



OPEN UNIVERSITY OF KENYA

The innovative university for inclusive prosperity

SHAPE
YOUR FUTURE,
LEAD THE
BUSINESS
WORLD



**BUILD, LEAD,
INNOVATE**

BACHELOR OF BUSINESS AND ENTREPRENEURSHIP

School of Business and Economics

Attend an Information Session

To learn more visit:

<https://ouk.ac.ke>

020 2000212

020 2000211

@OpenUniKenya



Ready to lead your future in business and entrepreneurship?

The Bachelor of Business and Entrepreneurship is an exciting field that equips you with the skills and knowledge to lead successful ventures.

Apply Now

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

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

BACHELOR OF BUSINESS AND ENTREPRENEURSHIP

Mode: **ONLINE**

Overview

The Bachelor of Science in Business and Entrepreneurship programme has been meticulously crafted to nurture entrepreneurial competencies within individuals. It encompasses multifaceted functions such as the identification of business prospects, the formulation of robust business plans, the cultivation of strategic leadership abilities, and the

tion. The pivotal contribution of Business and Entrepreneurship to the economic landscape is intimately linked to the establishment of ventures, the promotion of green entrepreneurship, the facilitation of entrepreneurial expansion, the enhancement of self-efficacy and capability, and the creation of enduring value.

Career Prospects:

Graduates of this programme can explore diverse and promising career trajectories, including but not limited to:

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



PROGRAMME DURATION

4 Years

Fee
KES 105,000
per year

Admission Requirements

A candidate must satisfy the general University admission criteria for undergraduate programmes.

- 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.

October 2024
Intake Ongoing

Government Funding

KUCCPS placed students are eligible for government scholarship and HELB loans



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:

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