

UNIVERSITY OF NAIROBI

DEPARTMENT OF BUSINESS ADMINISTRATION

2011 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. It has 31 academic members of staff who are highly qualified in various thematic areas in business studies.

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.

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 in the last one year.

International Links and Collaborations

The department in collaboration with GfK, Germany will be launching MSc. in Marketing in May 2012. The course will be elaborate in the area of marketing and will open avenues for practitioners and scholars who intend to delve in industry and research.

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 – Marketing, Prof. Peter K’Obonyo – Human Resources, Prof. Evans Aosa – Strategic Management, Prof. Martin Ogutu – Organisational Behaviour, Dr. Justus Munyoki – Marketing, Dr. Zachary Awino – Strategic Management, Mr. Stephen Nzuve – Human Resource, Dr. Vincent Machuki – Strategic Management, Ms. Margaret Kariuki – Human Resource, Ms. Florence Muindi – Human Resource, Mrs. Mary Kinoti – Marketing 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 Mrs. 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 held a three day workshop to develop new degree programmes at the postgraduate level in Marketing, Human Resource and Entrepreneurship at KWS Training Institute in Naivasha from 8th to 10th May 2011.

A final workshop was held in Utalii Hotel on 17th June 2011 to fine tune the programs for further presentation to the College Board for approval and implementation.

DR. Z.B. AWINO
AG. CHAIRMAN,
DEPT. OF BUSINESS ADMINISTRATION
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