



Ilays National University

Jaamacadda Ummadda Ilays

FACULTY OF BUSINESS AND MANAGEMENT SCIENCES

DEPARTMENT OF

BUSINESS ADMINISTRATION



10

SEMESTERS

Structured academic progression

FOUNDATION + SEMESTERS I–VIII



163

CREDIT HOURS

Required/core curriculum

MANDATORY CURRICULUM



10

**CREDITS IN
ELECTIVE POOL**

Program flexibility

ELECTIVE COURSES

PROGRAM FOCUS

Developing competent, ethical and innovative business professionals for a dynamic economy.



Management
and Leadership



Accounting
and Finance



Marketing



Entrepreneurship
and Innovation



KNOWLEDGE
LEADERSHIP
INNOVATION
OPPORTUNITY
A BRIGHTER
TOMORROW



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1. Program Overview

The Bachelor of Business Administration (BBA) program is a broad-based undergraduate business degree designed to develop graduates who can understand, manage and improve organizations in dynamic environments. It integrates management, accounting and finance, economics, marketing, operations, entrepreneurship, business law, research, digital business, leadership, governance and professional practice within one coherent curriculum.

The curricular progression begins with communication, quantitative and academic foundations before moving into business fundamentals and functional areas. Students progressively develop competence in financial and managerial analysis, organizational behaviour, strategy, marketing, operations, project management, supply chain, entrepreneurship, budgeting, research and digital systems, culminating in leadership, capstone research and professional internship experience.

A distinguishing feature of the program is its multidisciplinary and context-aware character. Somali History and Culture, Islamic Studies, Islamic Banking and Finance, Zakat, Awqaf and Islamic Accounting, and Business Ethics and Corporate Governance provide local, ethical and institutional relevance, while digital accounting, digital marketing, e-commerce, MIS and data analysis strengthen readiness for contemporary organizations and enterprise development.

2. Admission Requirements

General entry requirements for the bachelor of business administration

Bachelor Of Business Administration

- Successful completion of secondary school or a recognized equivalent qualification that permits entry to undergraduate study.
- Fulfilment of the University's general undergraduate admission and registration criteria.
- Submission and verification of the application and required academic supporting documents.
- Completion of any institution-wide admission, placement or orientation procedures that apply to bachelor-degree entrants.

3. Program Vision and Mission



VISION

To be a respected center of business administration education that develops ethical, entrepreneurial, analytically capable, digitally fluent and professionally prepared graduates who contribute to effective organizations, sustainable enterprise development and responsible economic progress.



MISSION

To provide rigorous, practice-oriented business education through progressive coursework, applied learning, digital tools, research, entrepreneurship, ethical formation, leadership development and professional exposure, enabling graduates to create value and serve organizations and communities responsibly and effectively.

ETHICAL LEADERSHIP

DIGITAL & ANALYTICAL CAPABILITY

ENTREPRENEURIAL & APPLIED PRACTICE

4. Program Rationale and Distinctive Features

Integrated business foundation

The curriculum connects management, accounting and finance, economics, marketing, operations and business law rather than treating them as isolated functional silos. This supports graduates who can understand how decisions in one area affect the wider organization.

Digital and analytical capability

Computer Fundamentals, Digital Accounting Systems, Digital Marketing and elective options in E-Commerce and Digital Business, Management Information Systems and Data Analysis create a pathway from basic digital literacy to technology-enabled business decision-making.

Entrepreneurship and enterprise development

Entrepreneurship and the Applied Business Plan elective encourage opportunity recognition, business-model development, resource planning, innovation and responsible risk-taking, strengthening readiness for startups and small-business development.

Context, ethics and governance

Somali History and Culture, Islamic Studies, Islamic Banking and Finance, Zakat, Awqaf and Islamic Accounting, and Business Ethics and Corporate Governance connect contemporary business practice with local, ethical and institutional considerations.

Professional formation

Research Methods, the Capstone Research Project and Professional Internship move the curriculum beyond classroom knowledge toward inquiry, communication, professional conduct, workplace learning and evidence-based problem solving.

5. Program Objectives

- Provide students with a coherent understanding of the major functional areas of business and their interrelationships.
- Develop the ability to interpret accounting, financial and managerial information for planning, control and decision-making.
- Build strategic, operational and project-management capability for contemporary organizations.
- Strengthen analytical, quantitative, research and data-informed decision-making skills.
- Develop competence in marketing, customer value creation, digital marketing and technology-enabled business practices.
- Cultivate leadership, teamwork, communication, human-resource and change-management capability.
- Promote entrepreneurship, innovation, initiative and responsible risk-taking.
- Embed professional ethics, corporate governance, accountability and socially responsible business practice.
- Integrate digital systems and information technology into business learning and problem-solving.

- Provide applied learning through research, case work and professional internship experience, supporting employability and lifelong learning.

6. Expected Program Learning Outcomes

Outcome	Expected capability
PLO 1 – Integrated business knowledge	Explain and integrate core concepts from management, accounting, finance, economics, marketing, operations, entrepreneurship and business law.
PLO 2 – Financial and managerial analysis	Interpret accounting and financial information, budgets and performance measures to support managerial decisions.
PLO 3 – Business environment	Analyze how economic, legal, institutional and market conditions influence organizational decisions and performance.
PLO 4 – Strategy and leadership	Apply strategic management, leadership, human-resource, organizational-behaviour and change-management concepts to organizational challenges.
PLO 5 – Marketing and customer value	Develop and evaluate marketing approaches, including digital channels, that respond to customer and market needs.
PLO 6 – Operations and projects	Apply operations, project-management, supply-chain and logistics principles to improve efficiency, quality and delivery.
PLO 7 – Quantitative and research skills	Use mathematics, statistics, research methods and appropriate analytical techniques to investigate business problems and support evidence-based conclusions.
PLO 8 – Digital business capability	Use digital accounting systems and explain the role of e-commerce, management information systems and data analysis in contemporary business.
PLO 9 – Entrepreneurship and innovation	Identify opportunities, evaluate business ideas, develop practical plans and demonstrate entrepreneurial thinking.
PLO 10 – Communication and collaboration	Communicate business information effectively in written, oral and digital formats and work constructively in diverse teams.
PLO 11 – Ethics and governance	Evaluate business decisions using ethical, governance, accountability and relevant Islamic finance/accounting perspectives.
PLO 12 – Applied professional practice	Integrate knowledge and skills through capstone research and professional internship experience, demonstrating professional conduct and reflective learning.

7. Graduate Attributes



Strategic thinker: Connects operational choices with organizational purpose, competitive context and long-term value creation.

Analytical decision-maker: Uses quantitative, financial and research evidence to diagnose problems, compare alternatives and justify recommendations.

Ethical professional: Demonstrates integrity, accountability, responsible judgment and respect for governance standards.

Digitally capable: Uses and evaluates digital systems, online business models and data-informed tools for contemporary business practice.

Effective communicator: Expresses ideas clearly, prepares professional business documents and communicates recommendations to varied audiences.

Collaborative leader: Works constructively with others, manages responsibilities and conflict, and adapts leadership approaches to context.

Entrepreneurial problem-solver: Recognizes opportunities, develops practical solutions and manages uncertainty with initiative and creativity.

Adaptive lifelong learner: Reflects on performance, responds to change and continues to develop professional knowledge, skills and judgment.

8. Curriculum Structure and Academic Progression



The curriculum is sequenced so that students progress from foundational academic readiness to an integrated business core, then to functional competence, strategic and applied development, leadership, research and professional practice. If delivered at two semesters per academic year, the structure represents five academic years of full-time progression, including the foundation year. The elective pool broadens digital business, entrepreneurship, international business, information systems and data-analysis options.

Foundation Year – Semester I

No.	Code	Course Title	Cr. Hrs
1	ENG001	Freshman English	3
2	MTH002	Precalculus	3
3	SOM003	Somali History and Culture I	3
4	GST004	Critical Thinking	2
5	MGT005	Principles of Management	4
6	ACC006	Accounting Fundamentals	3
Semester Total Credit Hours			18

Foundation Year – Semester II

No.	Code	Course Title	Cr. Hrs
1	ENG007	Academic English I	3
2	MTH008	Calculus	3
3	ISL009	Islamic Studies	3
4	ACC010	Financial Accounting I	3
5	GST011	Study Skills	2
6	SOM012	Somali History and Culture II	3
Semester Total Credit Hours			17

Semester I

No.	Code	Course Title	Cr. Hrs
1	ENG101	Academic English II	3
2	ACC102	Financial Accounting II	4
3	BUS103	Business Studies	3
4	CSC104	Computer Fundamentals	3
5	MTH105	Business Mathematics	3
Semester Total Credit Hours			16

Semester II

No.	Code	Course Title	Cr. Hrs
1	ACC106	Intermediate Financial Accounting	3
2	ECO107	Economics Fundamentals	3
3	ACC108	Cost Accounting I	3
4	LAW109	Principles of Business Law	3
5	STA110	Business Statistics	3
Semester Total Credit Hours			15

Semester III

No.	Code	Course Title	Cr. Hrs
1	ACC201	Cost Accounting II	3
2	ACC202	Financial Reporting and Analysis	3
3	ECO203	Microeconomics	3
4	MGT204	Contemporary Management	4
5	ENG205	Business Communication	3
Semester Total Credit Hours			16

Semester IV

No.	Code	Course Title	Cr. Hrs
1	ECO206	Macroeconomics	4
2	OPS207	Operations Management	3
3	ACC208	Managerial Accounting	3
4	MKT209	Principles of Marketing	4
5	ACC210	Digital Accounting Systems	3
Semester Total Credit Hours			17

Semester V

No.	Code	Course Title	Cr. Hrs
1	MGT301	Strategic Management	4
2	FIN302	Islamic Banking and Finance	3
3	ACC303	Advanced Accounting	3
4	MGT304	Organizational Behaviour	3
5	MKT305	Digital Marketing	4
Semester Total Credit Hours			17

Semester VI

No.	Code	Course Title	Cr. Hrs
1	ENT306	Entrepreneurship	3
2	RES307	Research Methods	3
3	MGT308	Project Management	4
4	FIN309	Applied Business Budgeting	3
5	FIN310	Financial Management	3
Semester Total Credit Hours			16

Semester VII

No.	Code	Course Title	Cr. Hrs
1	MGT401	Change Management	3
2	MGT402	Human Resource Management	3
3	AUD403	Auditing Fundamentals	3
4	OPS404	Supply Chain and Logistics Management	3
5	RES405	Capstone Research Project	3
Semester Total Credit Hours			15

Semester VIII

No.	Code	Course Title	Cr. Hrs
1	ACC406	Zakat, Awqaf and Islamic Accounting	3
2	MGT407	Leadership	4
3	FIN408	Risk Management	3
4	MGT409	Business Ethics and Corporate Governance	2
5	INT410	Professional Internship	3
Semester Total Credit Hours			16

Elective Course Pool

Code	Course Title	Cr. Hrs
ENT490	E-Commerce and Digital Business	2
ENT491	Applied Business Plan	2
CSC492	Management Information Systems (MIS)	2
INTL493	International Business	2
DAT494	Data Analysis	2
Total Credits in Elective Pool		10

9. Curriculum Domains

General and foundational studies	English sequence; mathematics; statistics; Somali History and Culture; Islamic Studies; Critical Thinking; Study Skills; Computer Fundamentals.
Accounting and finance	Accounting Fundamentals; Financial Accounting I–II; Intermediate Financial Accounting; Cost Accounting I–II; Financial Reporting and Analysis; Managerial and Advanced Accounting; Digital Accounting Systems; Budgeting; Financial Management; Auditing; Risk Management; Islamic Banking and Islamic Accounting.
Management and leadership	Principles and Contemporary Management; Strategic Management; Organizational Behaviour; Project Management; Change Management; Human Resource Management; Leadership.
Marketing and digital business	Principles of Marketing; Digital Marketing; E-Commerce and Digital Business elective; Management Information Systems elective.
Economics, law and business environment	Business Studies; Economics Fundamentals; Microeconomics; Macroeconomics; Business Law; International Business elective.
Operations, supply chain and projects	Operations Management; Project Management; Supply Chain and Logistics Management; applied budgeting and operational planning.
Entrepreneurship, research and analytics	Entrepreneurship; Research Methods; Capstone Research Project; Data Analysis elective; Applied Business Plan elective; quantitative decision support.
Professional integration, ethics and communication	Business Communication; Business Ethics and Corporate Governance; Capstone Research; Professional Internship; contextual and ethical learning across the curriculum.

10. Teaching and Learning Methods

The program is best delivered through a blended set of methods that match the applied, analytical, managerial and professional nature of business administration. The methods below are recommended for implementation across the curriculum.

- Interactive lectures for core concepts, frameworks, models and guided examples across business disciplines.
- Tutorials and workshops for quantitative methods, accounting, budgeting, research, problem solving and skill development.
- Case-based learning using realistic organizational situations that require diagnosis, comparison of alternatives and justified recommendations.
- Project-based learning through marketing plans, business plans, strategy reviews, operations projects, budgeting exercises and group assignments.

- Computer and digital laboratory practice using accounting systems, spreadsheets, presentation tools, information systems and data-analysis applications.
- Collaborative learning through structured group work, peer feedback, presentations and team problem solving.
- Research-integrated learning that progresses from evidence evaluation and research design to independent capstone work.
- Experiential learning through practitioner engagement, field exposure where feasible and the Professional Internship.

11. Assessment Strategy

Assessment should measure knowledge together with the ability to apply, analyze, communicate and integrate that knowledge. Exact weightings should be defined in approved course specifications and aligned with University policy, but the program should use a balanced range of assessment methods.

Assessment Mode	Primary Purpose
Formative assessment	Short quizzes, practice problems, draft submissions, class exercises, feedback activities and low-stakes discussions used to guide learning.
Written examinations	Time-bound assessment of conceptual understanding, calculations, analysis and individual mastery where appropriate.
Case analyses	Structured diagnosis of business situations requiring evidence, judgment, alternatives and justified recommendations.
Individual assignments	Reports, essays, quantitative exercises, financial analyses, research tasks and reflective work.
Group projects and presentations	Collaborative tasks assessing planning, teamwork, oral communication, professional presentation and integrated problem-solving.
Practical and digital tasks	Spreadsheet models, accounting-system exercises, digital marketing tasks, data work or information-system applications.
Capstone research	A supervised research project demonstrating problem formulation, evidence use, method, analysis, academic writing and conclusions.
Internship assessment	Employer or supervisor feedback, student log or report, professional conduct and reflective analysis of workplace learning.

12. Research, Capstone and Internship

Research Methods in Semester VI prepares students for the Capstone Research Project in Semester VII. This sequence develops the ability to define business problems, review literature, select appropriate research approaches, collect and interpret evidence, consider research ethics and present findings in a professional academic format. The capstone should require an applied business or management inquiry that integrates knowledge from the wider program.

The Professional Internship in Semester VIII provides the program's clearest formal bridge to the workplace. Placement can be aligned with private companies, banks, NGOs, public agencies, service organizations, trading firms, startups and entrepreneurial ventures. Internship assessment should combine workplace supervision with academic reflection so that students connect observed organizational practice with concepts learned across the degree.

13. Career Pathways and Employability



The breadth of the curriculum supports entry-level pathways across management, administration, human resources, marketing, operations, projects, supply chain, finance, accounting support, digital business and entrepreneurship. Actual job titles and eligibility depend on employer requirements, work experience and any applicable professional certification.

- Management trainee, administrative officer, office or branch coordinator, or operations supervisor.
- Human-resource assistant or officer, recruitment coordinator, or training and development support role.
- Marketing officer, digital marketing assistant, sales coordinator, customer-service or relationship-management role.
- Operations officer, procurement or logistics assistant, supply-chain coordinator, or inventory-support role.
- Project assistant, project coordinator, program-support officer or related implementation role.
- Budget assistant or officer, finance assistant, business-finance support or banking-related entry role.
- Accounts assistant, junior accounting role or audit-support role, subject to employer and professional requirements.
- Entrepreneur, small-business founder or manager, business-development officer or enterprise-support role.
- E-commerce support, digital business operations, MIS support or entry-level business/data analysis role, particularly where relevant electives are completed.

14. Professional and Academic Development

The curriculum provides an academic base for later professional development and postgraduate study in business administration, management, finance, marketing, human-resource management, project management, supply chain and logistics, entrepreneurship, business analytics, public administration and related fields. Graduates may also pursue relevant external professional certifications, subject to the entry, exemption and examination requirements of the awarding bodies. Continuous professional development should remain an expectation throughout a graduate's career.

15. Quality Assurance and Continuous Improvement

- Periodic curriculum review to maintain relevance to contemporary management practice, digital business, entrepreneurship, labour-market needs and institutional priorities.
- Course specifications that map learning outcomes, teaching activities and assessments to the approved program learning outcomes.
- Assessment moderation and review practices that support fairness, consistency, academic integrity and appropriate standards.
- Feedback from students, graduates, employers, internship hosts and practitioners, with documented responses to recurring issues.
- Annual monitoring of progression, completion, capstone quality, internship performance and graduate destinations where data are available.
- Regular updating of digital accounting, digital marketing, e-commerce, information systems and data-analysis content as tools and practices evolve.

- Validation of credit-hour arithmetic, workload balance, prerequisite sequencing and elective requirements before each formal curriculum publication.

16. Graduation Requirements

163 STATED MANDATORY CREDIT HOURS	Degree completion requirement To qualify for the Bachelor of Business Administration award, a student must successfully complete every mandatory/core course in the approved curriculum and earn the approved mandatory credit total. The curriculum includes the Capstone Research Project and Professional Internship as mandatory components. The 10-credit elective pool is listed separately and should be applied in accordance with the University's approved elective policy. The source-reported 163-credit mandatory total remains subject to reconciliation of the Semester VIII arithmetic.	
35 Foundation-year credits	128 Semesters I–VIII credits (source-stated)	163 Mandatory graduation total (source-stated)

17. Credit-Hour Summary

Curriculum Component	Credit Hours
Foundation Year – Semester I	18
Foundation Year – Semester II	17
Semester I	16
Semester II	15
Semester III	16
Semester IV	17
Semester V	17
Semester VI	16
Semester VII	15
Semester VIII	16
Required/Core Curriculum Total (stated)	163
Elective Course Pool	10
Total Credits Represented (stated)	173

The Bachelor of Business Administration program is a broad, professionally oriented program with clear progression from foundation studies to integrated business knowledge, functional competence, strategic thinking, leadership, research and workplace experience. Its combination of management, accounting and finance, marketing, operations, entrepreneurship, digital business, governance, contextual studies, capstone research and internship gives the program a multidimensional character suited to contemporary organizations and enterprise development. With clearly articulated course specifications, strong applied delivery, suitable digital resources, effective internship supervision and continuous quality review, the program can support graduates who are commercially aware, ethically grounded, analytically confident, entrepreneurial and adaptable across multiple sectors.