



Certificate in Business Management

Introduction

Welcome to the Certificate in Business Management program, an ideal starting point for individuals seeking to build a strong foundation in business principles and practices. This program is designed to provide students with essential knowledge and skills that are crucial for effective management and operations in a variety of business environments.

The Certificate in Business Management program covers fundamental areas such as management principles, marketing, finance, human resources, and organizational behavior. Through a blend of theoretical knowledge and practical application, students will gain a comprehensive understanding of how businesses operate and the critical factors that contribute to their success.

The curriculum is thoughtfully designed to ensure students receive a well-rounded education. The program includes interactive lectures, case studies, group projects, and practical exercises. These learning experiences are intended to develop students' critical thinking, problem-solving, communication, and teamwork skills, all of which are essential in the business world.

Who should take the course / who is eligible to apply?

The Certificate in Business Administration is suitable for a diverse range of individuals who aim to develop a strong foundation in business principles and practices. The program is particularly beneficial for:

- **High School Graduates:** Individuals who have completed high school and are seeking to enter the business field with a recognized qualification that provides essential business skills.
- **Working Professionals:** Professionals who are already employed and want to enhance their business knowledge and skills to advance their careers or transition into managerial roles.
- **Employees seeking to gain formal business education** to complement their practical experience.
- **Career Changers:** Individuals looking to switch careers and enter the business sector, providing them with the fundamental knowledge required to make a successful transition.
- **Aspiring Entrepreneurs:** Individuals interested in starting their own business and need a foundational understanding of business management, finance, marketing, and other key areas.
- **Small Business Owners:** Entrepreneurs and small business owners who wish to improve their management practices and business operations.

- **Administrative and Support Staff:** Employees in administrative or support roles who aim to broaden their skill set and pursue higher-level responsibilities within their organizations.
- **Students Seeking Further Education:** Individuals who plan to continue their education in business and want to begin with a certificate program to build a strong foundation before advancing to a diploma or degree program.
- **International Students:** Students from abroad seeking to gain an introduction to business administration principles and practices, which can be applied globally.
- **Individuals Seeking Personal Development:** Anyone interested in gaining a deeper understanding of business operations and management for personal growth and knowledge.

Purpose of the Diploma Course / what will I learn?

The purpose of the Certificate in Business Management is to provide students with a foundational understanding of essential business concepts and practices, equipping them with the skills and knowledge necessary to begin or advance their careers in various business settings. Key purposes include:

- To impart a broad understanding of core business areas such as management, marketing, finance, human resources, and organizational behavior, enabling students to grasp the fundamental principles that drive business success.
- To develop practical skills in areas like communication, problem-solving, teamwork, and critical thinking, which are crucial for effective performance in business roles.
- To prepare students for entry-level positions in a wide range of industries, including roles such as administrative assistant, sales associate, customer service representative, and office coordinator.
- To enhance the career prospects of working professionals by providing them with additional qualifications and skills that can help them advance in their current roles or transition to new opportunities within the business sector.
- To serve as a stepping stone for further academic pursuits in business, such as diploma or degree programs, by providing a solid foundation upon which students can build more advanced knowledge and skills.
- To ensure students are equipped to adapt to various business environments and challenges, fostering a versatile skill set that can be applied across different contexts and industries.
- To support personal development by instilling qualities such as self-discipline, initiative, and a proactive approach to learning and professional growth, which are valuable in both personal and professional life.

Career Opportunities

A Certificate in Business Management opens up various entry-level career opportunities across different industries. Some potential career paths include:

- Administrative Assistant
- Customer Service Representative
- Sales Associate
- Office Coordinator
- Receptionist
- Marketing Assistant
- Human Resources Assistant
- Logistics Coordinator
- Accounts Assistant
- Entrepreneurial Ventures

Facilitation / Mode of Delivery

The program is offered as a regular daytime course (8:00 am to 5:00 pm). It includes regular class lectures and industrial visit and cases. To graduate, students must successfully complete 24 course units and an internship. Our curriculum is carefully designed to provide a well-rounded education, preparing students for various roles within the business sector. The courses are interactive, engaging, and relevant to real-world business challenges. Through a combination of lectures, case studies, projects, and practical exercises, students will develop critical thinking, problem-solving, communication, and teamwork skills essential for workplace success.

Admission Requirements

Mean grade of C Minus from the Kenya Certificate of Secondary Examination or equivalent qualification with at least a C minus in English/Kiswahili and a C minus in Mathematics or IGCSE 2 Passes or 3. International Baccalaureate 2 Passes.

Course Duration

The course takes one academic years to complete with academic programmes spread over Four Trimesters, to graduate with a Certificate in Business Management (CBM).

Fees

The fees obligation for this course is KES 8,250 (eight thousand, two hundred and fifty shillings per course unit) for a semester the tuition fee is KES 49,500 and a statutory fees of 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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