AFRICAN COLLEGE OF COMMERCE

P.O. BOX 301 KABALE – UGANDA

THE CURRICULUM FOR THE CERTIFICATE IN SECRETARIAL STUDIES (CSS)

THE STRUCTURE, REGULATIONS AND SYLLABUS

YEAR 2014

VISION

To be a leading Institution in Business, Technical and Vocational Training in Africa

MISSION

To establish a competence - based training that equips the learners with skills relevant to employment and economic growth

CORE VALUES

1. **Competence based training for competent and skilled graduates;**

2. **Integrity based on honesty and ethics;**

3. **Hard work, dedication, and achievement of results.**

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THE HISTORY OF

AFRICAN COLLEGE OF COMMERCE (ACC)

African College of Commerce is an Educational Institution majoring in Business Technical and Vocational training programmes. Below is the historical background of the institution.

1986: 14th April, Commissioned as a Business Education Institution.

1986: June, Registered and recognised by the Ministry of Education.

1990: Held the first Graduation Ceremony;

1992: Introduced Computer Science Courses;

1994: Granted Examinations Centre U62 by the Uganda National Examinations Board,

1998: Purchased land on which to construct the Main Campus

2003: Affiliated to Makerere University Business School (MUBS)

2004: Shifted from rented building in Kabale town centre to Kekubo cell a kilometre away in our own buildings in an area conducive for learning

2005: Received donation from the Federal Republic of Germany in form of buildings, computers, text books and Human Resource Development.

2006: Established ICT Centers in Kabale and Kanungu Districts with the assistance of the Uganda Communications Commission.

2007: Worn a BRONZE Medal from the Federation of Uganda Employers for being the third best employer in Uganda for the year 2006.

2008: Accredited by the National Council for Higher Education as a recognized Institution of Higher learning in Uganda:

2010: Re branding African College of Commerce. Introduced more Technical and Vocational programmes and short courses.

2011: April 16th 2011, Cerebrate Silver Jubilee **1986 to 2011**. Penetrated the Rwanda, Congo, Tanzania Burundi and Kenya

2012: Transformed into a fully fledged **Polytechnic.** Engaged all the training programmes into innovation and production units for products and services. Concretised the hands on training and competence based approach.

2014: Affiliating to Kyambogo University for diploma programmes and in particular the Diploma in Instructor and Technical Teacher Education DITTE, under Skilling Uganda Strategy.

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PART A: GENERAL REGULATIONS

1.0 LIST OF ACRONYMS

CGPA	Cumulative Grade Point Average
CH	Contact Hours
CU	Credit Units
GP	Grade Point
GPA	Grade Point Average
IT	Industrial Training
LH	Lecture Hours
NP	Normal Progress
PH	Practical Hours
PP	Probational Progress
W	Withdraw
Comm.	Communication
WPM	Words per minute
Admini.	Administration
ATP	Assessment Training Packages
ACC	African College of Commerce
ACCEB	African College of Commerce Examinations Board

2.0 TITLE

The title of the programme is **CERTIFICATE IN SECRETARIAL STUDIES (CSS)**

3.0 INTRODUCTION

The Certificate in Secretarial Studies programme is a one-year stud. It aims at offering student with qualified education and hands-on instruction that outfits employable Secretarial talents in a given production.

3.1 RATIONALE

This program institute creativeness, realistic training, technical knowledge and skills for effective exploitation of Office Technology, Management and Secretarial activities in business organizations. There has been increased demand for these professionals due to a lot of secretarial/ clerical work within the developed organizations' offices in Africa.

3.2 Target Group.

The target group is the O' level certificate holders

4.0 OBJECTIVE OF THE PROGRAMME

The main objective of this program is to help students realize what can be done in organizations without direct supervision, utilization of Office machines, office Management and production of quality work.

5.0 PROGRAMME OUTCOME

The graduate of Secretarial should competently apply skills and knowledge of secretarial business in which he/she is exposed to the numerous types of clerical and secretarial work available to him/her.

6.0 JOB TITLES FOR CSS GRADUATES

- Personal Secretary
- Records Assistant
- Shorthand Typists (steno)
- Copy Typist
- Audio typist
- Company Secretary
- Secretarial Pool Attendant
- Receptionist
- Data Entrant
- Secretarial Trainer
- Self employment
- Office Administrator

7.0 ORGANIZATIONS THAT MAY EMPLOY CSS GRADUATES

- Radio stations
- Tv stations
- Print media – news papers
- Non-governmental organizations
- Local governments
- Schools
- Colleges
- Universities
- Insurance companies
- All organizations with receptions and clerical work

8.0 NATURE OF THE COURSE

All the courses in the programme are compulsory

9.0 ADMISSION REQUIREMENTS

The minimum entry requirement to the Certificate in Secretarial Studies is

a. Uganda Certificate of Education (UCE) with at least 3 passes;

b. Qualifications equivalent to Uganda Certificate of Education (UCE) as shall be determined by the National Council in consultation with the Uganda National Examinations Board;

10.0 Duration of the Programme.

The minimum period to complete the Certificate in Secretarial Studies is one year and the maximum period is two years. If the student fails to complete the programme in four years he/she will be required to repeat the whole programme i.e. forfeit the already passed courses and start the programme a fresh.

11.0 MODE OF DELIVERY AND INSTRUCTIONAL STRATEGIES

Mode of delivery and instructional strategies will be by the following:

11.1 Lectures for theory
11.2 Practical work in form of Projects
11.3 Field work through Internship and Study tours

12.0 STUDY MATERIALS AND INFRASTRUCTURE

12.1 Institutional Infrastructure

The institution will use the existing facilities on ACC Campus. The institution has sufficient infrastructure to facilitate the teaching and learning process e.g. furniture, lecture rooms, workshops, library, computer laboratories and a resource room.

12.2 Study Facilities

The Faculty of Vocational Education will use the existing study facilities on ACC Campus. The institution has sufficient study facilities to facilitate the teaching and learning process e.g. relevant materials and equipment to the programme, computers, handouts, textbooks and other materials from individual lecturers, journals and related publications, internet connectivity in the computer laboratories, library with wireless connection, audio visual materials, relevant software programme, source documents, archival records, government policy papers, Government Acts and Statutes, research and innovations by lecturers and students.

13.0 HUMAN RESOURCE

The Faculty of Vocational Education has well qualified and experienced teaching and technical staff managing the Certificate and Diploma Programmes. The academic and technical staff to support the Certificate in Secretarial Studies will be drawn from the programmes under the Faculty as listed on page 52 of this curriculum

14.0 PROGRAMME STRUCTURE

14.1 YEAR ONE SEMESTER ONE

Code	Name	LH	PH	CH	CU
CSS 1101	Keyboard Skills I	30	90	75	5
CSS 1102	Shorthand I	30	90	75	5
CSS 1103	Office Practice	45	30	60	4
CSS 1104	Principles of Accounts	30	30	45	3
CSS 1105	Basic Communication Skills	40	40	60	4
CSS 1106	Principles of Economics	35	20	45	3
CSS 1107	Computer Applications I	20	50	45	3
CSS 1108	Secretarial Project I	10	130	75	5
	Total	**240**	**480**	**480**	**32**

14.2 YEAR ONE SEMESTER TWO

Code	Name	LH	PH	CH	CU
CSS 1201	Keyboard skills II	30	90	75	5
CSS 1202	Shorthand II	30	90	75	5
CSS 1203	Office Machines & Equipment	20	80	60	4
CSS 1204	Customer care	35	20	45	3
CSS 1205	Kiswahili Language	35	20	45	3
CSS 1206	Computer Applications II	20	50	45	3
CSS 1207	Secretarial Project II	10	130	75	5
CSS 1208	Fieldwork	10	130	75	5
	Total	**190**	**610**	**495**	**33**

15.0 PROGRAMME LOAD

To qualify for the award of the Certificate in Secretarial Studies, a candidate must obtain 65 credit units distributed as follows:

SEMESTER I	32
SEMESTER II	33
TOTAL	**65**

16.0 CURRICULUM

The curriculum for Certificate in Secretarial Studies will be prepared by African College of Commerce and accredited by National Council for Higher Education (NCHE).

17.0 EXAMINATION

The examination rules and regulations for the Certificate in Secretarial Studies will be set by African College of Commerce Examinations Board.

18.0 ADMISSIONS AND WITHDRAWALS FROM THE PROGRAMME

18.1 Admission.

Admission into the programme will close at the end of the third full week of each semester.

19.0 PROGRESSION

Progression of a student will be classified as normal, probational or discontinued.

19.1 Normal progress

Normal progression is when a student passes each course taken with a minimum grade point of 2.00.

19.2 Probational progress

This is a warning stage and it occurs when a student;

(i) Fails a core/compulsory course
(ii) Has GPA or CGPA of less than 2.00

19.3 Stay-put

A student who fails more than a half of the total number of courses in a semester will be required to stay on that semester until the failed courses are cleared. When the GPA of a student goes up in the following semester, the probation is removed.

19.4 Retaking

A student will retake any course when it is offered next, to pass or to improve performance. A student will retake a course only two times.

19.5 Discontinuation

That a student is discontinued when he or she has:

(i) Received two (3) consecutive probations on the same core or compulsory course.
(ii) Received a CGPA of less than 2.0 for three consecutive probations.
(iii) Failed to sit for the final examinations without giving sufficient reasons.
(iv) Over stayed on the programme for a period of more than four years

20.0 FINAL EXAMINATION PAPER FORMAT

20.1 YEAR ONE SEMESTER ONE

PAPER NAME AND CODE	**EXAMINATION FORMAT**
CSS 1103 Office Practice CSS 1104 Principles of Accounts CSS 1105 Basic Communication skills CSS 1106 Principles of Economics	Each paper will consist of **SEVEN** questions and the candidate will be required to answer **at least five**. All questions will carry equal marks. The Students will be assessed on memory, understanding, application, analysis, synthesis and evaluation. The total duration of the examination shall be three hours
CSS 1101 Keyboard Skills I	The course unit will consist of four questions and a candidate shall be required to answer all questions. The duration of the paper will be three hours.
CSS 1102 Shorthand I	The course unit will consist of Section A (Dictation 20 – 30 WPM) and Section B . Section A (Dictation) consists of two compulsory dictations carrying equal marks and section B consists of four optional exercises and a candidate is to attempt at least three. The duration of the paper shall be three hours.
CCSS 1107 Computer Applications 1	The paper will consist of three exercises and the candidate will be required to answer all. The total duration of the examination will be two hours.
CSS1106 Secretarial Project I	The continuous assessment of the various projects in the semester will lead to the final examination paper marks.The total duration of the assessment will be within the 15 weeks of teaching. African College of Commerce will invite an expert/examiner to assess the projects

20.2 YEAR ONE SEMESTER TWO

PAPER NAME AND CODE	EXAMINATION FORMAT
CSS 1204 Customer care CSS 1205 Kiswahili language	Each paper will consist of **seven** questions and the candidate will be required to answer **at least five**. All questions will carry equal marks. The Students will be assessed on memory, Understanding, application, analysis, synthesis and evaluation. The total duration of the examination will be three hours
CSS 1201 Keyboard skills II	The course unit will consist of five questions and a candidate will be required to answer all questions. The duration of the paper shall be three hours.
CSS 1202 Shorthand II	The course unit will consist of Section A (Dictation 40 – 50WPM) and Section B Section A (Dictation) consists of two compulsory dictations carrying equal marks and section B consists of four optional exercises and a candidate is to attempt at least three. The duration of the paper shall be three hours.
CSS 1203 Office Machines & Equipment	The continuous assessment of the various projects in the semester will lead to the final examination paper marks. The total duration of the assessment will be within the 15 weeks of teaching.
CSS 1206 Computer Applications II	The paper will consist of three exercises and the candidate will be required to answer all. The total duration of the examination will be two hours.
CSS 1207 Secretarial Project II	The continuous assessment of the various projects in the semester will lead to the final examination paper marks. The total duration of the assessment will be within the 15 weeks of teaching.African College of Commerce will invite an expert/examiner to assess the projects

21.0 ASSESSMENTS AND GRADING

21.1 Theory Assessment

21.1.1	Continuous Course Work	
	21.1.1.1 Course work 1	10%
	21.1.1.2 Course work 2	10%
	21.1.1.3 Course work 3	10%
	Total	**30%**
21.1.2	End of Semester Examination	**70%**
	Total	**100%**

21.2 Project Work

21.2.1	Project Assessment 1	20%
21.2.2	Project Assessment 2	20%
21.2.3	Student's Personal Innovation	20%
21.2.4	Project Assessment 4	40%
	Total	**100%**

21.3 Field Work

21.3.1	Industrial Training	70%
21.3.1	Field Tours	30%
	Total	**100%**

21.4 Assessment Training Packages (ATPs)

Each student will be assigned an Assessment Training Package. This will record the student's academic progression. This will include assessment areas, grades obtained from course works, project work, field work and final examination.

21.5 Grading courses

Each course unit will be graded out of a maximum of one hundred (100) marks and assigned grade point as follows

MARKS (%)	GRADE POINTS
80-100	5.00
75-79	4.50
70-74	4.00
65-69	3.50
60-64	3.00
55-59	2.50
50-54	2.00
Below 50	0.00

The course pass mark is 50% which is Grade Point 2.0.
No credit unit will be awarded for any course in which a student fails.

21.6 Scaling

All the grades will be scaled down to 100%

22.0 AWARDS AND CLASSIFICATION

22.1 Awards

A successful candidate will be awarded the Certificate in Secretarial Studies of African College of Commerce (ACC)

22.2 Grade Point Average (GPA)

A grade point average is mark calculated to determine the final award. To arrive at a grade point average, the following steps are taken.

a. Multiply the Grade Point by the Credit Unit to get a Weighted Score of a Course;
b. Add together the weighted scores for all courses taken up to that time to get **total weighted score(TW);**
c. Add the Credit Units for each course to get the **Total Credit Units (TCUs);**
d. Divide the total weighed scores by the total number of credit units taken up to that time to get **grade point average (GPA). TWs/TCUs =GPA.**

The letter grades shall be used for Grade Point Averages (GPAs) as follows:

A	B+	B	C	D
5	4	3	2	1

22.3 Cumulative Grade Point Average (CGPA)

This is determined by dividing total accumulated weighted scores (TWs) by the total accumulated credit units (TCUs) up to a particular time.

22.4 Classification of Final Awards

CLASS	**FINAL CGPA**	**LETTER GRADE**
First Class	4.4 – 5.0	A
Second Class Upper Division	4.0 – 4.3	B+
Second Class Lower Division	3.0 – 3.9	B
Pass	2.0 – 2.9	C
Fail	1 - 1.9	D

PART B: DETAILED SYLLABUS

23.0 DETAILED COURSE CONTENT FOR SEMESTER ONE

23.1 KEYBOARD SKILLS I

Course code CSS1101

Credit units 05

Contact hours 75 hours

COURSE DESCRIPTION
This course introduces to students with the knowledge of typewriting, the typewriter, parts and their settings, keyboard learning as well as fingering exercises that help student to type without looking at the keyboard with a high speed and having fewer or no errors in their work given by different organizations.

LEARNING OUTCOMES
By the end of the course the student should be able to acquire basic skills of using a typewriter.

OBJECTIVES OF THE COURSE
By the end of the semester, students should be able to:
1. Display mastery of the keyboard in the alphabet, numerals, signs and the entire operational parts of the machine
2. Apply a thorough theoretical and practical knowledge pertaining to production work in typewriting
3. Type at a speed of 15 w.p.m (minimum) with reasonable accuracy (with at most 5% error tolerance)
4. Use a sense of judgment in the use of appropriate stationery
5. Undertake further studies in keyboard skills
6. Understand the theoretic approach to typewriting methodologies.

COURSE CONTENT

CHAPTER ONE
1.0 Introduction
1.1 Definition of typewriting and typewriter
1.2 Types of typewriters, parts and their functions
1.3 Care and maintenance of a typewriter
1.4 Dissembling and assembling the carriage
1.5 Installing the ribbon and spools in a typewriter

CHAPTER TWO
2.0 Keyboard Learning
2.1 Studying keyboard keys, fingering, speed and accuracy
2.2 Alphabetic sentences i.e. blocked and indented paragraphs
2.3 Accuracy, speed development and proof reading.
2.4 The figure row, signs and symbols
2.5 Underscoring/underlining
2.6 Typing measurements, weights and sums of money
2.7 Spacing
2.8 Combination signs and special characters

CHAPTER THREE

3.0 Paper

3.1 Paper sizes and their uses
3.2 Line division of words
3.3 Margins

CHAPTER FOUR

4.0 Centering and simple displayed work

4.1 Page width
4.2 Arithmetic method of centering
4.3 Backspace method of centering (alternative)
4.4 Spaced capitals

CHAPTER FIVE

5.0 The correction of errors and methods of correction

5.1 Accuracy, speed development
5.2 Eraser
5.3 Correction paper, correcting fluid and white wash
5.4 Proof reading
5.5 eraser/rubbing pencil

CHAPTER SIX

6.0 Typing from manuscript

6.1 Accuracy, speed development
6.2 Typing from manuscript containing abbreviations or corrections
6.3 Abbreviations used in drafting a document
6.4 Printer correction signs
6.5 Manuscript for typing
6.6 Paragraphs styles/layouts
6.7 Headings
6.8 Numbering listed items/paragraphs

MODE OF DELIVERY

The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE

This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Drumond A. and Coles Mogford (1988) Typing first course, MacGraw – Hill United States
2. Drumond A. and Coles Mogford (1989) Applied Typing, MacGraw – Hill book Company, United Kingdom
3. Drumond A. and Coles Mogford (1989) Practical Typing exercises, Book two 3rd edition
4. Mackay E. (1987) Universal Typing Advanced, Pitman Publishing London
5. Iles J. (1985) Progressive Tabulation Workbook, Pitman Publishing, London
6. Mackay E. (1988): Universal Typing 3rd edition, Pitman Publishing London
7. Murphy P. A. and E Barlow (1982) Progressive Typing Assignment, London

23.2 SHORTHAND I

Course code CSS1102

Credit units 05

Contact hours 75 hours

COURSE DESCRIPTION

The course introduces students to the art of representing spoken sound by written signs using a recognized system of Pitman Shorthand writing. Students will get used with consonants, vowels and drilling simple spoken words.

LEARNING OUTCOMES

By the end of the course the student will be equipped with basic knowledge of writing English words in shorthand

OBJECTIVES OF THE COURSE

By the end of this course the student should be able to:

1. Acquire the art of careful listening and correct recording of the spoken words
2. Acquire the know-how and technique of writing readable shorthand notes
3. Acquire the knowledge of consonants and vowels
4. Build up the ability to write shorthand at 20 – 30 w.p.m
5. Increase the word power through deliberate, conscious in built vocabulary component complete with homophones and homonyms
6. Acquire the skills of correct reading back shorthand notes
7. Develop the skill of fluent transcription of notes according to set standards
8. Use skills in taking down the spoken (dictated) business materials at a speed of 20 – 30 w.p.m in a recognized system of shorthand (strokes and curved symbols)
9. Transcribe into longhand notes taken down within stipulated time limit and error tolerance

COURSE CONTENT

CHAPTER ONE

1.1 Introduction
1.2 Developing listening skills
1.3 The first six consonants
1.4 Vowel ‘a’
1.5 Joining of consonants
1.6 Vowel ‘e’
1.7 Short forms for common words
1.8 Phrasing
1.9 Punctuation

CHAPTER TWO

2.1 The second group of consonants
2.2 Vowel ‘o’ and ‘u’

CHAPTER THREE

3.1 The next eight consonants
3.2 First place vowels
3.3 Third place vowels

CHAPTER FOUR

4.1 Two forms of 'R'
4.2 Diphthongs
4.3 Joined diphthongs
4.4 Triphones

MODE OF DELIVERY

The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE

This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Ball B. (1984) Student Learning guide, Pitman publishing
2. Canning B. W. (1975) Pitman 2000 shorthand dictation practice, Sir Isaac Pitman
3. Coombs B. (1988) A new review dictation book and key
4. Gwen M. Williams (1976) Discovery with Pitman 2000
5. Pitman (1970) A students' Review of Pitman shorthand
6. Sharp D and Trimnel D. (1987) realistic business diction book.

23.3 OFFICE PRACTICE

Course code CSS1103

Credit units 04

Contact hours 60 hours

COURSE DESCRIPTION

This course introduces student to practical knowledge and skills to handle offices professionally. It will introduce them to organization and control of office records, office equipments and material, handling of mail, telecommunications, the office and the public, sources of information and travel arrangements.

LEARNING OUTCOMES

By the end of this course the student should acquire the basic knowledge of using office equipments, organize office documents, maintain its layout and writing of professional documents for the organization.

OBJECTIVES OF THE COURSE

By the end of this course, students should be able to:

1. Understand, identify, process and store documents commonly found in an office
2. Use of office equipment found in an a moderate office
3. Understand and appreciate the rapid growth of electronics and innovations in the office equipment.

COURSE CONTENT

CHAPTER ONE

1.0 **The office**
1.1 Definition of office
1.2 Office functions
1.3 Office staff and standards
1.4 Office staff duties and attitudes

CHAPTER TWO

2.0 **Organization and control of office records**
2.1 Filing
2.2 Types of filing
2.3 Methods of filing
2.4 Centralized and decentralized filing
2.5 Basic filing equipments
2.6 Cross Referencing, Indexing and Microfilming

CHAPTER THREE

3.0 **Office equipments and materials**
3.1 Typewriters, types and uses
3.2 Electronics versus electrical equipment
3.3 Fax
3.4 Computers
3.5 Duplicators
3.6 Photocopiers, calculators, office materials and stationery, types, uses and control
3.7 Safety and Security in the office

CHAPTER FOUR

4.0 **Handling of mail**
4.1 Classification of mail
4.2 The post office and postal mail services
4.3 The incoming and out going mails
4.4 Aids in handling mails
4.5 Telegraphic services

CHAPTER FIVE

5.0 **Telecommunications**
5.1 The telephone-Features and services, Telephone techniques, sending and receiving telephone messages
5.2 Use of telephone directory
5.3 Other communication gargets
5.4 The switch board, types and uses

CHAPTER SIX

6.0 **Reprographic methods**
6.1 Duplicating
6.2 Offset litho uplifting
6.3 Photocopiers

CHAPTER SEVEN

7.0 **The office and the public**
7.1 The receptionist duties and responsibilities
7.2 Callers register
7.2 Taking the messages
7.3 Handling the visitors at reception
7.4 Customer care / handling

CHAPTER EIGHT

8.0 **Sources of information**
8.1 The registry and library
8.2 The research departments
8.3 A set of encyclopedia
8.4 Frame guides
8.3 The internet

CHAPTER NINE

9.0 **Banking service**s
9.1 The role of commercial banks
9.2 Types of accounts
9.3 Cheques
9.4 Forms of advances
9.5 Other services performed by the Banks

CHAPTER TEN

10.0 **Travel Arrangements**
10.1 Arranging business trips
10.2 Procedures of acquiring travel tickets
10.3 Confirmations
10.4 Accounting for the travel

MODE OF DELIVERY

The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE

This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.

There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Arora S. P. (1980) Office organization and management, Vikas Publishing house
2. Ashok K. Bagrial (1985) Secretarial practice, Vikas Publishing House PVT Ltd, London
3. Foster J. Thelma (1984) Office skills 2nd Edition, Stanley Thones (Publishers) Ltd London
4. Harrison J. (1990) Office procedures, 2nd edition, Pitman Publishing London.

24.4 PRINCIPLES OF ACCOUNTS

Course code CSS1204

Credit units 04

Contact hours 60 hours

COURSE DESCRIPTION
This course introduces students to the theoretical and legal framework of accounting, recording of business transactions, source documents and accountability, journalizing of transactions, posting to ledgers, extraction of the trial balance, preparation of simple final accounts of a sole trader and bank reconciliation statement.

LEARNING OUTCOMES
By the end of this course students should be able to prepare and interpret final accounts.

OBJECTIVES OF THE COURSE
By the end of this course students should be able to:
1. Demonstrate the ability to record accounting information
2. Differentiate between bookkeeping and financial accounting
3. Appreciate fundamental accounting principles and concepts
4. Prepare simple financial statements and reports

COURSE CONTENT

CHAPTER ONE
1.0 Introduction
1.1 Definition of accounting and book keeping
1.2 Objectives of accounting
1.3 Accounting Terminologies and Abbreviations
1.4 Users of accounting information
1.5 Accounting concepts, bases, policies and standards
1.6 The fundamental Accounting Equation
1.7 Accounting cycle

CHAPTER TWO
2.0 Source documents
2.1 Definition
2.2 Terminologies used, nature, formats
2.3 Examples of source documents

CHAPTER THREE
3.0 Books of original entry
3.1 Definition
3.2 Terminologies used and the books of original entry
3.2.1 Cash book
3.2.2 Cash payment register
3.2.3 Sales returns

3.2.4 Sales day book
3.2.5 Purchases day book
3.2.6 Principle/general journal
3.2.7 Petty cash book and Imprest system

CHAPTER FOUR
4.0 The ledger
4.1 Definition
4.2 Types and formats
4.3 Functions
4.4 An account
4.4.1 Definition and types of accounts
4.5 The double entry system
4.5.1 Definition, rules, and uses
4.6 Ledger posting from the books of original entry
4.7 Balancing of ledger accounts
4.8 Closing of ledger accounts
4.9 Trial Balance
4.10 Errors that affect the agreement of the trial balance
4.11 Errors that do not affect the agreement of the trial balance

CHAPTER FIVE
5.0 Simple Final Accounts of Sole Traders- With out End of Year Adjustments
5.1 Definition
5.2 Trading Account
5.3 Profit and Loss Account
5.4 Balance Sheet

CHAPTER SIX
6.0 Bank reconciliation Statements
6.1 Definition, purpose, Terminologies used
6.2 Bank statement
6.3 Cash book
6.4 Causes of the difference between bank statement and cash book balances
6.5 Adjustment of the cash book
6.6 Bank reconciliation statement
6.7 Steps in bank reconciliation
6.8 Methods of bank reconciliation

CHAPTER SEVEN
7.0 Book keeping errors
7.1 Definition
7.2 Errors affecting the agreement of the trial balance and their correction
7.3 Errors not affecting the agreement of the trial balance and their correction
7.4 Suspense account

MODE OF DELIVERY
The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE
This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Callam A. A. and Ryderm (1997) A foundation in business Accounting Macmillan London
2. Frankwood (1999) Business Accounting 6th Edition Pitman
3. Jennings A. J. (1996) Financial Accounting D.P. Publications
4. Leon I.H. & Earl R. Wilson (1992) Accounting for Government

23.5 BASIC COMMUNICATION SKILLS

Course code CSS1105

Credit units 04

Contact hours 60 hours

COURSE DESCRIPTION
This course introduces students to the different forms of communication; oral, written and non-verbal, enabling students to develop skills of business letter writing, report writing, handling meetings and management of interviews.

LEARNERNING OUTCOMES
This course will impart students with listening, speaking, reading and writing skills

OBJECTIVES OF THE COURSE
By the end of this course, students should be able to:

1. Demonstrate the ability to communicate efficiently and effectively;
2. Understand the meaning of communication and how it relates to other management functions;
3. Acquire writing skills of business letters, memos and minutes of a meeting;
4. Deal with correspondences and other writings at a supervisory level.

COURSE CONTENT
CHAPTER ONE
1. Grammar and vocabulary
1.0 Parts of speech
1.1 Tenses
1.2 Simple and Compound Sentences
1.3 Punctuation
1.4 Direct and Indirect Speech
1.5 Prefixes and suffixes
1.6 Correction of grammatical errors

CHAPTER TWO
2. Comprehension
2.0 Summary writing
2.1 Written and oral deduction of summons from given prose passage
2.2 Diction
2.3 Answering questions about the passage

CHAPTER THREE
3.0 Overview of Communication
3.1 Meaning of communication
3.2 Objectives of communication
3.3 Communication process model
3.4 Types of communication/categories of communication
3.5 Barriers to communication
3.6 Remedies to barriers

CHAPTER FOUR
4.0 Written communication
4.1 Definition
4.2 Advantages and disadvantages
4.3 Business letter writing, types
4.4 Formats
4.5 Parts of the business letter
4.6 Memo writing

CHAPTER FIVE
5.0 Non verbal communication
5.1 Meaning
5.2 Facial expression
5.3 Gestures
5.4 Voice
5.5 Eye contact
5.6 Difference between verbal and non verbal communication
5.7 Problems involved in non verbal communication

CHAPTER SIX
5.0 Oral communication
5.1 Definition
5.2 Forms of oral communication
5.3 Advantages and disadvantages of oral communication
5.4 Listening
5.5 Meaning of listening
5.6 Importance of listening
5.7 Causes / Reasons for not listening
5.8 Suggestions for good listening skills

CHAPTER SEVEN
7.0 Reports
7.1 Definition of reports, types and uses
7.2 Formatting report writing, problems with reports in any given organization
7.3 Mitigation measures of report writing

CHAPTER EIGHT
8.0 Meetings
8.1 Meaning, types of meetings, preparation of meetings, notice, agenda & facilities
8.2 Writing, minutes of a meeting
8.3 Check list for organizing successful meetings

CHAPTER NINE
9.0 Practical Exercises
9.1 oral presentations, letter writing, interviews, etc

MODE OF DELIVERY
The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE
This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Shirley Taylor (1998) Communication for business
2. Wolcott. L A Mastering business communication
3. Ogundipe Engilsh Language
4 Komunda Mabel Birungi, Business communication skills
5. J. A. Bright, English Composition and Grammer
6. Little P. 1996 Communication in business Pitman Publishing. London

23.6 PRINCIPLES OF ECONOMICS

Course code CSS1106

Credit units 04

Contact hours 60 hours

COURSE DESCRIPTION
This course introduces students to the price theory, theory of production, national income, money and banking, international economics, inflation, unemployment, introduction to economic integration, and introduction to public finance.

LEARNING OUTCOMES
This course helps students of Certificate in Secretarial to understand, interpret and relate the economic theories to the problems of national economy.

OBJECTIVES OF THE COURSE
By the end of this course, students should be able to;
1. Acquire the basic knowledge of the principles and the concepts of economics
2. Appreciate the significance of economics principles and concepts in purchasing and supplies
3. Explain and interpret economic behavior and phenomena in the business Environment

COURSE CONTENT

CHAPTER ONE
1.0 Introduction
1.2 Definition of economics
1.3 Basic concepts
1.4 The scope of economics
1.5 The three fundamental economic problems
1.6 The production possibility frontier curve
1.7 Definition and types of goods
1.8 Economic questions, tools of economic analysis
1.9 Division of economics, micro & Macro, positive economics and normative economics

CHAPTER TWO
2.0 Introduction to economic systems
2.1 Traditional economic systems
2.2 Command/Centrally planned economy
2.3 Pure Capitalization
2.4 Mixed Economy

CHAPTER THREE
3.0 **The price theory**
3.1 The definition of price
3.2 Methods of determining price in the market
3.3 The demand theory -Definition, Demand schedule, Demand curve and its Characteristics, Factors influencing quantity demanded, Change in demand and change in quantity demanded, Abnormal demand curves
3.4 The supply theory –Definition. Supply curve and its characteristics, Factors

influencing quantity supplied, Change in supply and change in quantity supplied, Abnormal supply curves

3.5 The concept of equilibrium - Definition of equilibrium, Price Fluctuations and Price administration –price controls

3.6 The elasticity theory- Definition, Elasticity of demand and types of elasticity of demand, Elasticity of supply , Practical application of elasticity theory.

CHAPTER FOUR

4.0 **The theory of production**

4.1 Definition and types of production

4.2 Division of labour (specialization)

4.3 The theory of costs

4.4 Location and localization of firms

CHAPTER FIVE

5.0 **National income**

5.1 Definition of national income

5.2 GDP, GNP, NNP, Nominal and Real income, Percapita income

5.3 Approaches/Methods of measuring national income

5.4 The circular flow of income

5.5 Difficulties faced in measuring income in LDCs

5.6 Determination of equilibrium out put- two sector mode; aggregate demand approach and savings - investment approach

5.7 APC, APS, MPC and MPS

5.8 National income and the standard of living

CHAPTER SIX

6.0 **Money and banking**

6.1 Definition of money

6.2 Evolution of money

6.3 Characteristics and functions of good money

6.4 The demand for money; Fisher's equation and Keynesian theory

6.5 The supply of money

6.6 Financial intermediation;

6.7 Commercial banks

6.7.1 Definition of commercial banks

6.7.2 Credit creation by commercial

6.7.3 Problems faced by commercial banks

6.7.4 Foreign commercial banks and their goal

6.7.5 Non financial intermediaries

6.8 Definition and functions

6.8.1 The central banks

6.8.2 Definition and functions of central banks

6.8.3 Monetary policy (limitation)

6.8.4 Differences between commercial banks and central bank

CHAPTER SEVEN

7.0 **International economics**

7.1 International trade

7.2 Definition, the basis of international trade

7.3 Protectionism (restrictions)

7.4 Methods, advantages and disadvantages

7.5 Absolute and comparative advantage theories

7.6 Terms of trade and balance of trade

7.7 Balance of payments
7.7.1 Definition
7.7.2 Causes of balance of payment problems
7.7.3 Solutions to balance problems
7.7.4 International trade policies

CHAPTER EIGHT
8.0 Inflation
8.1 Definition and types of inflation
8.2 Theories/causes of inflation
8.3 Types of inflation
8.4 Effects of inflation
8.5 Policies to curb inflation

CHAPTER NINE
9.0 Unemployment
9.1 Definition
9.2 Theories/ Causes of unemployment
9.3 Types of unemployment
9.4 Policies to curb unemployment

CHAPTER TEN
10.0 **Introduction to Public finance**
10.1 Definition, sources of government revenue
10.2 Taxation
10.3 National budgets

CHAPTER ELEVEN
11.0 **Introduction to Economic integration**
11.1 Definition
11.2 Types of economic integration
11.3 Objectives of economic integration
11.4 Advantages of economic integration
11.5 Problems of economic integration

MODE OF DELIVERY
The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE
This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

REFERENCES
1. Modern economics by J. Harvey Macmilan publishers
2. Principles of economics by Patrick Birungi and John Mutenyo
3. Positive economics by Lipsey
4. Economics for Developing World, by Todaro 1998, Longman, UK
5. Basic Principles of Economics by Tayebwa Benard

23.7 COMPUTER APPLICATIONS I

Course code DSOA 1107

Credit units 03

Contact hours 45 hours

COURSE DESCRIPTION
The course introduces students to the computer applications through practical skills in information technology software to enable them compete favorably in the dynamic technology-based world.

LEARNING OUTCOMES
By the end of this course, Students should l be able to use the common Microsoft Office applications of word processing, spreadsheets, graphics, presentations and databases.

OBJECTIVES
By the end of this course learners should be able to:

1. Identify the different Applications within an Office environment
2. Acquire skills in basic computer software applications and apply them in various business situations in order to facilitate the information management function.
3. Appreciate computer applications in business through hands on
4. Demonstrate the ability to use the common software applications of Microsoft Word,and Microsoft Excel
5. Produce business documents and data analysis and models applicable to business environment

COURSE CONTENT

CHAPTER ONE
1.1 Basic concepts and startup procedures
1.2 Introduction to practical computing
1.3 Connecting computer parts (CPU, Monitor, Mouse, Key board)
1.3 Windows Operating Systems Commands
1.4 Booting the computer
1.5 Using the mouse
1.6 Managing the user interface
1.7 Introduction to Windows programmes

CHAPER TWO
2.0 Word Processing (Document production with MS word)
2.1 Starting Ms Word
2.2 Creating documents
2.3 Looking at and using tool bars
2.4 Entering data
2.5 texts formatting
2.6 page formatting
2.7 Document formatting
2.8 Creating tables

2.9 Sorting and filtering data (plain text and tabulated text)
2.10 Graphics
2.11 printing
2.12 practice assignments

CHAPTER THREE
3.0 Spreadsheets (Microsoft Excel)
3.1 Starting Ms Excel
3.2 Excel tool bars
3.4 Managing workbooks and worksheets
3.5 Entering data and its formatting
3.6 Performing formulae, errors and their corrections
3.7 Calculating using functions
3.8 Sorting and filtering data
3.9 Using Graphs
3.10 Printing
3.11 Practice assignments

MODE OF DELIVERY
The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE
This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Kathy Ivens and Thomas Barich(1997), How to use Microsoft Office' 97, Ziff-Davis press
2. Whitecomb A and Brown B, Key boarding and Document production, Stanley Thornes, **Chem.: emam**
3. E.S. Waburoko(200), An introduction to information technology, Department to Distance Learning, Edsoft Computer Institute
4. Teach yourself Microsoft Excel 97 in 24 Hours by Linda Jones and Reul L. Hernadez by S: MS
5. Hernandez cy SAW Publishing
6. Keneth C. and Laudon J.P: Essentials of Management Information Systems; 3rd Edition Prentice Hall, New Jersey, 1999
7. Elliot G. and Starkings:Business Information Technology, Theory and Practice; Addison Wesley, Longman, London and New York, 1998
8. Olive and Chapman; Data Processing and Information Technology, DP Publications
9. Christopher Barnatt (1996): Management Strategy; ND Information Technology; International Thomson Business Press.

23.8 SECRETARIAL PROJECT I

Course code DSOA 1108

Credit units 03

Contact hours 45

PROJECT DESCRIPTION
This course introduces students to the practice of preparing source documents, entering them in books of original

LEARNING OUTCOMES
By the end of the course the students should be equipped with basic skills of using a typewriter, filing methods, use of office telephones organize meetings.

OBJECTIVES
By the end of the course students should be able to:
1. Use and maintain typewriters, stapling machines, punching machines as well as labeling machines
2. Type at a speed of 15 wpm on a typewriter or on a computer
3. Make envelopes and parcels
4. Reconnect and disconnect a computer

PROJECT ACTIVITIES

CHAPTER ONE
1.0 Keyboard skills projects
1.1 Use, Servicing and maintenance of Typewriters
1.2 Use, Servicing and maintenance of stapling machines
1.3 Use, Servicing and maintenance punching machines
1.4 Use, Servicing and maintenance numbering/labeling machines
1.5 Accuracy and speed development I (touch typing 15 wpm)
1.6 Using typing tutor applications I
1.7 Making envelopes and parcels
1.8 Simple disconnecting and connecting of typewriters

CHAPTER TWO
Office practice projects
2.0 Office Organization and control
2.1 Filing
2.2 Telephone techniques, sending and receiving telephone messages
2.3 Reprographic methods
2.4 Travel Arrangements
2.5 Written communication
2.6 Meetings
2.7 Reports

CHPATER THREE
3.0 Shorthand I projects
3.1 Taking dictations in shorthand

CHAPTER FOUR

4.0 Economics proposed projects
4.1 Draft annual budget for a particular non-profit making organization
4.2 Form a savings and credit cooperative organization and draft a membership and loan application forms
4.3 Analyse National Income Statistics and advise the state accordingly.

CHAPTER FIVE

5.0 Business communication skills proposed projects
5.1 Prepare a file of business letters both received and sent for the last 2 years
5.2 Prepare of a given agenda
5.3 Make a report on a certain event.

CHAPTER SIX

6.0 Innovation: Student's self initiated project relevant to the programme.

MODE OF DELIVERY

The mode of delivery will include demonstration, group discussions and presentation

PROJECT ASSESSMENT

This course unit shall be assessed out of 100 marks as follows:

Project Assessment 1	20%
Project Assessment 2	20%
Student's Personal Innovation	20%
Project Assessment 4	40%
Total	**100%**

The marks will be converted into Grade points.

24.0 YEAR ONE SEMESTER TWO

24.1 KEYBOARD SKILLS II

Course code CSS1201

Credit units 05

Contact hours 75 hours

COURSE DESCRIPTION
This course introduces students to the typewriting of clear standard documents like letters, memos, forms and manuscripts that contains corrections and errors plus omissions.

LEARNING OUTCOMES
By the end of this course the student should typeand display/print official documents like business letters, memos and minutes of a meeting.

OBJECTIVES OF THE COURSE
By the end of the semester, students should be able to:
1. Display mastery of the keyboard in the alphabet, numerals, signs and the entire operational parts of the machine
2. Apply a thorough theoretical and practical knowledge pertaining to production work in typewriting
3. Type at a speed of 30 w.p.m (minimum) with reasonable accuracy (with at most 5% error tolerance)
4. Use a sense of judgment in the use of appropriate stationery
5. Undertake further studies in keyboard skills

COURSE CONTENT

CHAPTER ONE
1.0 Review of Keyboard Skills I

CHAPTER TWO
2.0 Letter
2.1 Accuracy and speed development
2.2 Letterhead paper
2.3 Layout, line spacing, margins and punctuation
2.4 Parts of a letter, layout and footnotes
2.5 Duplication (carbon copying, stencil duplication, photocopying, etc.)
2.6 Types of envelopes
2.7 Addressing an envelope

CHAPTER THREE
3.0 Memorandum
3.1 Parts and layout
3.2 Accuracy, speed development

CHAPTER FOUR

4.0 Forms

4.1 Accuracy, speed development

4.2 Form letters

4.3 Displaying forms

4.4 Form completion

CHAPTER FIVE

5.0 Meetings

5.1 Notice of the meeting

5.2 agenda of the meeting

5.3 minutes of the meeting

MODE OF DELIVERY

The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE

This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.

There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Drumond A. and Coles Mogford (1988) Typing first course, MacGraw – Hill United States
2. Drumond A. and Coles Mogford (1989) Applied Typing, MacGraw – Hill book Company, United Kingdom
3. Drumond A. and Coles Mogford (1989) Practical Typing exercises, Book two 3rd edition
4. Mackay E. (1987) Universal Typing Advanced, Pitman Publishing London
5. Iles J. (1985) Progressive Tabulation Workbook, Pitman Publishing, London
6. Mackay E. (1988): Universal Typing 3rd edition, Pitman Publishing London
7. Murphy P. A. and E Barlow (1982) Progressive Typing Assignment, London

24.2 SHORTHAND II

Course code CSS1202

Credit units 05

Contact hours 75 hours

COURSE DESCRIPTION
This course introduces students to the art of representing spoken sound by written signs using a recognized system of Pitman Shorthand writing.

LEARNING OUTCOMES
By the end of this course the student will acquire the skill of careful listening, write at speed of 40 – 50 words per minute in shorthand.Students will get used with listening to speakers and drilling into shorthand at a given speed.

OBJECTIVES OF THE COURSE
By the end of this course the student should be able to:
1. Acquire the art of careful listening and correct recording of the spoken words
2. Acquire the know-how and technique of writing readable shorthand notes
3. Build up the ability to write shorthand at 40 - 50 w.p.m
4. Increase the word power thorough deliberate, conscious in built vocabulary component complete with homophones and homonyms
5. Acquire the skills of correct reading back shorthand notes
6. Develop the skill of fluent transcription of notes according to set standards
7. Use skills in taking down the spoken (dictated) business materials at a speed of 40 - 50 w.p.m in a recognized system of shorthand
8. Transcribe into longhand notes taken down within stipulated time limit and error tolerance

COURSE CONTENT

CHAPTER ONE
1. Review of Shorthand I

CHAPTER TWO
2.1 Consonant H
2.2 S circle
2.3 S on curved strokes
2.4 S on straight strokes
2.5 St Loop
2.6 Str loop

CHAPTER THREE
3.1 Ses circle
3.2 Sw circle
3.3 Vowel indication
3.4 Halving
3.5 Downward L
3.6 Abbreviated W

MODE OF DELIVERY

The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE

This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.

There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Ball B. (1984) Student Learning guide, Pitman publishing
2. Canning B. W. (1975) Pitman 2000 shorthand dictation practice, Sir Isaac Pitman
3. Coombs B. (1988) A new review dictation book and key
4. Gwen M. Williams (1976) Discovery with Pitman 2000
5. Pitman (1970) A students' Review of Pitman shorthand
6. Sharp D and Trimnel D. (1987) realistic business diction book.

24.3 OFFICE MACHINES & EQUIPMENT

Course Code CSS 1203

Credit Unit 04

Contact hours 60 hours

COURSE DESCRIPTION
This course introduces students to handling and caring of different office machines and equipments, solving problems for the machines. The students are also introduced to the practical part of using every machine in an organization..

LEARNING OUT COMES
By the end of this course the students should be having the skill of using different types of machines in an office

OBJECTIVES OF THE COURSE
By the end of this course students should be able to:
1. Describe different types of machines in an office
2. Care and maintene different types of office machines

COURSE CONTENT

CHAPTER ONE
1.0 Introduction
1.1 Identifying and describing different types of office machines and equipment
1.2 Functions of each item
1.3 Care and maintenance

CHAPTER TWO
2.0 Manually operated office machines
2.1 Stapling machine
2.2 Staple remover
2.3 Punching machine
2.4 Treamer (paper cutter)
2.5 Spiral binding machine
2.6 Rolling machine
2.7 Typewriter
2.8 Numbering Machines
2.9 Date Stamp

CHAPTER THREE
3.0 Electronic Machines and equipment
3.1 Computer
3.2 Scanner
3.3 Photocopier
3.4 Laminating machine
3.5 Electronic paper cutter
3.6 Electronic stapling machine
3.7 Printers – offset, colour, matrix, etc
3.8 Polythene sealing machine

3.9 Beamer (projector)

CHAPTER FOUR

4.0 General office equipment and materials
4.1 Office layout
4.2 Filing – making a manila file, organizing a filing system, tools and equipments to be used in filing process
4.3 Making parcels and envelopes
4.4 Office tray
4.5 Filing carbinet
4.6 Types and application of files

MODE OF DELIVERY

The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE

This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

24.4 CUSTOMER CARE

Course code CSS1204

Credit units 03

Contact hours 45 hours

COURSE DESCRIPTION
This course introduces students to handling and caring of customers with different behaviors, solving problems for the business and customers, marketing of commodities and providing sales promotion. The students are introduced to outside markets and the rate of taxes imposed on goods purchased.

LEARNING OUT COMES
By the end of this course the students should be having the knowledge of maintaining and caring for a customer.

OBJECTIVES OF THE COURSE
By the end of this course students should be able to:
3. Know the meaning & importance of a customer
4. Know how to care for a customer
5. Appreciate customer development process
6. Understand the consumer buying behavior
7. Identify factors influencing consumer buying behaviour

COURSE CONTENT

CHAPTER ONE
1.0 Introduction
1.1 Who is a customer?
1.2 Types of customers
1.3 Doing a business in a rapidly changing economy
1.4 Introduction to applied behavioral sciences
1.5 Observation of behavior and experimentation
1.6 Buying as a problem solving process
1.7 Marketing concepts

CHAPTER TWO
2.0 Customer Behaviour and satisfaction
2.1 Introduction to customer behavior
2.3 Definition of customer value and satisfaction
2.4 Delivering customer value and satisfaction
2.5 Retaining customers
2.6 Customer profitability
2.7 Differences between the customer and consumer
2.8 Levels of consumer decision making
2.9 Buyer decision process
2.10 Customer development process and Customer satisfaction
2.11 Customer dissatisfaction
2.12 Finding about customers
2.13 Stages of consumer buying behaviour
2.14 Types of consumer buying behaviour
2.15 Models

2.16 Decision making process model

CHAPTER THREE

3.0 Psychological concepts and buying behavior

3.1 A model of customer behavior
3.2 Cognitive processes, sensation and perception of objects, events and people
3.3 Memory, language and conception
3.4 Subjective and objective factors in belief
3.5 Motivation and its analysis
3.6 Acts of remembering and forgetting
3.7 Recall and recognition
3.8 Factors influencing buyer behavior
3.9 The buying decision process
3.10 Predicting and influencing customer behavior

CHAPTER FOUR

4.0 Formation of Beliefs and attitudes

4.1 Definition of beliefs and attitudes
4.2 Relationship of attitudes to behavior
4.3 Theory of personality and its measurements
4.4 Frustration, conflicts and their resolution
4.5 Effects of association
4.6 Attitude, scaling and measurements
4.7 Effects of beliefs and attitudes on buying behavior
4.8 Validity of practice
4.9 Rational and irrational thinking
4.10 Symbols and images

CHAPTER FIVE

5.0 Customer service and retention

5.1 Customer service
5.2 Customer retention
5.3 The role of customer service in customer retention
5.4 Other factors that influence customer retention

MODE OF DELIVERY

The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE

This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Bill Donaldson (1998) Sales Management – The management Practice, Macmillan Business, London
2. Chartered Institute of Marketing (1999) marketing Fundamentals, BP Publishing Ltd, London
3. Ntayi M. Josep (1995) Understanding Marketing and the Marketing Process, Study Notes Developed for B. Com Distance Education Students, Kampala
4. Stewart Grant (1998) Successful Sales Management, Pitman Publishing London

24.5 KISWAHILI LANGUAGE

Course code CSS1205

Credit units 04

Contact hours 60 hours

COURSE DESCRIPTION
The course introduces students to the basic skills and manners of greeting, verbs, nouns and pronouns, vocabulary and dealing in Swahili business correspondences for the business organization.

LEARNING OUTCOMES
By the end of this course students should acquire the skills of communicating, writing and producing documents in Swahili language.

OBJECTIVES OF THE COURSE
1. By the end of this course the students should be able to:
2. Communicate effectively in basic Kiswahili
3. listening, read and write effectively and efficiently

COURSE CONTENT

CHAPTER ONE
1.0 Introduction to Kiswahili
1.1 Greeting and manners
1.2 Days of the week, months of the year and counting (numbers and time)
1.3 Naming parts of the human body and different types of animals
1.4 Classification of Kiswahili nouns
1.5 Verbs
1.6 Verbs in present tense (affirmative and negative)
1.7 Noun vocabulary and concords
1.8 Uses of Ki-VI class
1.9 Introduction and usage of N-NI, Ji-Na, M-Mi classes
1.10 Punctuation
1.11 Singular and plural
1.12 Word division

CHAPTER TWO
2.0 Uses of adjectives
2.1 Classification of Kiswahili adjectives
2.2 Uses of adjectives with three noun classes

CHAPTER THREE
3.0 Prefixes and suffixes
3.1 Personal prefixes
3.2 Personal prefixes being used as subject prefixes
3.3 Suffixes

CHAPTER FOUR
4.0 Introduction to demonstrative
4.1 This and that
4.3 These and those
4.4 Locations
4.5 Interrogations

CHAPTER FIVE
5.0 Introduction and usage of subject prefixes
5.1 Introduction to subject prefixes
5.2 Uses of subject prefixes
5.3 Locative case

CHAPTER SIX
6.0 Introduction and usage of negative forms
6.1 Introduction
6.2 Present
6.3 Past
6.4 Future

CHAPTER SEVEN
7.0 Sentence construction
7.1 Simple sentence and paragraph structure
7.2 Compound sentences
7.3 Direct and indirect speech
7.4 Correction of common grammatical and spelling errors

MODE OF DELIVERY
The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE
This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Masomo ya Msingi ya Kiswahili (Kitabo Kya Kwanza, Kya Pili, Kya Tatu) by Rwabushaija Milton, Fountain Publishers
2. Kunga Za Nathani ya Kiswahili by Said Ahmed Mohammed, East Africa Educational Publishers
3. Dunani Kuna Watu by Muhammed S. Abdullah, East Africa Educational Publishers
4. Mbiru Za Kifundishia Kiswahili Oxford University Press Nairobi 1998 by Sultan Cryspus na Kamal Khan Mohamed

25.6 COMPUTER APPLICATIONS II

Course Code DSOA 1206

Credit Units 03

Contact hours 45 hours

COURSE DESCRIPTION
The course introduces students to the computer applications through practical skills in information technology software to enable them compete favorably in the dynamic technology-based world.

LEARNING OUTCOMES
By the end of this course, Students should l be able to use the common Microsoft Office applications of word processing, spreadsheets, graphics, presentations and databases.

OBJECTIVES
By the end of this course learners should be able to:
1. Identify the different Applications within an Office environment
2. Acquire skills in basic computer software applications and apply them in various business situations in order to facilitate the information management function.
3. Appreciate computer applications in business through hands on
4. Demonstrate the ability to use the common software applications of Microsoft Word, and Microsoft Excel
5. Produce business documents and data analysis and models applicable to business environment

COURSE CONTENT

CHAPTER ONE
1.0 Database Management (Microsoft Access)
1.1 Starting MS Access
1.2 Creating data bases
1.3 Crating data tables; Using design view, table wizard, by entering data
1.4 Creating relationships between tables
1.5 Creating forms; using form wizard
1.6 Creating queries; using design view, using query wizard
1.7 Sorting and filtering data
1.8 Formatting data in different objects
1.9 Generating reports using report wizard
1.10 printing
1.11 Practice assignments

CHAPTER TWO
2.0 Presentation management (Microsoft point)
2.1 Starting MS Power Point
2.2 Starting a slide presentation and selecting the slides of desire
2.3 Formatting slides in the slide sorter
2.4 Adding coloring to slides
2.5 Graphing in the slides

2.6 Formatting slide show for different slide designs, layouts and animation schemes
2.7 Viewing a slide show
2.8 Saving and printing the slide presentation
2.9 Practice assignments

CHAPTER THREE

3.0 Internet/Intranet

3.1 Internet definition
3.2 History of Internet
3.3 Uses of Internet
3.4 ISP (Internet Service Providers)
3.5 DNS (Domain Name Systems)
3.6 www (World Wide Web)
3.7 Internet Browsers and Search Engines; Google Chrome, Internet Explorer, Mozira Firefox, OPERA
3.8 URL(Uniform Resource Locator)
3.9 Web Portals
3.10 Navigator/Bookmarks/links
3.11 Uploading and Downloading
3.12 Webmail (Electronic Mails); Thunderbird, Outlook.
3.13 Working with news groups
3.14 Printing and Saving Documents
3.15 Social Networking Web: Facebook, Twiter, Google, Yahoo messenger (chart room),
3.16 http: (hypertext Transfer Protocal)
3.16 Creating a homepage
3.17 Internet Security; Virus Infection, Firewalls, Open source programmes (Thunderbird, Outlook Google Chrome, Internet Explorer, Mozira Firefox, OPERA)

MODE OF DELIVERY

The mode of delivery will include: lecture, hands-on, demonstration, group discussions and presentation.

ASSESSMENT OF THE COURSE

This course unit will be assessed out of 100 marks as follows;

Course work by continuous assessment	30%
Final examination	70%
Total	**100%**

The marks will be converted into Grade points.
There will be the final examination in the last two weeks of the semester.

REFERENCES

1. Kathy Ivens and Thomas Barich(1997), How to use Microsoft Office' 97, Ziff-Davis press
2. Whitecomb A and Brown B, Key boarding and Document production, Stanley Thornes, **Chem.: emam**
3. E.S. Waburoko(200), An introduction to information technology, Department to Distance Learning, Edsoft Computer Institute
4. Teach yourself Microsoft Excel 97 in 24 Hours by Linda Jones and Reul L. Hernadez by S: MS
5. Hernandez cy SAW Publishing
6. Keneth C. and Laudon J.P: Essentials of Management Information Systems; 3rd Edition Prentice Hall, New Jersey, 1999
7. Elliot G. and Starkings:Business Information Technology, Theory and Practice; Addison Wesley, Longman, London and New York, 1998
8. Olive and Chapman; Data Processing and Information Technology, DP Publications
9. Christopher Barnatt (1996): Management Strategy; ND Information Technology; International Thomson Business Press.
10. Clifton H.D. and A.G. (1994); Business Information Systems; 5th Edition.
11. Raymond McLeod J (1995): Management Information Systems; 6th Edition; Prentice Hall International Editions.

24.7 SECRETARIAL PROJECT II

Course Code DSOA 1207

Credit units 05

Contact hours 75 hours

PROJECT DESCRIPTION
This course introduces students to the practice of printing, filing office documents, record minutes for meeting, and type at a high speed and use different office machines according to their purposes.

PROJECT OUTPUT
By the end of this course the student will acquire skills of making project work in various areas of study.

PROJECT OBJECTIVES
By the end of the course students should be able to:
1. Bind and print the labels of books
2. File office documents within a business organization
3. Record and produce minutes from meetings, seminars and assemblies.
4. Type at a speed of 30 wpm using a typewriter and a computer
5. Arrange and organize an office

PROJECT ACTITIES

CHAPTER ONE
1.0 Keyboard skills projects
1.1 Printing
1.2 Stencil duplication
1.3 Filing office documents
1.4 Using typing tutor applications II
1.5 Accuracy and speed development II (touch typing 30 wpm)
1.6 Office arrangement and maintenance

CHAPTER TWO
2.0 Presenting and practicing news in Kiswahili and able to use the introductory words
2.1 Greeting and manners
2.2 Days of the week, months of the year and counting (numbers and time)
2.3 Naming parts of the human body and different types of animals
2.4 Classification of Kiswahili nouns
2.5 Verbs
2.6 Verbs in present tense (affirmative and negative)
2.7 Noun vocabulary and concords
2.8 Uses of Ki-VI class
2.9 Introduction and usage of N-NI, Ji-Na, M-Mi classes
2.10 Punctuation
2.11 Singular and plural
2.12 Word division

CHAPTER THREE

3.0 Customer service and retention

3.1 Customer service
3.2 Customer retention
3.3 The role of customer service in customer retention
3.4 Other factors that influence customer retention

CHAPTER FOUR

4.0 Accounting project.
4.1 Writing Source documents:
4.2 Books of original entry
4.3 Ledgers
4.4 Trial balance
4.5 Final Accounts

CHAPTER FIVE

Shorthand II projects
5.0 Taking dictations and produce minute

CHAPTER SIX

6.0 Innovation: Student's self initiated project relevant to the programme

MODE OF DELIVERY

The mode of delivery will include demonstration, group discussions and presentation

PROJECT ASSESSMENT

This course unit shall be assessed out of 100 marks as follows:

Project Assessment 1	20%
Project Assessment 2	20%
Student's Personal Innovation	20%
Project Assessment 4	40%
Total	**100%**

The marks will be converted into Grade points.

24.8 FIELD WORK

Course Code **CSS 1208**

Credit units 05

Contact hours 75 hours

COURSE DESCRIPTION

This course enables students to transform the knowledge and skills obtained in class into real practical job performance.

LEARNING OUTCOMES

By the end of this course the student will acquire the skills of working with others in a given organization and put into practice what was studied in class.

OBJECTIVES OF THE COURSE

By the end of the course students should be able to:

1. Familiarize themselves with workplace environment
2. Translate what was learnt in class into real life situation
3. Acquire more job competences.
4. Market themselves to prospective employers through demonstration of skills.

SYLLABUS CONTENT

1. Intern orientation to the workplace
2. Planning, identifying and scheduling of industrial training tasks and activities
3. Working under the guidance of the industrial training organization supervisor
4. Visitation by the training institution supervisor to share the experiences and challenges facing the intern.

MODE OF DELIVERY

The method of instruction shall include; practice, demonstration and supervision.

ASSESSMENT OF THE COURSE

This course unit shall be assessed out of 100 marks as follows;

Industrial Training

1. Training institution supervisor	10%
2. Workplace supervisor's assessment	30%
3. Intern's report	30%
Sub total	**70%**
Study Tours	**30%**
Total	**100%**

The marks will be converted to grade points.

25.0 LIST OF LECTURERS AND TECHNICAL STAFF IN THE FACULTY OF VOCATIONAL EDUCATION

S/N	NAME	QUALIFICATIONS	EXPERIENCE
1	Ahabwe John Paul	B. HRM (KIU), HD THM (KIU)	5 Years
2	Ainebyona Dickson K	BLIS (UCU)	4 Years
3	Akampurira Baker	Bsc. IT (UCU)	4 Years
4	Ampeire Diane	BA. Drama (MUK)	3 Years
5	Asiimwe Christine	Dip. Cosmetology	2 Years
6	Asiimwe Sarah	Bsc. IT (UCU)	3 Years
7	Atuheire Magret	B.THM (NKU), CTTE (KYU)	9 Years
8	Ayebazibwe Esther	B. Mass Com. (UCU)	3 Years
9	Byenkya Nickolas Kisembo	B. Admin S. S (KYU)	7 Years
10	Elisha Rukanga	B. Arts (MUK) Dip Educ (KYU)	32 Years
11	Friday Christopher	B. Env. Sc. (KAB), PG Dip PPM	3 Years
12	Kangume Boaz	B. Computer Science (KYU)	2 Years
13	Mpyangu Godfrey	Dip Lib & Inform Sc (KYU)	5 Years
14	Musingiza Ivan	B. Env. Sc. (KAB)	3 Years
15	Mwesigye Dinato	B.IT (MUK)	1 Year
16	Nampurira Duncan	BLIS (KAB), DLIS (KYU)	10 Years
17	Nyakato Gemma	BBA (KBA), UDSS (MUBS), CCTE (KYU)	20 Years
18	Nyinomugisha Polly	BBA (KAB) UDBS (MUBS)	2 Years
19	Rwahanzira James	DTHM (KIU) Cert. Food Production HTI	13 Years
20	Sibbo Jennifer	B. Mass Com. (UCU), MBA (India)	6 Years
21	Tarakikunzire Medard	Dip. Sec. Cert Sec Studies.	5 years
22	Tugumisirize Julius	B. ICT (MUK)	6 Years
23	Tukamushaba Moreen	B.LIS (KAB)	1 Year
24	Turyagyenda Charles	B. Ed (UCU), Dip. Ed. (ITEK)	23 Years