



OPEN UNIVERSITY OF KENYA

The innovative university for inclusive prosperity

# BACHELOR OF BUSINESS AND ENTREPRENEURSHIP



## OVERVIEW

The Bachelor of Science in Business and Entrepreneurship programme is designed to develop entrepreneurial competencies in individuals. Various functions like identification of business opportunities, creating business plans, strategic leadership, and creativity to accelerate innovation. The important contribution of Business and Entrepreneurship to the economy is closely related to Venture formations, green entrepreneurship, entrepreneurial growth, self efficacy and capability and value creation.

### Business and Entrepreneurship Career Projections

- Entrepreneur
- Business Owner/Founder
- Sales Manager
- Franchise Owner
- Investment Banker
- Supply Chain Manager



## PROGRAM STRUCTURE

### Programme Learning Outcomes

- By the end of the programme the learner should be able:
1. Create innovations around social, economic, environmental sustainability, ethics and individual responsibility.
  2. Apply entrepreneurial mindset focusing on problem identification and solutions through innovation, creativity and perseverance.
  3. Examine and apply the best Business Practices in Business and Entrepreneurship
  4. Analyze real life cases and apply transferable skills learnt ensuring in business sustainability, success and transition.

Total credit hours and course units required for graduation The programme shall be offered in 8 semesters. The minimum total courses for the programme are 48. The minimum total course credit hours required for graduation is 144 hours.

## ASSESSMENT

- Continuous Assessment Tasks: 50%
- Final Examination: 50%



## ADMISSION REQUIREMENTS

- A mean grade of C+ and above at KCSE OR
- Diplomas or professional qualifications OR
- A certificate of foundation or bridging courses from recognised institutions OR
- A portfolio for the purpose of recognition of prior learning OR
- Kenya Advanced Certificate of Education with a minimum of 1 principal OR
- A bachelor's degree from an institution recognised by Senate.

# APPLICATION PROCESS



## 1 Application Form

Register by completing the online application form.



## 2 Application Screening

Your application will be reviewed to determine if it is a fit with the program.



## 3 Join OUK now

OUK applicants are also eligible for government scholarships and loans as per the new funding model criteria.



# DURATION

4 years

## MODE OF DELIVERY

ONLINE



### Flexibility

Students can customize their learning experience to fit their unique needs and commitments; with the freedom to choose courses and set their own learning pace



### Inclusivity

Diversity is celebrated, and efforts are made to ensure that all students and staff have access to resources and support services to enable their success



### Openness

Through open admission criteria, affordable tuition options, and online or distance learning programs, the Open University of Kenya strives to removing barrier to access to education and promote lifelong learning



### Certification

All students qualify for progressive certification towards a bachelor's degree:

- Certificate (one third (1/3) of the credit hours)
- Diploma (two-third of (2/3) of the credit hours)
- Degree (programme full credit hours)

## LEVEL 1 PROGRAM COURSES

### FIRST SEMESTER

### SECOND SEMESTER

Agile Working	Scaling a startup
Foundations of Entrepreneurship	Entrepreneurial Resilience
Introduction to Financial Accounting	Innovation Management
Critical Thinking	Awareness and Social Identity
Entrepreneurial Environment	Introduction to Micro-Economics
Introduction to Risk & Insurance	Entrepreneurship Internship Program
Introduction to business Management	Intrapreneurship



**READY TO LEARN  
INFORMATION-DRIVEN  
CHOICES FOR SUCCESSFUL  
BUSINESS?**

**APPLY NOW!**

September 2023 Intake Ongoing!



## Contact Us

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