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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USIU AFRICA

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

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 Managemnet
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	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	4020	Financial Accounting I	3 Units
ACT	4030	Financial Accounting 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

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