

BBA 1104	Business Communication Skills	3
BBA 1106	Business Administration	4
BSA 1102	Principles of Accounting	4
	Credit Units	20
Year One Semester Two		
BSM 1201	Understanding Customers	4
BSM 1202	Product Planning & Management	4
BSM 1203	Business Law	4
BSM 1204	Business Economics	4
BBA 1203	Principles of Management	4
	Credit Units	20
YEAR TWO Semester One		
BSM 2101	Marketing Research & Information Systems	4
BSM 2102	Selling and Sales Management	4
BSM 2103	Marketing Channels	4
BBS 2101	Business Statistics	4
	Electives (Choose one)	
BSM 2104	Retail Marketing	3
BSM 2105	Agricultural Marketing	3
	Credit Units	19
BSM 2201	Services Marketing	4
BSM 2202	Marketing Modeling	4

BSM 2203	Cost & Management Accounting	4
BSM 2204	Managerial Finance	4
	Electives (Choose one)	
BSM 2205	Tourist Destination Marketing	3
BSM 2206	Export and Import Management	3
	Credit Units	19
BSM 2301	Marketing Project Work	5
YEAR THREE Semester One		
BSM 3101	Marketing Communications	4
BSM 3102	E-Marketing & Web Design	4
BEM 3102	Entrepreneurship Development	3
BHR 3103	Principles of Human Resource Management	4
	Electives (Choose one)	
BSM 3103	Hospitality Marketing	3
BSM 3104	Entrepreneurial Marketing	3
	Credit Units	18
BSM 3201	International Marketing	4
BSM 3202	Strategic Marketing Management	4
BSM 3203	Marketing Case Study	4
LGD 3203	Business Ethics	2
	Electives (Choose one)	
BSM 3204	Brand Management	3
BSM 3205	Price Management	3
	Credit Units	17

BACHELOR OF TRANSPORT AND LOGISTICS MANAGEMENT

Aims and Objectives

The overall aim of the Bachelor's degree in transport and logistics management is to produce high – quality professional graduates in the field of transport and logistics management with a clear understanding of the foundation and aspects of transport / logistics and general business management.

Specific objectives

- a) To increase the number of trained people in the areas of transport and logistics management in the country and therefore build capacity in the procurement field.

- b) Avail and opportunity to aspiring managers and practitioners to acquire formal and professional training in the transport and logistics management.
- c) Enhance research competences of the staff in faculties and research departments in the field of purchasing and supply management

Programme Structure

YEAR ONE		CU
BBA 1106	Business Administration	4

BSA 1102	Principles of Accounting	4
BBA 1104	Business Communication Skills	3
BTM 1101	Principles of Transport & Logistics Mgt	4
BBC 1102	Information & Communication Technology 1	5
		20
Semester Two		
COM 1202	Business Law	4
BBS 1201	Quantitative Methods	4
BBA 1203	Principles of Management	4
BBE 1204	Business Economics	4
BTM 1201	Logistics & Distribution Management	4
		20
YEAR TWO Semester One		
BTM 2101	Services Operations Management	4
BBS 2101	Business Statistics	4
BBC 2102	Information & Communication Technology 2	5
BTM 2102	Cost Elements in Transport & Logistics	4
BTM 2103	Transport Marketing	4
		21
Semester Two		
COM 2215	Financial Management	4

BBE 2202	Managerial Economics	3
BBS 2201	Business Research Skills	2
BTM 2204	Principles of Transport Planning	4
BTM 2202	Statistical Analysis for the Transport Industry	4
		17
Recess Semester		
BTM 2301	Field Attachment & project work	5
		5
YEAR THREE Semester One		
BTM 3105	Strategic Analysis & Decision Making	3
BTM 3101	Transport Policies & Analysis	2
BHR 3105	Human Resource Management	3
BTM 3102	Transport Investment & Finance	4
BTM 3103	Current Transport Operations	4
		16
Semester Two		
BTM 3201	Customs Clearing & Forwarding	4
BTM 3202	Logistics Planning & Regulations	4
BTM 3203	Business Transport Ethics	4
BTM 3204	Transport Law	4
BTM 3205	Transport & the Society	4
		20

BACHELOR OF TRAVEL AND TOURISM MANAGEMENT.

Aim and Objectives

The overall objective of the programme is to provide students with knowledge, skills and appropriate attitudes in tourism and travel management in order to enable them to effectively participate in the development of tourism and travel businesses to exploit fully the benefits Tourism and Travel Industry.

Specific Objectives

- i. To enable students to Set up and run successful businesses in the Travel and Tourism sector
- ii. Provide students with comprehensive managerial skills in the area of Travel and Tourism
- iii. Present tools and techniques which can enable students to plan, design, and organize Travel and Tourism products the local and international markets
- iv. To equip students with knowledge and skills to enable them take up leadership functions in any area of Travel and Tourism business
- v. To give students with a sound and extensive basis for the study of tourism and travel, by developing relevant knowledge, understanding tourism and travel and transferable skills
- vi. To develop in students with vision, leadership, strategic thinking and political awareness in order to develop