

MAJOR

66 UNITS

LOWER DIVISION CORE COURSES

24 UNITS

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

UPPER DIVISION CORE COURSES

36 UNITS

BUS	3010	Business Law
BUS	3020	Production and Operations Management
BUS	3030	Business Statistics
BUS	4070	Business Values and Ethics
BUS	4090	Strategic Management
FIN	3010	Principles of Finance
MGT	3010	Overview of Management Practice
MGT	4030	Cross Cultural Management
MKT	3010	Principles of Marketing
IBA	4010	International Business Operations
IBA	4020	International Economics and Trade
IBA	4950	International Business Project or
IBA	4910	International Business Internship

ELECTIVES

6 UNITS

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

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

CONCENTRATION

15 UNITS

ACCOUNTING

ACT	3010	Accounting Information Systems
ACT	4010	Managerial Accounting I
ACT	4020	Financial Accounting I
ACT	4030	Financial Accounting II
ACT	4040	Cost Accounting OR
ACT	4050	International Accounting

ENTREPRENEURSHIP

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

FINANCE

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

MANAGEMENT

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

MARKETING

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

EMPLOYMENT OPPORTUNITIES:

- Management
- Banking
- Computer Communication
- Education Administration
- Government
- Human Resources
- Not-for-profit Organizations
- Sales
- Retail Operations
- Technology/Innovation Management
- Service Management
- Export and Import Operations
- Marketing

CONTACTS

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BSc. International Business Administration

Accredited in Kenya & the United States of America by the Commission for University Education (CUE) and WASC Senior College and University Commission respectively.



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PROGRAM DESCRIPTION

When designing this program, we wanted to ensure that our undergraduates are prepared 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.

PROGRAM LEARNING OUTCOMES

Upon successful completion of the program, students will be able to:

1. Analyze and utilize business data in making managerial decisions in business environments.
2. Communicate in the written form and enunciate verbally.
3. Identify international business opportunities and develop viable international business plans.
4. Exemplify positive contributions to the international society.
5. Apply marketing principles in designing strategies for international business.
6. Generate and interpret financial statements for international business.
7. Exemplify leadership skills and ethical behavior in international business environments.
8. Interpret legal, economic and cultural aspects of international business operations.

DEGREE REQUIREMENTS

120 UNITS



GENERAL EDUCATION 39 UNITS

SIGNATURE COURSES 12 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

LANGUAGE STUDIES 12 UNITS

ENGLISH 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 up a two-course foreign language sequence of one language. USIU-Africa offers courses in Arabic, Chinese, French, Japanese, Spanish and Swahili.

Foreign Language I

Foreign Language II

DISCIPLINARY GENERAL EDUCATION ELECTIVES 15 UNITS

MTH 1109 College Algebra 3 Units

IST 1010 Introduction to Information Systems 3 Units

SCHOOL-BASED GENERAL EDUCATION ELECTIVES 9 UNITS

Students are required to pick 3 electives (9 Units) from the other schools. At least one of the courses should be an upper level course. Lower level courses are coded 1000-2999 while upper level coded 3000-4999. MTH 2210 is a compulsory lower elective General Education course.

SCHOOL OF HUMANITIES & SOCIAL SCIENCES – LIST OF ELECTIVES

Lower Level

CJS 1101	Introduction to Criminal Justice
COM 1500	Intercultural Communication
GNS 2000	Introduction to Gender Studies
GNS 2001	Communication & Gender
IRL 2000	Foundations of International Relations
LIT 1106	African Fiction
LIT 2220	Literature & Culture
PHL 1104	Introduction to Philosophy
POL 2201	Introduction to Political Science
PSY 1101	Introduction to Psychology
PSY 2125	Human Sexuality
SOC 2201	Introduction to Sociology

Upper Level

FAR 3000	Music of the World
FAR 3001	Visual Arts of the World
GEO 3000	Geography and the Environment
HIS 3015	20 th 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 ELECTIVES

Lower Level

MTH 2210	Introduction to Applied Statistics (Compulsory)
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Upper Level

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