

# DIPLOMA COURSES



Strathmore  
UNIVERSITY

**Strathmore Institute**  
of Management & Technology

## Diploma in Business Creation & Entrepreneurship

### Programme Highlights

The Diploma in Business Creation and Entrepreneurship prepares individuals to set up, manage and scale up businesses with outstanding professionalism. Special emphasis will be accorded to business sustainability and job creation.

### Introduction

This is a highly practical course, designed specifically for entrepreneurially-oriented individuals to nurture their talents and enable them broaden their entrepreneurial skills through interactive and a very practical learning eco system within Strathmore Institute.

### Programme Objectives

1. The student will be expected to create a business and sustain it throughout the duration of the course. The performance of the business will be graded as part of the course.
2. The businesses can be run individually or in groups, enhancing teamwork.
3. Students will be provided with practical knowledge to develop sound foundations in entrepreneurship.
4. To enable students identify their strengths and weaknesses hence, make wise investment decisions.
5. To develop students' ability to critically evaluate challenges facing their businesses and formulate realistic solutions.
6. To help entrepreneurs adapt in a rapidly changing global marketplace and empower them with applicable knowledge for the local and global business environment.
7. Prepare students for progression to higher levels of study, notably to degree level.



## Diploma in Procurement

### Programme Highlights

This diploma prepares you to work in managerial and supervisory roles in co-ordination of the flow of goods and services.

### Introduction

The curriculum develops co-operation between the academic and practical aspects in the field of logistics and supply.

It encompasses goods and services from the point of origin as raw materials to the point of consumption as finished products. It also focuses on transportation of finished products to individual clients. Candidates are enlightened on the practical management and facilitation of goods and services.

### Programme objectives

1. Teaches candidates how to improve productivity, quality and efficiency of operations involving logistics and supplies.
2. Gives students knowledge on overseeing operations such as managing processes for shipping and warehousing.
3. Teaches candidates how to coordinate the logistics of all aspects of the supply chain which consists of the strategy, the source of raw materials and services, manufacturing, delivery and logistics, and the return system for defective or unwanted products.
4. Prepares students to evaluate procurement and supplies issues and come up with solutions from a professional, practical-based and ethical perspectives.
5. Enhances their analytical capabilities in supplier selection and procurement processes in the supply chain line regionally and across the globe.
6. Prepares students for progression to higher levels of study, notably the degree level.

## Diploma in Journalism & New Media

### Programme Highlights

The diploma in New Media and Journalism will teach candidates how to communicate effectively. In today's fast-paced environment, the need for outstanding communication skills cannot be overemphasized. The diploma will, therefore, equip students with the skills to package and distribute information to target audiences and general audiences using multiple platforms.

### Introduction

The diploma in New Media and Journalism will critique the students' societal views and perceptions and compel them to apply objective analysis in all communication practices.

This course bases communication for development as a foreground for critical analysis of the mass media as a tool for society's contemporary social, political and cultural policies, history of journalism and gender equality.

### Programme objectives

1. Give students a clear perspective on how to use communication as a tool for effective public relations.
2. Prepare candidates to become outstanding professionals on matters of public policy.
3. Equip students with skills in marketing communications and media strategies across screen, print and online platforms.
4. Give students an in-depth understanding of the political, economic and media contexts in which the industry works locally and globally.
5. To prepare students to use holistically leverage communication to raise societal awareness of critical concerns and become agenda setters and problem-solvers.
6. Prepare students for progression to higher levels of study, notably the degree level.

## Diploma in International Studies

### Programme Highlights

This Diploma encompasses a wide range of academic disciplines, such as political science, economics, sociology, law, security, and related areas all for the development of the global citizen and global society.

### Introduction

The Diploma in International Studies will explore the major global and multi-cultural perspectives allowing students to gain an understanding of a complex and interconnected world through close study of historical, political, economic, legal, and cultural forces. The diploma in International Studies prepares you for either a career in the international business community, governments, and diplomatic corps, or in the private and international non-governmental organizations. It will also assist students preparing for higher level undergraduate study in international studies, international law, political science, and development or policy studies.

### Programme objectives

The diploma in International Studies aims to enable the students to enter into the job market with knowledge, skills and confidence to make a positive contribution and effective service in the diplomatic and international relations field.

By developing persons and society to play positive roles in the international arena the program works towards the mission of Strathmore to provide all round quality education for ethical and social development and service to the society.

In line with the goals, the programme endeavours to integrate the following competencies in the courses:

1. Apply communicative, critical and creative thinking skills necessary to contribute towards positive international relations
2. Explain the concepts of international studies as applied to theoretical, and practical contexts
3. Apply effective solutions to international relations problems based on thorough knowledge and skills relevant to the diplomatic and international arena.

## Diploma in Business Management

### Programme Highlights

The Diploma in Business Management (DBM) prepares you to work in management, marketing, administration, enterprise development, consultancy, and other related fields,

The curriculum develops your management capabilities by assessing and expanding your management skills. The course focuses on exploring and understanding contemporary management issues and lays emphasis on action, observation, analysis and reflection, thereby, offering you, the participant, a unique opportunity to apply what you learn to your job.

### Programme Objectives

1. To develop the management capability of students so that they can increase their personal effectiveness and increase the value of their contribution to business performance.
2. To help students to solve real management problems using action learning approach.
3. To equip students with an understanding of organisations, management and the changing external environment in which they operate.
4. To enhance self-confidence to aspiring managers.
5. To develop students ability to critically evaluate challenges facing organisation management and formulate apt solutions.
6. To prepare students for progression to higher levels of study.

## Diploma in Business Information Technology

### Programme Highlights

It is designed to meet the increasing demand in the work place for IT professionals with a wide knowledge of business management, technical skills and the capacity to offer support in the implementation of IT-based solutions in business. It focuses on issues surrounding development, implementation and management of Information Systems in competitive business environments.

### Programme Objectives

1. The curriculum is developed to meet the immediate needs of the Kenyan market, for IT professionals at the middle levels of organisations and those who want to enter the job market at the middle levels
2. DBIT is relevant and well-focused towards the Bachelor of Business Information Technology at Strathmore University and equivalent degree programmes in other Universities.
3. Good backup for candidates pursuing non-IT courses who wish to change professions in future.
4. Is an added advantage to non-IT professionals who wish to acquire IT skills for their professional work.
5. To develop a coherent and broad-based coverage of business information systems and the underlying technology to implement these systems.
6. To enhance confidence and the ability to evaluate business information requirements and develop solutions from model professional and technical perspectives.
7. To prepare candidates to apply the principles learnt in the performance of their duties in the workplace.

## Entry Requirements

To gain admission to the Diploma courses, you must satisfy any of the following minimum requirements

- (a) Hold a KCSE qualification (or equivalent examination) with minimum aggregate of C
- (b) Hold a KACE qualification with a minimum of two principal passes and a minimum of a subsidiary pass in Mathematics and English at KCE, or
- (c) Hold a professional certificate in Business Management or a relevant discipline from an institution recognised by the Academic Council of the University and a minimum aggregate of a C in KCSE with a C in Mathematics and English, or
- (d) Be holder of any other qualification accepted by the Academic Council of the University as equivalent to any of the above

### Intake

- Full-time - January and May
- Part-time - May and September

### Interview

Candidates should report to the University by 8.00am on the day of the interview.

### Bring

- 2 Passport-size photographs
- Original and photocopies of all relevant academic and professional certificates
- Copy of the national Id/birth certificate/passport
- Kshs 1,500 entrance examination fee.

*Interviews are on Tuesday and Thursdays*



Strathmore  
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## Strathmore Institute of Management & Technology

### For More Details Contact:

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