



Bachelor of Science in **International Business Administration**

USIU-Africa is accredited in Kenya by the Commission for University Education (CUE) & the United States of America by WASC Senior College and University Commission respectively.

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**United States
International
University-Africa**

Education to take you places

PROGRAM DESCRIPTION

This program prepares graduates to meet the ever-changing needs of global industries and are proficient in broad business knowledge and problem solving abilities. With the skills obtained, you will be at an advantageous position to successfully manage multinational businesses, government and not-for-profit organizations throughout the world, as well as qualify for graduate school. The undergraduate program provides liberal and multicultural education, proficiency in selected disciplines, understanding of organizational dynamics, skills in critical thinking and competence in interpersonal, oral, written, quantitative and computer skills.

Association of Chartered Certified Accountants (ACCA) Graduates of this program can claim up to six exemptions at Foundation Level of the ACCA - the global body for professional accountants - qualification.

LEARNING OUTCOMES

Upon completing the program, students will:

1. Use business data for managerial decisions.
2. Communicate effectively in writing and speech.
3. Identify and develop international business opportunities.
4. Contribute positively to global society.
5. Apply marketing principles to international strategies.
6. Create and analyze financial statements for global business.
7. Demonstrate leadership and ethics in international settings.
8. Understand legal, economic, and cultural aspects of global operations.

DEGREE REQUIREMENTS

120 UNITS

GENERAL EDUCATION

39 UNITS

SIGNATURE COURSES

15 UNITS

STRATEGIES FOR UNIVERSITY SUCCESS

3 UNITS

SUS 1010 Strategies for University Success

RESEARCH METHODS

3 UNITS

GRM 2000 Introduction to Research Methods

COMMUNITY SERVICE OR COMMUNITY PROJECT

3 UNITS

CMS 3700 Community Service

THE SENIOR EXPERIENCE

3 UNITS

SEN 4800 Integrated Senior Seminar

FUNDAMENTALS OF INFORMATION LITERACY

3 UNITS

FIL 1010 Fundamentals of Information Literacy

LANGUAGE STUDIES

12 UNITS

ENGLISH LANGUAGE

6 UNITS

ENG 1106 Composition I (WI)

ENG 2206 Composition II (WI)

FOREIGN LANGUAGE

6 UNITS

Students must have credit for a foreign language or must take a two-course foreign language sequence of one language.

USIU-Africa offers courses in Arabic (ARB1000), French (FRN1000), Japanese (JPN1000), Spanish (SPN1000), Swahili (SWA1000), Chinese (CHI1000) and Kenya Sign Language (KSL1000).

DISCIPLINARY GENERAL EDUCATION ELECTIVES

6 UNITS

IST 1010 Introduction to Information Systems

MTH 1109 College Algebra

SCHOOL-BASED GENERAL EDUCATION ELECTIVES

6 UNITS

Students must choose 2 elective courses; 1 lower level (compulsory) elective from the School of Science and Technology, and 1 from either upper level from the School of Humanities and Social Sciences or School of Science and Technology. The electives are as follows:

SCHOOL OF HUMANITIES & SOCIAL SCIENCES LIST OF UPPER ELECTIVES

FAR 3000 Music of the World

FAR 3001 Visual Arts of the World

GEO 3000	Geography and the Environment
HIS 3015	20th Century Eastern Africa
HIS 3021	History of Modern Asian Civilization
HIS 3025	History of Kenya
IRL 3015	Introduction to Peace & Conflict Studies
LIT 3330	Literature for Children & Adolescents
LIT 3340	Myths, Rituals & Archetypes
LIT 3351	Masterpieces of World Literature
LIT 3775	Post-Colonial Writing in English
LIT 4785	African Authors Seminar
LIT 4815	Oral Literature
LIT 4820	Sacred Literatures of the World
PHL 3309	Major Figures in Philosophy
PHL 3310	Ethics and Value Theory
PSY 3135	Psychology of Communication
PSY 3150	Courtship & Marriage
SOC 3301	Social Problems
SOC 3305	Deviant Behavior
SOC 3310	Family & Kinship in a Multicultural Context
SOC 3500	Social Conflict & Resolution

SCHOOL OF SCIENCE & TECHNOLOGY LIST OF LOWER LEVEL COMPULSORY ELECTIVE

MTH 2210	Introduction to Applied Statistics
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SCHOOL OF SCIENCE & TECHNOLOGY LIST OF UPPER LEVEL ELECTIVES

ENV 4000	Environmental Economics
ENV 3200	Water Use & Management
ENV 3500	Regional Environment
ENV 3300	Energy Use and Management
ENV 3288	Field Studies
ENV 4200	Environmental Law
NSC 3304	Biology and the Environment
JRN 3015	Media Management

CORE COURSES

81 UNITS

LOWER LEVEL CORE COURSES

24 UNITS

ACT 1010	Principles of Accounting I	3 Units
ACT 2010	Principles of Accounting II	3 Units
BUS 1010	Introduction to Business Organizations	3 Units
BUS 2010	Business Mathematics	3 Units
BUS 2020	Business Communications	3 Units
ECO 1010	Principles of Microeconomics	3 Units
ECO 1020	Principles of Macroeconomics	3 Units
IST 2040	Information Systems and Applications	3 Units

UPPER LEVEL CORE COURSES

36 UNITS

BUS 3010	Business Law	3 Units
BUS 3020	Production and Operations Management	3 Units
BUS 3030	Business Statistics	3 Units
BUS 4070	Business Values and Ethics	3 Units
BUS 4090	Strategic Management	3 Units

FIN	3010	Principles of Finance	3 Units
MGT	3010	Overview of Management Practice	3 Units
MGT	4030	Cross Cultural Management	3 Units
MKT	3010	Principles of Marketing	3 Units
IBA	4010	International Business Operations	3 Units
IBA	4020	International Economics and Trade	3 Units
IBA	4950	International Business Project	3 Units
OR			
IBA	4910	International Business Internship	3 Units

ELECTIVES

6 UNITS

Students must choose two electives from the list of courses below:

BUS	4000	Corporate Law	3 Units
BUS	4005	Project Management	3 Units
BUS	4080	Business Process Management	3 Units
BUS	4015	Supply Chain Management	3 Units

CONCENTRATIONS

15 UNITS

ACCOUNTING

ACT	3010	Accounting Information Systems	3 Units
ACT	4010	Managerial Accounting I	3 Units
ACT	4021	Financial Reporting I	3 Units
ACT	4031	Financial Reporting II	3 Units
ACT	4040	Cost Accounting	3 Units
OR			
ACT	4050	International Accounting	3 Units

ENTREPRENEURSHIP

ENT	4005	Entrepreneurial Behavior and Ethics	3 Units
ENT	4020	Management of Entrepreneurial Ventures	3 Units
ENT	4040	Electronic Commerce	3 Units
ENT	4050	International Dimensions of Entrepreneurship	3 Units
ENT	4060	Small Business Consulting	3 Units

FINANCE

FIN	4010	International Managerial Finance	3 Units
FIN	4020	Corporate Finance	3 Units
FIN	4030	Investments	3 Units
FIN	4040	Money and Capital Markets	3 Units
FIN	4050	Financial Information Systems	3 Units

MANAGEMENT

ENT	4020	Management of Entrepreneurial Ventures	3 Units
MGT	4010	Dimensions of Leadership and Management	3 Units
MGT	4020	Organizations and Organizational Behavior	3 Units
MGT	4040	Human Resource Management	3 Units
MGT	4050	Total Quality Management	3 Units

MARKETING

MKT	3020	Marketing Information Systems	3 Units
MKT	4010	International Marketing	3 Units
MKT	4020	Marketing Research	3 Units
MKT	4030	Marketing Communications and Buyer Behavior	3 Units
MKT	4050	Services Marketing	3 Units

CAREER OPPORTUNITIES

A Bachelor of Science in International Business Administration opens up a wide range of career opportunities, examples include:

1. Management
2. Banking
3. Computer Communication
4. Education Administration
5. Government
6. Human Resources
7. Not-for-profit Organizations
8. Sales
9. Retail Operations
10. Technology/Innovation Management
11. Service Management
12. Export and Import Operations
13. Marketing

ADMISSION REQUIREMENT

Kenya Certificate of Secondary Education (KCSE) or its equivalent with a minimum aggregate of C+ (Plus).

CONTACTS

**P.O. Box 14634 - 00800,
USIU Road, Off Thika Road (Exit 7),
Nairobi, Kenya**



 +254 730 116 290 /291 /247 /300 /397 /503 /522

 admit@usiu.ac.ke

 +254 755 844 849