



Bachelor of Business Administration

Riara
University
nurturing innovators

SCHOOL OF
BUSINESS

Introduction

The Business Administration course offers students a comprehensive understanding of the fundamental principles and practices involved in managing various aspects of business operations and entrepreneurial activities. Through a combination of theoretical knowledge and practical skills development, students delve into key areas including finance, accounting, marketing, human resources, operations management, strategic planning, procurement, and supply chain management. This program provides individuals with the necessary tools to analyse complex business situations, make informed decisions, and lead teams within organizations decisively. Emphasizing critical thinking, problem-solving, and communication skills, the Business Administration course prepares students for diverse career opportunities in both the private and public sectors, as well as entrepreneurial pursuits.

Who should take the course?

The Business Administration course is suitable for a wide range of individuals who intend to work in various sectors of the business world or pursue entrepreneurial endeavors. It is ideal for:

- High school graduates interested in pursuing a career in business.
- Working professionals seeking to enhance their knowledge and skills in business management.
- Entrepreneurs looking to develop a solid understanding of business principles to effectively run their ventures.
- Individuals considering a career change or advancement in their current profession.
- Those interested in gaining expertise in areas such as finance, marketing, human resources, operations management, and strategic planning.
- Anyone interested in acquiring essential business skills to succeed in today's competitive market environment.

Purpose of the short professional course

The pursuit of a Bachelor of Business Administration (BBA) degree serves various individual goals and aspirations. Some common purposes include:

- BBA programs offer a broad understanding of fields such as finance, marketing, management, accounting, economics, and operations.
- Through experiential learning opportunities like case studies, internships, and projects, students hone skills such as problem-solving, critical thinking, communication, leadership, teamwork, and decision-making.
- Graduates of BBA programs have access to a wide array of career paths in both private and public sectors, including roles in management, finance, marketing, human resources, consulting, entrepreneurship, and more.
- BBA programs equip students for leadership positions by teaching strategic planning, organizational behaviour, and ethical decision-making, enabling them to navigate complex challenges and drive innovation within organizations.
- Beyond academic and professional skills, BBA programs focus on personal development, fostering qualities like resilience, adaptability, integrity, and a global mind-set, essential for success in both personal and professional life.
- BBA programs facilitate connections with industry professionals, alumni, and peers through networking events, guest lectures, career fairs, and industry-specific clubs or organizations, which can be advantageous for career advancement.

Career Opportunities:

Business administration graduates have a wide range of career opportunities available to them across various industries and sector including:

- Management Consultant
- Financial Analyst
- Marketing Manager
- Human Resources Manager
- Operations Manager
- Sales Manager
- Entrepreneur/Small Business Owner
- Supply Chain Manager
- Financial Planner
- Project Manager

Facilitation

The Riara School of Business administers the program and ensures its delivery. Riara University employs a Quality Assurance Policy to oversee curriculum processes across all schools. Additionally, the university has established other quality assurance structures, including the Curriculum Development Policy and Regulations for Community Service and Industrial Attachments. The School of Business employs internal quality assurance mechanisms for the Bachelor of Business Administration, including:

1. Staff and student orientation
2. Utilization of modern teaching methodologies
3. Effective staff recruitment practices
4. Application of approved admission criteria
5. Implementation of a robust learner support system
6. Adequate preparation of lessons
7. Establishment of approved staff and student discipline committees
8. Moderation of exam drafts
9. Moderation of exam results
10. Comprehensive auditing process for exam administration
11. Peer appraisal system
12. Evaluation of student-lecturer interactions
13. Faculty appraisal procedures
14. Implementation of team teaching strategies
15. Collaboration with industry and stakeholders for input and feedback.

Admission Requirements:

All students admitted to degree programme must satisfy the minimum requirements of Mean grade of C+ (plus) in Kenya Certificate of Secondary Education (KCSE) or any of the following equivalent qualifications:

1. KCSE C (Plain) and a Credit Diploma from an institution recognized by the Commission for University Education or Kenya National Examinations Council.
2. KCE/EACE/Ordinary GCE C (Plain) and a Credit Diploma from an institution recognized by the Commission for University Education or Kenya National Examinations Council.

3. KACE/EACE/Advanced GCE with a Diploma from an institution recognized by the Commission for University Education or Kenya National Examinations Council.
4. KACE/EAACE Plus two Principal Passes.
5. A Pre-University Certificate from an institution recognized by the Senate, with a minimum GPA of 2.50.
6. A Professional Certificate from an institution recognized by Commission for University Education.
7. International Baccalaureate Diploma.
8. International Diploma recognized by the University Senate.

In addition to the minimum entry requirements, there may be programme specific requirements in respect of the mean grade, the subject cluster or individual subjects for different schools/ Departments.

Course Duration

The course takes a duration of about four academic years or eight semester.

Fees

The fees obligation for this course is KES 13,900 (thirteen thousand nine hundred shillings per course unit therefore Tuition fees is KES 97,300 for seven units per semester) a statutory fees of KES 3,000 (Three thousand Kenyan shillings).

DISCLAIMER: Every effort has been made to ensure that information contained in this prospectus is accurate at the time of publication. However, Riara University reserves the right to make changes to the matters covered from time to time, both before and after a candidate's admission.

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