

## **COMPLETING THE ADMISSION PACK**

To fully complete the admission pack, you **MUST** provide the following:

1. Complete the admission form using a black ink pen and provide 1 photocopy of this form
2. Complete the Registration form using a black ink pen and provide 1 photocopy of this form
3. A reference, which needs to be from an employer or academic member of staff, someone who knows you on a professional and not personal basis. It needs to comment on your ability to study and complete the course. It has to be signed and stamped and please provide 1 photocopy of the same.
4. Read and sign the Rules and Regulations of the college
5. 3 Passport size photographs (name and date of birth on the back)
6. 2 Copies of your academic credentials
7. A photocopy of the receipt of Application Fee

Packs should be submitted to the reception office at INtel College, Nairobi, Kenya in a sealed envelope addressed to:

**The Programme Director for  
The University of Sunderland BA (Hons) Business Management  
Programme running at  
INtel College, Regional Centre for the University of Sunderland**

# **2008**

Dr. Vicky Vass  
School of Business, Law and Psychology  
The Reg Vardy Centre  
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Sunderland SR6 0DD  
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**Thank you for your interest in the BA (Hons.) Business Management**

This information pack has been designed to answer the most commonly asked questions about this BA Business Management programme. Therefore, I have included information on: -

- An overview of the programme, its aims and objectives.
- A description of the modules within the programme, which you will be studying.
- Details of programme entry requirements.
- The course fees and payment options available.
- The procedure for applying to study on the course. An application form is also included.

If you have any further questions, please do not hesitate to contact your local study centre or me.

I look forward to meeting you shortly and wish you all the best with your further studies

Dr. Vicky Vass  
Dean of Sunderland Business School

# Fifteen Reasons Why You Should Study Our Programme

1. The University of Sunderland is a fully accredited government funded U.K. University.
2. The same programme is currently operating at the University of Sunderland for home-based students.
3. The Program can be completed while you are away from the UK undertaking support from your Kenyan centre. resulting in the award of BA (Hons) Business Management.
4. Exemptions awarded to students an Advanced Diploma, Higher National Diploma or other acceptable qualifications.
5. Students completing this programme will be eligible to undertake a Masters Programme
6. The programme is has been designed in consultation with the industry. This ensures that the content of the programme includes the knowledge and skills required in today's market place.
7. As a student of the University, you have free access to the facilities of one of the finest Computer Schools in Europe. The campus, which can be seen on the brochure cover and World Wide Web, has won a number of awards for its innovative and high quality design.
8. Access to the University library is available free of charge via the World Wide Web, enabling students to obtain academic journals and published material through the interlibrary loans system.
9. The programme has no hidden examination fees and the cost of the programme is guaranteed to remain the same for the normal duration of the programme.
10. The University has a worldwide network of centres. Students studying at one centre can transfer between any other centre (and indeed modes of the programme) as well as to Sunderland.
11. Direct contact to University of Sunderland staff is provided through Email, telephone, fax, letter and worldwide web video conferencing.
12. The School of Business consists of 70 academic staff and over 80 active researchers. This ensures that projects in all disciplines are fully supported during the project phase.
13. Staff teaching on the programme have been selected to provide the best possible mix of academic and commercial experience.
14. Lectures are supported by staff that teach on the programme at the University of Sunderland. Lectures and tutorials are supported by local appointed staff approved by the University.
15. You will find studying on the programme both a rewarding and interesting exercise, which will enhance your knowledge and expand your career development potential.

The programme running at INtel College, Nairobi will only be offered at level 3 (final year). Therefore, students who are eligible to join the programme will already have completed a Higher National Diploma or Advanced Diploma Programme. Admission will be based on submission of the application pack and approval to final year admission by the University.

## Programme Modules

### Level Three

<b>Marketing Strategy</b>	<b>MKT 306</b>	<b>20 Credits</b>
<p>The module aims to review the nature and scope of marketing strategy and evaluate how strategies are developed given different organisational contexts and considers that strategy is a fundamental pattern of present and planned objectives, resource deployments and interactions of an organisation with markets, competitors and other environmental factors, and problems that dominate the thinking of marketing executives as they establish and execute a range of marketing strategies.</p>		

<b>Financial Management</b>	<b>APC 308</b>	<b>20 Credits</b>
<p>An exploration of key strategic decisions: working capital management, budgetary control, investment appraisal, performance appraisal, financial risk, sources and costs of capital, gearing and the dividend decision.</p>		

<b>Managing Projects</b>	<b>SIM 335</b>	<b>20 Credits</b>
<p>The module will define the nature of projects and management. Various aspects will be considered including financial control and management of risk, human resource elements (building and leading a multi disciplinary team) and the control of time. The module will examine the integration of time, cost and quality aspects of projects through the application of relevant tools and techniques.</p>		

<b>Contemporary Developments Business Management</b>	<b>SIM 337</b>	<b>20 Credits</b>
<p>To evaluate the different frameworks within which organisational decisions are made, how organisations might respond to external global forces, analyse a range of theoretical concepts and apply them to practical business problems or issues and assess the factors affecting business performance in international markets.</p>		

<b>Strategic Management of Human Resources</b>	<b>HRM325</b>	<b>20 Credits</b>
<p>The module begins with a review of the nature of strategy in HRM and evaluates the various models in achieving strategic interventions in a range of business contexts derived from strategic management. The module reviews the relationship of Personnel departments with respect to designing and delivering HRM interventions, the current and historical barriers to Personnel leading on HR and change management.</p>		

<b>Strategic Management</b>	<b>SIM 336</b>	<b>20 Credits</b>
<p>To draw together the purposes and methodologies of the functional areas of business policy and strategy and to show how they contribute to the overall purposes and aims of the organization. The module will cover policy making in organizations that operation in an international arena.</p>		

# Essential Text

The following text is recommended as the Essential text for level 3 subjects:  
In bold is essential text

## MARKETING STRATEGY

**MKT 306**

1. **Hollensen. S (2003), Marketing Management; A relationship Approach, Financial Times/Prentice Hall**
2. Sutherland & Candwell (2004), Key Concepts in Marketing, Palgrave Macmillan. Basingstoke, UK
3. Meek, Meek & Ensor (2002), Strategic Marketing Management, Butterworth-Heinemann. Oxford, UK

## FINANCIAL MANAGEMENT

**APC 308**

1. **Watson D. and Head A. (2006) Corporate Finance Principles and Practise (3<sup>rd</sup> Ed.) Prentice Hall**
2. Glenn Arnold. (2001) Corporate Financial Management (2<sup>nd</sup> Ed.) Prentice Hall
3. Eddie McLaney. (2003) Business Finance: Theory and Practice. (6<sup>th</sup> Ed.) Prentice Hall
4. Solnik B. and McLeavey (2004) International Investments. (5<sup>th</sup> Ed.) Pearson

## MANAGING PROJECTS

**SIM 335**

1. **Field M. and Keller R. ( 1998) Project Management, The Open University**
2. Burke, R. ( 1999) Project Management; Planning and Control Techniques ( 3<sup>rd</sup> Ed.), Wiley, Chichester
3. Nicholas J.M (2004) Project Management for Business and Engineering- Principles & Practice (2nd Ed.) Elsevier
4. Maylor, H. (2003) Project Management (3rd. Ed.) Prentice Hall Financial Times
5. Boddy D. (2002) Managing Projects- Building and Leading the team, Prentice Hall Financial Times

## CONTEMPORARY DEVELOPMENTS BUSINESS MANAGEMENT

**SIM 337**

1. **Jones G.R , George J.M Contemporary Management(4<sup>th</sup> Edition)**
2. Czinkota, M.R., Ronkainer, I.A. and Moffat, M.H. (1999). International Business, Dryden Press (5th Ed.)
3. Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2004). International Business: Environments and Operations, Addison Wesley ( 10<sup>th</sup> Edition)
4. Hill, C.W.L., (2003). International Business: Competing in the Global marketplace, Palgrave
5. Tayeb, M (2000). International Business: Theories, Policies and Practices, FT Prentice Hall
6. Worthington, I. And Britton, C. (2003). The Business Environment, FT Prentice Hall (4th Ed.)

## STRATEGIC MANAGEMENT OF HUMAN RESOURCES

**HRM 325**

1. **Leopald J, Harris L, & Watson t (2004) The Strategic Management of Human Resources. FT Prentice Hall**
2. Boxall P. & Purcell J (2003) Strategy and Human Resource Management. Palgrave Macmillan
3. Schular R.S, & Jackson S.E (1999) Strategic Human Resource Management. Blackwell Business
4. Hayes. J. ( 2002)The Theory and Practice of Change Management, Palgrave Macmillan
5. Cummings T.G& Worley C.G (2001) Essentials of Organizational Development & Change. South Western College. Thomson Learning

## STRATEGIC MANAGEMENT

**SIM 336**

1. **De Wit B. and Meyer R. 'Strategy Process, Content, Context ( 3<sup>rd</sup> Ed.)', International Thomson Publishing 2004**
2. Whittington, R. 'What is Strategy and does it matter?' Routledge, 2000

## Course Fees (2008/09)

For the academic year 2008/09, the total tuition fees payable is as follows:-

Levels	Modules	Cost per Module	
3	6	£ 500	£ 3000

+ Local fee of KShs 18,000/-

The fees to be paid by each student are in UK sterling, which shall be paid either in full or in 4 instalment payments of UK 750 pounds per instalment payment. Each module must be paid before the student permitted to start the module. The local fee should be paid either in full or in 4 instalment payments of KShs 4,500/- (four thousand five hundred only)

Tuition fee (international money order or bankers draft) should be made payable to the University of Sunderland and will be collected by the Local Study Centre.

Local fee should be made payable as cash or cheque made out to INtel Computers Data Processing  
All payments must be submitted to the Local Study centre, INtel College, Nairobi.

A full refund of fees will be payable in the event that the course does not commence or a premature cessation of the course occurs. If the student wishes to terminate the programme up to and including two weeks of attending a full refund is payable minus a 250 per module administration fee. After two weeks, no refund is possible.

**STUDENT CAN ONLY JOIN THE PROGRAMME ON THE PAYMENT OF THE FULL PROGRAMME PHASE FEE  
OR THE FIRST INSTALMENT OF THAT PHASE**

# Programme Application Procedure

1. Complete the application form, a copy of which is enclosed along with this programme information. Remember to enclose certified photocopies of each of your academic awards and transcripts.
2. Send your application form to: -  
INtel College  
P.O.Box 48620  
Nairobi 00100  
  
Tel: (254-2) 4183500/4182646  
Fax: (254-2) 4183500  
Mobile : 0724256831/0733414243  
E-mail: [admin@inteluni.ac.ke](mailto:admin@inteluni.ac.ke)  
Website : [www.inteluni.ac.ke](http://www.inteluni.ac.ke)
3. Your application form, academic awards and transcripts will be sent directly to the University of Sunderland for examination by the local study centre.
4. Successful applicants will be notified by letter within 2 weeks of receipt of the application form at Sunderland. Notification will be done through the Study centre.
5. You should confirm in writing your acceptance of a place on the programme and make arrangement to pay your course fees. The fees and your letter of confirmation should be submitted to the study centre, INtel College, Nairobi
6. Students can only join the programme on the payment of the full programme phase fee or the first instalment of that phase.

# Programme Entry Requirements

## Minimum Age Requirement

Semester	Minimum Age
3 <sup>rd</sup> year students	20 ½

## Academic Qualification Requirement

Entry Point	Semester	Requirements
Level 3	5	One Year F/T Advanced Diploma and two Years Post - Diploma Experience or Two Year F/T Higher National Diploma

The qualification and experience of each student will be considered on an individual basis.

## English Language Requirement

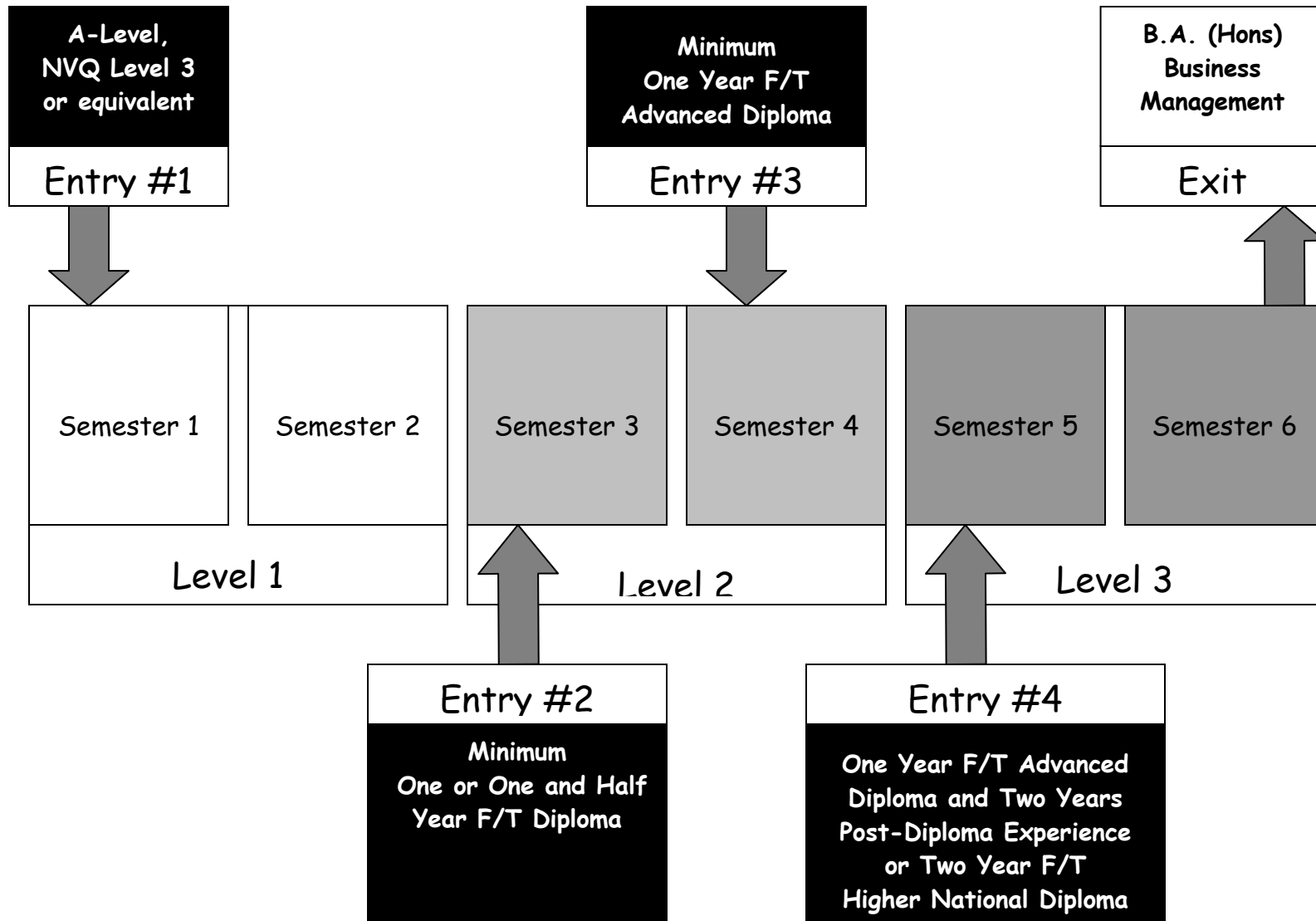
All candidates are required to satisfy a minimum requirement regarding their proficiency in both written and spoken in English. This requirement is currently: -

1. A “British Council International English Language Testing System” (IELTS) test score of 6.5 or above  
*Or*
2. A test of English as a Foreign Language (TOEFL) score of 550 or above.

Students who do not possess the necessary English language grade will be required to gain further English language tuition as indicated by the following table: -

IELTS	TOEFL	Tuition Required
6.5+	550+	None
6.0	526-549	4 weeks
5.5	490-525	8 weeks
5.0	470-489	12 weeks
4.5	460-469	16 weeks

# Programme Entry Paths



This diagram is provided for guidance only. Please refer to the detailed specification of programme entry requirements.

