

BACHELOR OF BUSINESS STATISTICS

Objectives of the programme

The overall objective of the programme is to produce graduates that can think clearly and critically and apply the knowledge of Business Statistics in decision making when solving business problems.

Specific Objectives:

- To enhance the knowledge of statistics in business management
- To develop analytical skills in both private and public business organizations in the country.
- To build a culture of informed decision making using statistical models

Programme Structure

The course is proposed to have duration of six (6) semesters each of seventeen (17) weeks.

Semester One		CU
Course Code	Course Name	
BBA 1107	Business Administration	3
BBM 1101	Descriptive Statistics	3
BBM 1102	Time Series and Index Numbers	4
BSA 1102	Principles of Financial Accounting	4
BBC 1102	ICT I	4
BBM 1103	Business Mathematics I	4
Total Semester Load		22
Semester Two		
BBM 1201	Business Mathematics II	4
BBM 1202	Probability Theory	3
BBM 1203	Statistical Inference I	4
BBA 1204	Business Communication Skills	3
BBA 1203	Principles of Management	
BBE 1203	Micro Economics	4
Total Semester Load		21
Semester One		
MRK 2212	Principles of Marketing	3
BBC 2102	ICT II	5
BBM 2101	Probability for decision making	3
BBM 2102	Sampling Theory and Distribution	3

COM 2115	Financial Management	3
BBM 2103	Statistical Inference II	4
BBM 2104	Business Research Skills	3
Total Semester Load		24
Recess Semester		
BBM 2105	Field Attachment I	5
Semester Two		
BBE 2203	Macro Economics	4
BBM 2201	Correlation and Regression Analysis	3
COM 2202	Business Law	3
BBM 2202	Introduction to Operations Research	4
Electives (Choose One)		
BBM 2203	Process Analysis	4
BBM 2204	Demand Forecasting and Revenue Management	4
Total Semester Load		22
Semester One		
BBM 3101	Multivariate Analysis	4
BBA 3111	Strategic Management	4
BEM 3105	Entrepreneurship Development	3
BBM 3102	Principles of Operations Management	3
BBM 3103	Linear Models	4
Total Semester Load		20
Second Semester		
BBM 3201	Statistical Application Packages	5
BBM 3203	Principles of Econometrics	4
BBM 3205	Marketing Modelling and Analysis	3
BBM 3206	Project Work and	
Field Attachment II		5
BBM 3207	Business Ethics	3
Electives(Choose One)		
BBM 3202	Financial Statistics	4
BBM 3204	Production Statistics	4
BBM 3207	Human Resource Statistics	4
Total Semester Load		24