



# Diploma in Business Management

# Introduction

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Welcome to the Diploma in Business Administration program, designed to equip students with essential skills and knowledge for success in the dynamic world of business. This program offers a comprehensive foundation in various aspects of business management, providing students with practical skills and theoretical understanding to thrive in today's competitive business environment.

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

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The Diploma in Business Administration program covers a wide range of subjects, including finance, marketing, human resources, operations management, and strategic planning. Students will learn about key business concepts, principles, and practices, gaining insights into how businesses operate and succeed in diverse industries. Mean grade of C plain in the Kenya Certificate of Secondary Examination or equivalent qualification with at least a C plain in English and a C plain in Mathematics

## Purpose of the Diploma Course / what will I learn?

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The purpose of the Diploma in Business Management is to provide students with a comprehensive understanding of the fundamental principles and practices involved in managing a business. This program aims to equip students with the essential skills and knowledge required to effectively operate and contribute to various types of organizations. The key purposes include:

1. Foundational Knowledge: To impart a broad understanding of core business concepts, including management, marketing, finance, accounting, human resources, and operations.
2. Practical Skills: To develop practical business skills such as problem-solving, decision-making, leadership, communication, and teamwork through hands-on learning experiences and real-world case studies.

3. Career Preparation: To prepare students for entry-level positions in a variety of business environments, including corporate, small business, non-profit, and public sector organizations.
4. Entrepreneurial Insight: To provide knowledge and skills that are particularly valuable for those interested in starting and managing their own businesses.
5. Professional Development: To enhance the professional growth of students by fostering critical thinking, ethical decision-making, and a strategic approach to business challenges.
6. Further Education: To lay a strong foundation for students who may wish to pursue further studies in business management or related fields, such as a bachelor's degree or professional certifications.

## Career Opportunities:

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Upon completion of the Diploma in Business Administration program, graduates will be well-positioned to pursue entry-level positions in various industries, including banking, retail, manufacturing, hospitality, and more. They may explore roles such as administrative assistants, customer service representatives, sales associates, junior analysts, and office managers. Additionally, graduates may choose to further their education by pursuing advanced degrees or certifications to enhance their career prospects.

## Facilitation / Mode of Delivery:

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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.

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## Admission Requirements:

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Admission Requirements for the Diploma course Programme are as follows:

1. A Mean grade of C (plain) in the Kenya Certificate of Secondary Education (KCSE), or its equivalent; or A IGCSE completed year 13 with minimum of C or
2. An IB completed Grade 12 with minimum GPA of 3.00.
3. A Pre-University certificate course from an institution recognized by the Senate.

## Course Duration:

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The course takes two academic years to complete with academic programmes spread over Four Trimesters, to graduate with a Diploma in Business Management (DBM).

## Fees:

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The fees obligation for this course is KES 9,500 (nine thousand five hundred shillings per course unit, Tuition fee per semester KES 57,000) a statutory fees of 3,000 ((Three thousand Kenyan shillings).

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**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.

School of Business  
**Riara University**, Mbagathi Way  
P.O. Box 49940-00100, Nairobi, Kenya  
Tel. 0703 038 000/439  
Email: [info@riarauniversity.ac.ke](mailto:info@riarauniversity.ac.ke)  
[www.riarauniversity.ac.ke](http://www.riarauniversity.ac.ke)