



# UNIVERSITY OF EMBU

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## SESSION TWO ORIENTATION MESSAGES TO FIRST YEAR STUDENTS

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### MESSAGE FROM THE DEAN, SCHOOL OF BUSINESS & ECONOMICS

I take this opportunity to congratulate all first year University of Embu, and in particular School of Business and Economics students for your excellent performance in the 2019 KCSE examinations, and for securing admission in the programmes of your choice. This was not a mean achievement.

I welcome you to the School of Business and Economics.

Established in 2014 the School of Business and Economics has one Department, the Department of Business and Economics. The School offers one professional, two certificate, three Diploma, six undergraduate and five postgraduate programs as follows:

#### A. Undergraduate programmes

1. Bachelor of Commerce
2. Bachelor of Economics
3. Bachelor of Economics & Statistics
4. Bachelor of Science in Finance
5. Bachelor of Purchasing & Supply Management
6. Bachelor of Economics and Finance(New)

#### B. Post Graduate Programmes

1. Master of Business Administration
2. Master of Economics
3. Doctor of Philosophy in Business Administration
4. Master of Science in Project Planning and Management (to be launched in January, 2021)
5. Ph.D. in Project Planning and Management to be launched in January, 2021)

#### C. Diploma Programmes

1. Purchasing and Supplies Management
2. Project Planning
3. Business Management with IT, and certificate courses in Purchasing and Supplies and Business Management with IT



#### D. Certificate Programmes

1. Certificate in Purchasing and Supplies
2. Certificate in Business Management with IT

#### E. Professional Programmes

1. Certified Public Accounts (CPA Section 1-6)

The School continues to develop programmes that are aligned to job market demands and aims at developing graduates who are competent and ready to work in diverse fields such as;

- Economics
- Econometrics
- Accountancy
- Tax Consultancy
- Human Resource
- Banking
- among others
- Entrepreneurship
- Auditing
- Stock Brokerage
- Academia as lecturers
- Marketing
- Export Import Management
- Finance
- Consultancy
- Insurance
- Financial Control
- Financial Planning
- Risk Management
- Data Analysis and Consultancy
- Public sector

The School has a well-trained teaching staff comprising of 16 full time members of staff and experienced part time lecturers drawn from the industry.

The School has also industrial linkages such as Kenya Revenue Authority which has set up a tax club which aims at empowering students to offer tax compliance services such as filing of tax returns to the community; the Capital Markets Authority which sensitizes students continually on capital market trends as well as enabling the students to participate in The Capital Market Challenge. Lastly, the School has also partnered with KASNEB to establish an examination center for professional courses to mention but a few.

The School is located at the Office Block building adjacent to the Student Eating Outlet, opposite the University Farm. The Dean's Office is on the first floor, room 17. More information concerning the school could be obtained from our Senior Administrator, Mr. Abel Nyagemi, in room 18, and the Secretary, Everlyne Murugi, in room 14. The offices are accessible from 8.00 am to 5.00 pm on weekdays when the University is operating normally.

I wish you well during your learning time in the University.

Once again welcome!

Visit our website <https://businessandeconomics.embuni.ac.ke/> for more information about the School

**Dr. Kennedy Ocharo**  
**Dean, School of Business and Education**



## MESSAGE FROM THE CHAIRMAN, DEPARTMENT OF BUSINESS & ECONOMICS

I take this opportunity to welcome you to the University of Embu and the Department of Business and Economics. Congratulations on your qualification to join this prestigious University and by extension the Department. It has been a long journey full of challenges but you have stood tall and overcome many impediments to emerge among the top of the academic giants in Kenya. The Department is honoured that you have chosen us to be your partner as you chart the next chapter of your academic journey.

As the world embraces a more holistic brand of education, the future graduate will be required to have a diversified skillset to fit in the job market. At the Department we are alive to that fact and our team seeks to realise the vision of the University which is to be a dynamic epicentre of excellence in training and research for service to humanity. This is manifested in our mission, to generate, advance and disseminate business and economics knowledge through training, research, mentorship and financial innovations for the development of humanity and driven by our philosophy of enhancing human capacity through relevant education, research and training.

The next chapter of your life as a student determines the rest of your life. The decisions you make today will strategically influence your future. A sad fact is that not all will manage to maneuver the trail of academic excellence, some will fall by the wayside, if unable to persevere the shocks and challenges of youth, but those who keep their eyes on the goal, and pursue it relentlessly, with humility and dedication will see the new dawn of success. I encourage all of you to be strong willed, open minded, innovative and courageous. Go the extra mile, put in the hard work and remember God for guidance.

The Department of Business & Economics was established in 2014. It has experienced phenomenal growth since then. It started with one undergraduate programme (Bachelor of Commerce) and two postgraduate programmes (Master of Business Administration and Doctor of Philosophy in Business and Administration). From those humble beginnings the department has grown to offer many more programmes as indicated above.

The Department of Business & Economics endeavors to develop innovative graduates not only for the job market but also to inculcate an entrepreneurial mind set to enable them become creators of job opportunities.

The Department has a student population of over 1600 students. It consists of 16 full time members of staff and some experienced part time lecturers drawn from the industry. These are accomplished professionals in their areas of specialization such as Economics, Finance, Strategic Management, Accounting, Tax, Human Resource Management, Supply Chain Management, Logistics and Marketing. The academic staff are ardent researchers and



practitioners whose works have been published in reputable journals. They are accessible and ready to mentor and walk with you in this academic journey.

The Department has also established linkages with industry such as Kenya Revenue Authority which has set up tax club which aims at empowering students to offer tax compliance services such as filing of tax returns to the community. The Department has also partnered with the Capital Markets Authority to sensitize students continually on capital market trends as well as enabling the students to participate in The Capital Market Challenge. Lastly, the School has also partnered with KASNEB to establish an examination centre for professional courses to mention but a few.

The Chairman's Office is located at the Office Block building adjacent to the student cafeteria, opposite the University Farm on the ground floor room 6, we have an Administrative Assistant, Mr. Kevin Maina based in room 8, and the secretary, Ms. Mercy W. Njue in room 2. The offices are accessible from 8.00 to 5.00 pm on weekdays.

The Department of Business & Economics takes this opportunity to once again welcome you to the Department and the University of Embu family. We aspire to walk with you through your academic journey and see it to its fruitful conclusion, which is to transform you into a knowledgeable, competent and versatile graduate that will be an asset to the community.

For more details visit our website <https://businessandeconomics.embuni.ac.ke/>

**Dr. Samuel Kariuki**  
**Chairman, Department of Business and Economics**

