

JP 111 LEVEL IV : DIPLOMA IN BUSINESS ADMINISTRATION

Prerequisite : KCSE C- or its equivalent as outlined by KNQA : Or a Level III Certificate / Diploma
Recommended Duration : 2 – 3 years

Modules

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| 1. | Selling & Marketing Principles | JP 111/1 |
| 2. | Economics for Business | JP 111/2 |
| 3. | International Business Communication | JP 111/3 |
| 4. | Business Management & Administration | JP 111/4 |
| 5. | Advertising & Public Relations | JP 111/5 |
| 6. | Business Law | JP 111/6 |
| 7. | Principles of Accounting | JP 111/7 |
| 8. | Management of Information Systems | JP 111/8 |
| 9. | Entrepreneurship Principles | JP 111/9 |
| 10. | Human Resource Management | JP 111/10 |
| 11. | Industrial Organization and Management | JP 111/11 |
| 12. | Quantitative Techniques and business Statistics | JP 111/12 |