

UNIVERSITY OF NAIROBI

DEPARTMENT OF BUSINESS ADMINISTRATION

2012 DEPARTMENTAL ANNUAL REPORT

Introduction

The Department of Business Administration is one of the oldest and the largest in the School of Business dating back to 1970s when the School of Business was established. The Department currently offers B.Com and MBA programs.

The Department currently has 34 highly qualified academic members of staff, distributed as follows:

1.	Full professors	-	2 No.
2.	Associate professors	-	2 No.
3.	Senior Lecturer	-	6 No.
4.	Lecturer	-	16 No.
5.	Assistant Lecturer	-	2 No.
6.	Tutorial Fellow	-	6 No.

It is served by four support staff, including two secretaries and two clerks.

Courses Offered

The department offers three areas of specialization at undergraduate level which include Marketing, Insurance and Human Resource Management culminating in the award of Bachelor of Commerce degree.

Students taking Master of Business Administration have five areas of specialization namely, Marketing, Insurance, Human Resource Management, International Business and Strategic Management.

All the programs are offered in our three campuses; Nairobi, Mombasa and Kisumu.

During 2011/2012 academic year, the department launched three new degree programs, namely:

- MSc in Marketing
- MSc in Entrepreneurship & Innovation Management
- MSc in Human Resource Management

The programs are offered at Chiromo Campus and Main Campus.

International Student Component

Due to the popularity of our programs we have in the last one year attracted students from various countries like Nigeria, Iran, Liberia, Botswana, Uganda, Malawi, Rwanda amongst other African countries most of whom have joined the undergraduate and postgraduate levels. This is a clear manifestation that our courses have increasingly gained popularity across the African

continent and beyond. The department has undertaken a rigorous revision of its courses in line with the customer demand, in the recent past and is likely to see an influx of more foreign students in the future.

Research Activities

The faculty members have different assignments ongoing in their thematic areas assigned to different projects within the University.

International Links and Collaborations

The Department in collaboration with GfK, Germany launched MSc. Marketing in September 2012. The course has four areas of specialization, namely Global Marketing, Marketing Research, Retail Marketing and Brand & Sales Management.

Publications

As a department, we have been able to produce high quality research outputs in academic journals where most of the faculty members have fully participated and contributed articles for publication. We boast of the only Business International Journal for the School of Business, ISSN No. 2224-2023 which has seen two issues in circulation in the current year. The journal has continued to attract articles from the local and international scholars raising the profile which has improved the visibility of the department and the University at large.

The faculty members who have played an active role in publications in the past one year include Prof. Francis Kibera, Prof. Peter K'Obonyo, Prof. Evans Aosa, Prof. Martin Ogutu, Dr. Justus Munyoki, Dr. Zachary Awino, Mr. Stephen Nzuve, Dr. Vincent Machuki, Ms. Margaret Kariuki, Ms. Florence Muindi, and Dr. Mary Kinoti amongst others.

Consultancies

Prof. Evans Aosa, Dr. Jackson Maalu, Dr. Vincent Machuki, Mr. Duncan Ochoro were involved in various consultancy programs in both public and private sector in the past year.

Dr. Justus Munyoki and Dr. Mary Kinoti were involved in customer care training within the University at the College of Architecture & Engineering and Students Welfare Association.

Papers Presented at Conferences

A number of faculty members from different thematic areas presented papers in AIBUMA and ORSEA conferences which were held in Nairobi in the months of August and October respectively.

Other Activities

The Department also launched an international journal, DBA Africa Management Review, which is giving a lot of popularity within the region.

DR. JUSTUS M. MUNYOKI
CHAIRMAN,
DEPT. OF BUSINESS ADMINISTRATION
20.03.2013