

Finance Option:
BCFI 400 Asset Management
BCFI 401 Security Analysis and Securitization
Plus one level four specialization elective

Human Resource Option:
BCHR 400 Personnel Training and Development
BCHR 401 Occupational Health and Safety
Plus one level four specialization elective

Marketing Option:
BCMCK 401 Strategic Retail Management
BCMCK 402 Applied Marketing Research
Plus one level four specialization elective

Purchasing and Supply Chain Management Option:
BCPS 400 Managing Supply Chain Relationships
BCMCK 401 Strategic Retail Management
Plus one level four specializing elective

Semester II Common Courses
BCBA 402 Business Ethics
BCBA 403 Strategic Management
BCBA 404 Management Research Project II
GUCC 400 Entrepreneurship Project

Plus 3 Specialization Courses

Accounting Option:
BCAC 403 Advanced Management Accounting
BCAC 404 Auditing and Investigations
Plus one level four specialization elective

Business Administration Option:
BCBA 407 Company Secretarial and Administration Law
BCBA 408 Contemporary Issues in Management
Plus one level four specialization elective

Credit Management Option:
BCCR 402 Credit Management Services
BCCR 403 Principles and Practice of Debt Recovery
Plus one level four specialization elective

Entrepreneurship & Enterprise Development Option:
BCEN 402 Enterprise Financing
BCMCK 400 Strategic Brand Management
Plus one level four specialization elective

Finance Option:
BCFI 402 International Finance
BCFI 403 Portfolio Theory and Management
Plus one level four specialization elective

Human Resource Management Option:
BCHR 402 Work Design and Measurement
BCHR 403 Strategic Human Resource Management
Plus one level four specialization Elective

Marketing Option:
BCMCK 403 Global Marketing Strategy
BCMCK 400 Strategic Brand Management
Plus one level four specialization elective

Purchasing and Supply Chain Management Option:
BCPS 401 Supply Chain Performance Measurement
BCPS 402 Procurement Law and Ethics
Plus one level four specialization elective

LEVEL FOUR SPECIALIZATION ELECTIVES

Accounting Option:
BCAC 405 Bankruptcy and Reorganization Accounting
BCAC 406 Accounting Theory
BCAC 407 Trust and Executorships Accounts

Business Administration Option:
BCBA 409 Organizational Leadership
BCBA 410 International Business Management
BCBA 411 Management of Co-operatives

Credit Management Option:
BCCR 404 Export Credit and Finance
BCCR 405 Commercial and Consumer Credit Law
BCCR 406 Planning, Measuring and Reporting Debtors
BCCR 407 Credit Insurance

Entrepreneurship & Enterprise Development Option:
BCEN 403 Corporate Entrepreneurship
BCEN 404 Global Entrepreneurship
BCEN 405 New Venture Creation

Finance Option:
BCFI 404 Strategic Financial Management
BCFI 405 Real Estate Finance
BCFI 406 Development Finance

Human Resource Management Option:
BCHR 404 Global Human Resource Management
BCHR 405 Contemporary Issues in Human Resource Management

BCBA 406 Managing Organizational Change
BCHR 407 Culture and Management

Marketing Option:
BCMCK 404 Customer Relationship Management
BCMCK 405 Marketing Ethics
BCMCK 406 Agribusiness Marketing
BCMCK 407 Tourism and Hospitality Marketing
BCMCK 408 Marketing of Non-Profit Organizations

Purchasing and Supply Chain Management Option:
BCPS 403 Operational Management in the Supply Chain
BCPS 404 Government and Public Sector Procurement

1. FEE STRUCTURE

	Self - Sponsored Students: Full Time, Evening & Weekend (SSFTEW)	Self - Sponsored Students: Distance Learning (SSDL)	Government Sponsored Students (GSS)
Tuition Fees Per Semester	Kshs.	Kshs.	Kshs.
Tuition Fees (6 Courses)	51,000	45,000 (Inclusive of Study Packs)	8,000
Administrative Charges Per Semester	Kshs.	Kshs.	Kshs.
Student Activity	1,500	1,500	1,500
Medical Cover	2,000	-	2,000
Library	2,000	2,000	2,000
ICT	2,000	2,000	2,000
Students Association (GUSA) Fee	500	500	500
Exam Fee(6 Courses)	3,000	3,000	3,000
One-Off Administrative Charges (Payable once on entry)	Kshs.	Kshs.	Kshs.
Facilities Maintenance Fee	2,000	2,000	2,000
Student ID Card	500	500	500
Registration Fee	2,000	2,000	2,000
KUCCPS Placement Charge	-	-	1,500
CUE Quality Assurance Charge	1,000	1,000	1,000
Other Charges	Kshs.	Kshs.	Kshs.
Corporate Internship Assessment (Payable Once in Y4S3)	8,000	8,000	8,000

Total Fees Per Semester (Exclusive of Accommodation and Food)								
YEAR 1						YEAR 2		
SEMESTER I			SEMESTER II			SEMESTER I		
SSFTEW	SSDL	GSS	SSFTEW	SSDL	GSS	SSFTEW	SSDL	GSS
67,500	59,500	26,000	62,000	54,000	19,000	62,000	54,000	19,000

YEAR 2			YEAR 3					
SEMESTER II			SEMESTER I			SEMESTER II		
SSFTEW	SSDL	GSS	SSFTEW	SSDL	GSS	SSFTEW	SSDL	GSS
62,000	54,000	19,000	62,000	54,000	19,000	62,000	54,000	19,000

YEAR 3			YEAR 4					
SEMESTER III (CORPORATE INTERNSHIP)			SEMESTER I			SEMESTER II		
SSFTEW	SSDL	GSS	SSFTEW	SSDL	GSS	SSFTEW	SSDL	GSS
8,000	8,000	8,000	62,000	54,000	19,000	70,500	61,500	26,200

Note: All applicable fees should be paid within one month of the start of the registered semester failure to which a late payment surcharge of Ksh.2,000 will automatically be debited to the student fee account.

2. ACCOMODATION & MEALS

- Self Contained Rooms (4 students sharing) inclusive of breakfast, Lunch & Supper = **Ksh. 30,000** per semester per student
- Self Contained Rooms (6 students sharing) inclusive of breakfast, Lunch & Supper = **Ksh. 28,000** per semester per student
- General Rooms (Washroom facilities outside the rooms) inclusive of breakfast, Lunch & Supper = **Ksh.26,000** per semester per student



SCHOOL OF BUSINESS

BACHELOR OF COMMERCE (B.COM) DEGREE PROGRAMME



The School's Vision

To be a leading and recognized center of excellence in teaching, research and consultancy in business management.

The School's Mission

To maintain leadership role in the pursuit of knowledge through relevant and quality training, research and advisory services in various functional areas of business.

Please visit our website at: www.gretsauniversity.ac.ke

Join us on **Gretsa University - Thika**

Follow us on **@GretsaUni_Thika**

Effective Date : 1 August 2018

OVERALL GOAL OF THE PROGRAMME

The general objective of the B.Com degree programme is to produce competent and ethical business graduates capable of effectively contributing to the world's social-economic development.

CORE PROGRAMME LEARNING OUTCOMES

In particular, the B.Com degree programme seeks to produce graduates who are able to:

- Effectively carry out the key tasks in business functional areas.
- Conduct relevant research to help in effective decision making.
- Effectively solve emerging problems and challenges in modern business organizations.
- Conduct business practices within acceptable legal and ethical framework.
- Effectively communicate and be resourceful team players.
- Advance to higher levels of business training.

CAREER PROSPECTS

Holders of Bachelor of Commerce may pursue careers in following areas per their Specialization fields: Corporate Managers and Administrators, Purchasing Managers, Accountants, Auditors, Marketing Managers, Sales Managers, Credit Managers, Human Resource Managers, Investments Managers, Banking Officers, Asset Managers, Financial Analysts, Business Analysts, Business Consultants, Entrepreneurs and other related business and organizational administrative functions.

ADMISSION REQUIREMENTS

A candidate must satisfy any of the following minimum requirements:

- Be a holder of KCSE (or equivalent examination) certificate with a minimum aggregate of C+ and a minimum of C in both Mathematics /Business Studies and English ,Or
- Be a holder of KACE certificate with a minimum of two principal passes and one subsidiary pass, and a minimum of a credit pass in Mathematics at KCE, Or
- Be a holder of a diploma or professional certificates from institutions recognized by Ministry of Education and /or Commission for University Education.

PROGRAMME DURATION

The B Com degree programme shall take four academic years of study (8 semesters in 3 calendar years) in situations where the student is admitted in Y1S1.

CREDIT TRANSFER

Holders of KNEC, KIM or University Diplomas, ATD, DCM, Part II CPA/CS/CCP/ CIFA will join in 2nd year and those with CPA/CPS/CCP/CIM part III or KNEC Higher Diploma in Business or equivalent recognized final level professional qualifications will join the programme in the 3rd year of study provided credit transfers granted do not exceed 49% of credits offered in the entire B.com programme.

GRADING OF COURSES

Each unit will be graded as follows:

Overall Average Mark	Grade
70% and above	A
60% to below 70%	B
50% to below 60%	C
40% to Below 50%	D
Below 40%	Fail

CLASSIFICATION OF THE DEGREE

The Degree shall be classified as follows, based on the Overall Average Mark

Overall Average Mark	Degree Classification
70% and above	First Class Honours
60% to below 70%	Second Class Honours (Upper Division)
50% to below 60%	Second Class Honours (Lower Division)
40% to below 50%	Pass

SPECIALIZATION OPTIONS

The school of business offers the following specialization options:- Accounting, Business Administration, Credit Management, Entrepreneurship & Enterprise Development, Finance, Human Resource Management, Marketing and Purchasing and Supply Chain Management.

MINOR/DOUBLE MAJOR OPTIONS

A Student who opts to take 2 additional course units per semester from among the 3 specialization course units offered in a different concentration area consistently throughout the 3rd and 4th years of study will apart from graduating with a major in their first chosen specialization option, also graduate with a minor in their chosen area of specialization. A student who takes all 3 specialization courses in additional specialization area will graduate with a double major.

PROGRAMME STRUCTURE

YEAR 1

Semester I

Course Code	Course Title
BCAC 100	Financial Accounting I
BCBA 100	Introduction to Business
ECON 100	Microeconomics
GUCC 100	Computer Application Skills
GUCC 101	Communication Skills
BCBA 105	Business Communication

Semester II

Course Code	Course Title
BCAC 101	Financial Accounting II
BCBA 103	Business Mathematics
BCBA 104	Business Law I
BCBA 102	Principles of Management
ECON 101	Macroeconomics
GUCC 103	Human Health and Wellness

YEAR 2

Semester I

Course Code	Course Title
BCFA 200	Financial Management
BCMCK 200	Principles of Marketing
BCHR 200	Human Resource Management
BCBA 200	Business Statistics
ECON 200	Intermediate Microeconomics
BCBA 201	Business Law II

Semester II

Course Code	Course Title
BCBA 202	Management Decision Models
BCAC 200	Accounting for Assets & Liabilities
BCPS 200	Purchasing and Supply Management
BCBA 203	Insurance and Risk Management
ECON 201	Intermediate Macroeconomics
GUCC 201	National Cohesion and Integration

YEAR 3

Semester I

Common Courses

GUCC 300	Entrepreneurship and Small Business Management
BCBA 300	Management Information Systems
BCHR 300	Organizational Behaviour

Plus 3 Specialization Courses

Accounting Option:

BCAC 300	Specialized Financial Accounting
BCAC 301	Management Accounting
BCAC 302	Public Sector Accounting

Business Administration Option:

BCBA 303	Public Relations
BCBA 304	Business Planning
BCBA 305	Office Management

Credit Management Option:

BCCR 300	Credit Management Theory and Practice
BCCR 301	Credit Assessment and Evaluation
BCCR 302	Credit Policies and Control instrument

Entrepreneurship & Enterprise Development Option:

BCEN 301	Innovation and New Product Management
BCMCK 301	Consumer Behavior
BCBA 304	Business Planning

Finance Option:

BCFI 300	Corporate Finance
BCFI 301	Monetary Theory and Practice
BCFI 302	Financial Law

Human Resource Option:

BCHR 302	Labor Economics
BCBA 303	Public Relations
BCHR 304	Human Resource Procurement

Marketing Option:

BCMCK 301	Consumer Behavior
BCMCK 302	Marketing Planning and Strategy
BCMCK 303	Integrated Marketing Communication

Purchasing and Supply Chain Management Option:

BCPS 300	Risk Management in Supply Chain
BCPS 301	Strategic Supply Chain Management
BCPS 302	International Purchasing

Semester II

Common Courses

BCBA 301	Business Research Methods
GUCC 301	Critical Thinking and Logic
BCBA 302	Managerial Statistics

Plus 3 Specialization Courses

Accounting Option:

BCAC 303	Advanced Financial Accounting
BCAC 304	Principles of Auditing
BCAC 305	Accounting Information Systems

Business Administration Option:

BCBA 306	Project Management
BCHR 303	Labor Relations
BCMCK 300	Services Marketing and Management

Credit Management Option:

BCCR 303	Sales Ledger Management
BCCR 304	Credit Risk Management
BCCR 305	Advanced Collection Methods and Procedures

Entrepreneurship & Enterprise Development Option:

BCEN 302	Strategic Marketing for SMEs
BCEN 303	Social Entrepreneurship
BCMCK 300	Services Marketing and Management

Finance Option:

BCFI 303	Financial Statements Analysis
BCFI 304	Public Finance
BCFI 305	Financial Risk Management

Human Resource Management Option:

BCHR 305	Reward Management
BCHR 303	Labor Relations
BCHR 306	Labor Law

Marketing Option:

BCMCK 304	Sales Management
BCMCK 300	Services Marketing and Management
BCMCK 306	Business-to-Business Marketing

Purchasing and Supply Chain Management Option:

BCPS 303	Logistics Management
BCPS 304	Materials and Storage Management
BCBA 306	Project Management

Semester III

BCBA 412

Corporate Internship I

YEAR 4

Semester I

Common Courses

BCAC 400	Taxation Theory and Practice
BCBA 400	Electronic Commerce
BCBA 401	Management Research Project I

Plus 3 Specialization Courses

Accounting Option:

BCAC 401	Company Accounts
BCAC 402	Company Law

Plus one level four specialization Elective

Business Administration Option:

BCBA 405	Public Sector Management
BCBA 406	Managing Organizational Change

Plus one level four specialization elective

Credit Management Option:

BCCR 400	Consumer Credit Management
BCCR 401	Micro-finance

Plus one level four specialization elective

Entrepreneurship & Enterprise Development Option:

BCEN 400	Contemporary Issues in Entrepreneurship
BCEN 401	Business Counseling and Consultancy

Plus one level four specialization elective