 Years

## DIPLOMA PROGRAMMES

### Diploma in Business Management (DBM)

The Diploma in Business Management is designed to produce graduates equipped to function in entry level positions with a strong foundation for continued career growth. The curriculum has strong emphasis on project work, building the problem solving and critical thinking skills needed by business management professionals. Holders of this diploma can progress to the Bachelor of Commerce (BCom) and fast track their degree through exemptions.

### Entry Requirements

- Holder of KCSE mean grade C (plain) OR any other equivalent qualification approved by the University Senate

### Course Duration: 18 Months

