Marketing

MKT	6010	Marketing Communications Strategy	3 Units
MKT	6020	Marketing Research	3 Units
MKT	6040	Global Marketing Strategy	3 Units
MKT	6050	Information Systems Applications in Marketing	3 Units
MKT	6850A	Marketing Project I	3 Units
MKT	6850B	Marketing Project II	3 Units

Strategic Management

BUS	6120	Strategic Responses to Turbulent Environments	3 Units
BUS	6140	Management of Technological Innovations	3 Units
BUS	6150	Contributors to Strategic Management Transnational Strategic	3 Units

Management

BUS	6850A	Strategic Management Project I	3 Units
BUS	6850B	Strategic Management Project II	3 Units

Repeating courses

A maximum of 2 courses may be repeated. No course may be taken more than twice (the original and one subsequent registration) without approval from the Dean.

CAREER OPPORTUNITIES

1. Chief Executive Officer (CEO)
2. Chief Financial Officer (CFO)
3. Business Consultant
4. Marketing Manager
5. Operations Manager
6. Financial Analyst
7. Human Resources Manager
8. Investment Banker
9. Supply Chain Manager
10. Entrepreneur

CONTACTS

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Master of **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.

PROGRAM DESCRIPTION

The Chandaria School of Business in partnership with international business schools offers the MBA to meet the needs of high-potential executives seeking a world-class education focused on globalization, entrepreneurship and applicability.

LEARNING OUTCOMES

Upon completion of the Master of Business Administration program, students will be able to:

1. Analyze and interpret financial information for decision making.
2. Formulate, implement and evaluate firm strategies.
3. Evaluate entrepreneurial opportunities and develop strategies in a dynamic environment.
4. Exhibit leadership and ethical behavior in a diverse environment.
5. Conduct research in the field of specialization.
6. Embrace global practices.

DEGREE REQUIREMENTS

48 UNITS

CORE COURSES — **27 UNITS**

ACT	6010	Managerial Accounting	3 Units
BUS	6020	Strategic Management	3 Units
BUS	6035	Leadership and Ethics	3 Units
BUS	6220	Business Research Methods	3 Units
BUS	6225	Business Statistics	3 Units
ECO	6010	Managerial Economics	3 Units
FIN	6000	Managerial Finance	3 Units
MKT	6000	Managerial Marketing	3 Units
GSE	6000	Entrepreneurship and New Venture Creation	3 Units

ELECTIVES (Choose one) — **3 Units**

MDA	6460	Business Analytics	3 Units
SDE	6030	Sustainable Procurement and Supply Chain Management	3 Units

CONCENTRATION COURSES — **18 Units**

The following concentrations are available to students who are seeking an MBA degree in the Chandaria School of Business. Students seeking double concentration are required to meet the project requirement for one of the concentrations and select any two courses from any other concentration.
For more information on double concentrations enquire from the Principal Academic Advisor.

Finance

FIN	6010	Investments	3 Units
FIN	6030	International Financial Markets	3 Units
FIN	6040	Information Systems Applications in Finance	3 Units
FIN	6810	Climate Finance and Emerging Issues	3 Units
FIN	6850A	Finance Project I	3 Units
FIN	6850B	Finance Project II	3 Units

Global Sustainable Entrepreneurship and Innovation (GSE&I)

GSE	6010	Global Social Sustainable Entrepreneurship	3 Units
GSE	6030	Development of Social Sustainable Enterprises	3 Units
GSE	6040	Sustainable Enterprise Funding and Evaluation	3 Units
GSE	6850A	Project I	3 Units
GSE	6850B	Project II	3 Units
GSE	6890	Project Practicum	3 Units

Human Resource Management

BUS	6050	Total Quality Management	3 Units
MGT	6010	Human Resource Management	3 Units
MGT	6020	Human Resource Development	3 Units
MGT	6030	Labour Relations Management	3 Units
MGT	6850A	Human Resource Management Project I	3 Units
MGT	6850B	Human Resource Management Project II	3 Units