## Fourth Trimester COURSE CODE **COURSE TITLE** CREDIT HOURS 1. BUSS 041 Research Project 3 2. BUSS 042 Strategic Management 3 3. BUSS 043 Insurance Practice 3 4. ACCT 044 Cost and Management Accounting 3 5. PSCM 045 Procurement & Supply Chain 3 6. BUSS 046 Business Planning 3 18 Total **Human Resource Management Option** First Trimester COURSE CODE **COURSETITLE** CREDIT HOURS 1. ACCT 010 Principles of Accounting 3 2. BUSS 012 Principles of Management 3 3. BUSS 013 Business Law 3 4. STAT 014 **Business Statistics** 3 5. ECON 015 Principles of Economics 3 6. COMP 016 Computer Applications 3 18 Total Second Trimester COURSE CODE COURSETITLE CREDIT HOURS Production & Operations Management Marketing fundamentals 1. BUSS 021 3 2. MKTG 022 3 3. FINA 023 Financial Management 3 4. PSCM 024 Principles of Purchasing 3 025 Business Communications 5. BUSS 3 6. HRMG 026 Human Resource Management 3 18 Total Third Trimester COURSE CODE COURSETITLE CREDIT HOURS 1. HRMG 031 Personal Career Development 2. HRMG 032 Training and Development 3. HRMG 033 Employee Relations Employee Resourcing Organizational Behavior And Leadership 4. HRMG 034 3 5. HRMG 035 3 6. BUSS 036 Research Methods 3 Total 18 Fourth Trimester **COURSETITLE** CREDIT HOURS

Research project

3

COURSE CODE 1. BUSS

041

Third Trime	ester							
COURSE COD		COURSETITLE	CREDIT HOURS					
1. PMGT	031	Management of Information Systems (MIS						
2. PMGT	032	Project Monitoring and Evaluation	3					
3. PMGT	033	Negotiation Skills for Projects	3					
4. PMGT	034	Project Quality Management	3					
5. PMGT	035	Project Organizational Leadership	3					
6. BUSS	036	Research Methods	3					
Total			18					
Fourth Trin	nester							
COURSE COD	)E	COURSETITLE	CREDIT HOURS					
1. BUSS	041	Research Project	3					
2. PMGT	042	Strategic Project Management	3					
<ol><li>PMGT</li></ol>	043	Project Financing	3					
4. PMGT	044	Procurement & Supply Chain Management	3					
<ol><li>PMGT</li></ol>	045	Practice of Project Mgt Consultancy (Case S						
<ol><li>PMGT</li></ol>	046	Legal & Community Issues in Project Mana	gement 3					
Total			18					
Public Re	elations M	anagement Option						
First Trime								
COURSE COD	)E	COURSETITLE	CREDIT HOURS					
1. ACCT	010	Principles of Accounting	3					
2. BUSS	012	Principles of Management	3		Marketin	g Option		
3. BUSS	013	Business Law	3		First Trimes			
4. STAT	014	Business Statistics	3		COURSE COD		COURSE TITLE	CREDIT HOUR
5. ECON	015	Principles of Economics	3		1. ACCT	010	Principles of Accounting	3
6. COMP	016	Computer Applications	3		2. BUSS	010	Principles of Management	3
Total			18		3. BUSS	013	Business Law	3
Second Tr	imester				4. STAT	014	Business Statistics	3
COURSE COD	)E	COURSETITLE	CREDIT HOURS		5. ECON	015	Principles of Economics	3
1. BUSS	021	Production & Operations Management	3		6. COMP	016	Computer Applications	3
2. MKTG	022	Marketing Fundamentals	3		Total	010	compacer Applications	18
3. FINA	023	Financial Management	3		Second Trin	nester		10
4. PSCM	024	Principles of purchasing	3		COURSE COD		COURSE TITLE	CREDIT HOUR
5. BUSS	025	Business Communications	3		1. BUSS	021	Production and Operations Management	3
6. HRMG	026	Human Resource Management	3		2. MKTG	022	Marketing fundamentals	3
Total			18		3. FINA	023	Financial Management	3
Third Trime		COLLEGE TITLE	CDEDIT HOURS		4. PSCM	024	Principles of Purchasing	3
COURSE COD		COURSETITLE	CREDIT HOURS		5. BUSS	025	Business Communications	3
1. PRM	031	Introduction to Communication Theory	3		6. HRMG	026	Human Resource Management	3
2. PRM	032	Interpersonal Communication	3		Total		•	18
3. PRM	033	Introduction to Mass Communication	3		Third Trime	ster		
4. PRM	034	Events Planning & Management	3		COURSE COD	E	COURSE TITLE	CREDIT HOUR
5. PRM	035	Introduction to Public Relations	3		1. MKTG	031	Consumer behavior	3
6. BUSS	036	Research Methods	3		2. MKTG	032	Integrated Marketing communication	3
Total			18		3. MKTG	033	Electronic Marketing	3
Fourth Tr					4. MKTG	034	Retail Marketing	3
COURSE COD		COURSETITLE	CREDIT HOURS		5. MKTG	035	Fundamentals of Sales and Sales Managen	
1. BUSS	041	Research Project	3		4. BUSS	036	Marketing research	3
2. PRM	042	Writing for the Media	3		Total			18
3. PRM	043	Strategic Public Relations Management	3		Fourth Trin			
4. PRM	044	International ( )1643( )-33n BUR3REDIT U					<b>®usourss</b> e4 <b>(eF)æ</b> s BUR3REDI <b>3</b> 31. BT⊠ommuni	ca <b>tra</b> ndit hour
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			5. PSC		IDATANAMATE	to <b>waz</b> eriai Hand	distriction 3	3
			6. PSC	M 026			c <b>FMxdragente</b> lt of International Marketing	3
			Total Third	Trimoctor	4. MKTG	044	Services Marketing 18	3
				<i>Trimester</i> SE CODE	5. MKTG	045	Product development Principles of COREONIEN CAPES	3
			1. PSC		CO.URREGITLE	nu46 ply Chain Manac		18
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			6. BUS		MAIN CAMPUS -MERU: P.O.	Box 267- 60200, Meru, Ken	y0y0y0y5-MER(I: )10 - 2118423/4/5/6/7, xax: 064 Tw 30162, infy	
			Total	_ 050				

Total Fourth Trimester

3. PSCM

4. PSCM

042

043

044



## Diploma in Business Adminstration