

KESBEN COLLEGE



8th Matriculation Ceremony

Date: **Saturday, March 18, 2023**

Venue: **Forecourt, Kuntanase Main Campus**

Time: **10:30a.m**



KESBEN
(UNIVERSITY) COLLEGE
Kuntanase

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KC Vision, Mission and Motto

VISION STATEMENT OF KUC

Becoming a centre of excellence for the dissemination of knowledge and skills to produce high quality human resources to meet the ever-changing socio-economic developmental needs of society.

MISSION STATEMENT OF KUC

Providing congenial environment for teaching, research, entrepreneurship and community service geared towards the socio-economic development of society and promoting innovative and multidisciplinary as well as integrated approaches to problem solving, and being an equal opportunity employer as it seeks to recruit and retain high calibre staff and students.

OBJECTIVES OF KUC

KUC's ultimate objective is to produce graduates equipped with the necessary knowledge and skills that will make them useful citizens to Ghana and other countries. In this regard, it shares the common vision of universities worldwide; providing high-quality teaching and learning, research and community service.

Specific objectives include:

Challenging and helping students to cultivate dynamic learning habits and developing skills to make them useful professionals and citizens;

Challenging students to translate theoretical knowledge into solving everyday problems of society;

Encouraging students to not only develop but also continually improve both their written and oral communication abilities;

Developing an inquisitive mindset in students so that they will develop innovative means of doing things;

Inculcating in students the need for an integrated approach to problem-solving and the acquisition of entrepreneurial skills;

Instilling in students strong moral and ethical values that make them honest, trustworthy managers of resources.

MOTTO: “Education for Development”

CORE VALUES OF KUC

*** Dedication to Society and Community**

To demonstrate exemplified commitment to the critical issues and needs of society and deliver uncompromising work ethics. Kessben (University) College focuses on issues critical to regional development, national interest, and global welfare. KUC focuses on human welfare, the betterment of society and on the personal development of the members of the community.

***Collaboration**

To develop mutually beneficial collaborative partnerships with like-minded organizations, institutions, and individuals as a means of enhancing its own ability to deliver cutting edge teaching, and learning as well as research and community service.

***Culture of Excellence**

To strive to be the best it can be. KUC therefore seeks to keep up-to-date with developments and innovations in the academic as well as social milieu. KUC also aims to develop and seek innovative ways of doing things. We are guided by the belief that academic sustainability is underpinned by a continuous devotion to improvement in all endeavours.

***Entrepreneurship**

To promote entrepreneurship both in students and staff. KUC challenges its graduates to become entrepreneurs themselves rather than employees.

Integrity and Inclusiveness

To give attention to the highest ethical standards in all domains, and its commitment to being a community which welcomes all talented minds from diverse backgrounds and challenges them individually and collectively to achieve their maximum best. KUC offers equal opportunities to staff as well as students without regard to race, gender, religion, socio-economic background or other criteria that seek to promote discrimination.

ACCREDITATION AND AFFILIATION

Kessben (University) College is accredited by Ghana Tertiary Education Commission (GTEC) and affiliated to the Kwame Nkrumah University of Science and Technology (KNUST), Kumasi, Ghana.

Kessben (University) College is also accredited by Commission for Technical Vocational Education and Training (CTVET) to run the diploma programmes.

ACADEMIC PROGRAMMES

Kessben (University) College currently runs the following academic programmes:

Bachelor of Science (B.Sc.) Business Administration with focal options in:

- Accounting;
- Banking and Finance;
- Human Resources Management; or
- Marketing

Bachelor of Arts (B.A.) Media and Communication Studies with focal options in:

- Public Relations and Advertising; or
- Print and Broadcast Journalism

Bachelor of Science (B.Sc.) Information and Communication Technology

- Diploma in Business Administration;
- Diploma in Media and Communication; and
- Diploma in Information Technology.

CAMPUSES:

Kuntanase Main Campus: Kuntanase, Lake Bosomtwe Road, Ashanti Region, Ghana

Kumasi City Campus: opposite Aseda House, Adum-Kumasi, Ashanti Region, Ghana

BANKERS:

Kessben (University) College Accounts:

MultiCredit Savings and Loans Ltd., Bantama – Kumasi

Account Numbers:

Tuition: 10 100 40 29 36 21

Accommodation: 10 100 40 43 63 41

Account Name: Kessben (University) College

SRC Accounts:

MultiCredit Savings and Loans Ltd., Alabar – Kumasi

Account Number: 10 100 60 14 45 61

Account Name: S R C, Kessben (University) College

JCR Accounts:

MultiCredit Savings and Loans Ltd., Alabar – Kumasi

Account Number: 10 100 70 18 57 11

Account Name: JCR, Kessben (University) College

MATRICULATION OATH AND DECLARATION OF OBEDIENCE

Registrar administers the Matriculation Oath

“Do you solemnly promise to observe the regulations of this College and to obey those to whom your obedience is required, to study diligently, to seek the truth and to promote the good of the College in so far as in you lies?”

Student’s Response:

I DO.

PRESIDENT’S MATRICULATION PRONOUNCEMENT

President to Students:

“You have satisfied the entrance requirements of Kessben (University) College and I formally admit you as Junior Members in “*Statu Populari*”, of Kessben (University) College, Kuntanase”.

Students’ Response to the President:

Male Students bow and Female Students curtsy.

COLLEGE GOVERNING COUNCIL MEMBERS

Prof. K. K. Adarkwa, Former Vice Chancellor, KNUST	Chairman
Stephen Boateng, Esq, Kessben Group of Companies	Member/Founder
Prof. Keshaw Singh, President, Kessben (University) College	Member
Prof. Theophilus C. Fleischer, Former Pro VC, UHAS, Ho	Member
Prof. Ebenezer Mensah, KNUST Representative	Member
Prof. Nathaniel Boso, Dean, KNUST School of Business	Member
Dr. Robert Donaldy, Chartered Accountant, Donaldy & Assoc.-	Member
Mr. Andrews K. Boateng, Registrar, KNUST, Kumasi	Member
Ohene Amankwah-Gyan, Esq, Lawyer	Member
Mr. Prince A. Blankson, SRC President, Kuntanase Main Campus-	Member
Mr. Collins Osei Agyemang, Ag. Finance Officer	In-attendance
Mr. Samuel Osei-Poku, Registrar, Kessben (University) College	In-attendance/ Secretary

COLLEGE ACADEMIC BOARD MEMBERS

Prof. Keshaw Singh, College President	Chairman
Prof. (Rev.) Grace Nkansah, KNUST Representative	Member
Dr. Edward Prempeh, Coordinator, School of Physical Sciences	Member
Dr. Daniel Annan-Eduful, Coordinator, School of Liberal Arts	Member
Mr. Emmanuel Kofi Bani, College Librarian	Member
Mr. Frank Laud Boateng, College Examinations Officer	Member
Mr. Frank Osei Tutu, Coordinator, School of Business	Member
Mr. Charles Boateng, Lecturer, School of Business	Member
Miss Patience Awua Boateng, Lecturer, School of Liberal Arts	Member
Miss Bridget Horlali Agbanu, SRC Coordinating President, Kumasi City Campus	Member
Mr. Samuel Osei-Poku, Registrar	Secretary

PRINCIPAL OFFICERS

Prof. Kwasi Kwafo Adarkwa	Council Chairman
Mr. Stephen Boateng	Founder
Prof. Keshaw Singh	College President

TOP MANAGEMENT

President	Prof. Keshaw Singh
Registrar	Mr. Samuel Osei-Poku
Librarian	Mr. Emmanuel Kofi Bani
Ag. Finance Officer	Mr. Collins Osei-Agyemang

COORDINATORS/DEANS OF SCHOOLS

School of Physical Sciences	Dr. Edward Prempeh, Coordinator
School of Liberal Arts	Dr. Daniel Annan-Eduful, Coordinator
School of Business	Mr. Frank Osei Tutu, Coordinator
Dean of Students	Dr. Edward Prempeh
Head of Quality Assurance & Planning Unit	Mr. Benjamin Ofosu-Asiamah
College Marketing and Communications	Mrs. Jane Evelyn Marshall Amissah, Coordinator

FACULTY MEMBERS

Name	Academic Background	Full-time/ Part-time
SCHOOL OF BUSINESS		
Mr. Frank Osei Tutu	M.Phil (Finance), KNUST, 2018	FT
Mrs. Kezia Adwoa Konadu Amponsah Nyarko	M.Phil (Accounting), KNUST, 2019	FT
Mr. Mark Atta Nyamekye (on study leave)	M. Sc. (Accounting), 2019, Siamen Univ., China	FT
Mr. Bhagavan Sarpong-Kumankumah	M.Sc (International Business and Management), Birmingham City University, 2017	FT
Mr. Ernest Ivan-Sarfo	M.Phil (Human Resource Management), KNUST, 2021	FT
Mr. Charles Boateng	MBA (Marketing), Uni. Of Leicester, 2005	FT
Mr. Kofi Owusu Yeboah	MBA (Marketing), KNUST, 2010	FT
Dr. Cosmos Osei	Ph.D. (Supply Chain Management), KNUST, 2021	PT

Name	Academic Background	Full-time/ Part-time
Dr. Kwame Bengyibaling Bour	Ph.D, (Sociology), KNUST, 2020	PT
Mr. Justice Bentum	M.Phil (Economics), KNUST, 2018	PT
Frank Listowell Debrah Yeboah Esq.	Roll of Lawyers, Ghana School of Law, 2015	PT
Mr. Godwin Ampah	M.Phil (Marketing), KNUST, 2019	PT
Mr. Stephen Adusei	M.A. (Economics), KNUST, 2012	PT
Mr. Emmanuel Opoku	MBA (Accounting), UEW-K, 2015	PT

SCHOOL OF LIBERAL ARTS

Dr. Daniel Annan- Edufful	Ph.D (French Lit.), KNUST, 2018	FT
Ms. Patience Abena Kyewaa Auwah-Boateng	M.Phil (English), KNUST, 2011	FT
Mr. Joseph Tettey Pertye	M.Phil (Communication and Media Studies), 2021	FT
Mr. Christopher Narh Adzonyoh	M.Phil (Communication and Media Studies), UEW, 2021	FT

Name	Academic Background	Full-time/ Part-time
Mr. Jonathan Tabiri Essel (on study leave)	M.Phil (Communication and Media Studies), UEW, 2021	FT
Mr. George Abugbil Atibugril	M.Phil (Communication and Media Studies), UEW, 2021	FT
Mr. Sam Ebenezer	M.A. (Communication Studies), Cyprus International University, 2018	PT
Mr. Wilberforce Nana Kwame Obeng	M.A. (Communication and Media Studies), UEW	PT

SCHOOL OF PHYSICAL SCIENCES

Dr. Edward Prempeh Ph.D. (Mathematics), KNUST

Mr. Benjamin Ofosu-Asiamah	M.Sc. (Information Technology) ANU, 2013	FT
Mr. Manasseh Kofi Adjei	M.Sc. (Information Technology), KNUST, 2017	FT
Mr. Frank Laud Boateng	M.Sc. (Information Technology), KNUST, 2019	FT

Name	Academic Background	Full-time/ Part-time
Mr. Siddique Muntaka Abubakr	M.Sc. (Information Technology), KNUST, 2019	FT
Mr. Nixon Adu Boahen	M.Phil. (Computer Science), KNUST, 2017	PT
Mr. Benjamin Odoi- Lartey	M.Sc. (Information Technology), KNUST, 2017	PT

SRC EXECUTIVES - 2022/2023

Name	Position	Programme of Study
Kuntanase Main Campus		
Mr. Prince Amo Blankson	SRC President	B.Sc. Bus. Admin. (Banking & Finance)
Miss Freda Aning	SRC Vice President	B.Sc. Bus. Admin. (Marketing option)
Kumasi City Campus		
Miss Bridget Horlali Agbanu	SRC Coordinating President	B.Sc. Bus. Admin. (Human Resources Management option)
Mr. Felix Ohemeng Brefo	SRC Vice Coordinating President	B.Sc. Bus. Admin. (Accounting option)

PROGRAMME OUTLINE

1. Matriculants and Guests Seated
2. Procession
3. Opening Prayer
4. Purpose of Gathering – Registrar
5. Administration of Matriculation Oath by School – Registrar
6. President’s Pronouncement
7. Matriculation Address – President
8. Message by Honorary Chancellor/Founder
9. Dissolution of Assembly
10. Closing Prayer

Speech by the Honorary Chancellor,
Mr. Stephen Boateng,
at the 8th Matriculation (Virtual)
Ceremony of Kessben (University)
College, Kuntanase/Kumasi, on
Saturday, 18th March, 2023

Salutation

Distinguished Members of the College Council,
College President,
Deans and Coordinators,
Faculty Members
Staff Members,
Students Representative Council (S. R. C.),
Parents and Guardians,
Distinguished Ladies and Gentlemen.

INTRODUCTION

It gives me great pleasure to welcome you all to the fourth matriculation ceremony of Kessben (University) College. I am impressed by your presence and level of attendance, via virtual mode, to witness and support the event of the formal acceptance of Two Hundred and Twenty Two (222) fresh men and women formally into Kessben (University) College.

I believe during your orientation, you were introduced to the administrators of the College, Faculties and all other divisions

as well as facilities, you may be relating with and requiring services from. We have gathered here, to formally welcome you to the College so that you will be entitled to the rights and privileges that your peers ahead of you are enjoying.

RAPID GROWTH OF KESSBEN (UNIVERSITY) COLLEGE

Distinguished Ladies and Gentlemen, I am happy to announce that, gradually the College is making strides with numbers of student population. In view of this tremendous growth, Kessben (University) College continues to make frantic efforts to widen its scope, expand its facilities and resources, its faculty members to meet the future demands. As part of this expansion, the Kumasi City Campus has been established with an ultramodern and magnificent edifice, located at Adum in Kumasi.

2022/2023 ENROLMENT

The 2022/2023 admission has witnessed the following enrolment levels:

Bachelor of Science (B.Sc.) Business Administration	63
Diploma in Business Administration	16
Bachelor of Science (B.Sc.) Information and Communication Technology	53
Diploma in Information Technology	10
Bachelor of Arts (B. A.) Media and Communication Studies	45
Diploma in Media and Communication	33

Ladies and Gentlemen, we need to appreciate the fact that in view of the teething challenges; all stakeholders of

Kessben (University) College are working very hard towards realizing its vision. I would, therefore, take this opportunity to express my sincere appreciation to all Council Members, Teaching and Non-Teaching Staff, Students, our Mentoring Institutions, KNUST, CTNET and other stakeholders of Kessben (University) College for your diverse contributions to this success.

ACADEMIC PROGRAMMES

The following programmes are offered currently in the College:

B.Sc. Business Administration with options in:

Accounting;

Banking and Finance;

Human Resource Management; or Marketing

B. A. Media and Communication Studies with options in:

Print and Broadcast Journalism; or

Public Relations and Advertising

B.Sc. Information and Communication Technology

Diploma in Business Administration (DBA)

Diploma in Media and Communication (DMC)

Diploma in Information Technology (DIT)

Our programmes have been tailored to be very flexible and worker friendly; where besides the normal school hours, workers have the opportunity to pursue programmes of their choice at our ultramodern City Campus conveniently located opposite Aseda House in Adum-Kumasi.

QUALITY TEACHING AND LEARNING ENVIRONMENT

Distinguished ladies and gentlemen, we recognize that quality teaching and learning thrives in an environment of sound and good aesthetic scenery. The architectural setup as you see of this College conveys a theme of sound academic environment and not losing sight of the fact that man needs balance; a range of outdoor and indoor recreational facilities have been provided for the students to engage in, which, you all agree, is important in building sound mind for academic work.

STUDENT INTERNSHIP PROGRAMME

Ladies and Gentlemen, I can confidently say that Kessben (University) College believes in empowering its students with requisite entrepreneurial and practical training. In view of this objective, the College in collaboration with Kessben Group of Companies and other affiliate industries, have instituted mandatory Student Internship Programme to help students to gain valuable work or professional experience in addition to their classroom experience. In other words, all students of Kessben (University) College are required to undertake a mandatory full-time work, for not less than 4 weeks, during the long vacation of every academic year.

EMPLOYMENT OPPORTUNITIES FOR OUR GRADUATES

Ladies and Gentlemen, in partial fulfillment of our pledge to support the government in creating job opportunities for our youth in Ghana, the Kessben Group of Companies, for the past two (2) years, has employed over one hundred

and fifty graduates who successfully completed Kessben (University) College. We are highly optimistic that the Kessben Group of Companies would continue to provide meaningful employment opportunities to these competent graduates or products from Kessben (University) College as and when the need arises.

ADVICE TO THE MATRICULANTS

Matriculants, I would like to assure you of a well secured, safe and sound environment in which you are set to begin your studies. The lecturers, administrators and support staff are ready and dedicated to help you achieve your aims; the onus lies on you therefore, to make good use of the facilities put at your disposal and feel free to communicate your views through appropriate channels while, of course, adhering to rules and regulations of the College.

To support your recreation, there is a football park, tennis court, fitness center, entertainment facility for the Junior Common Rooms, and a giant size Olympic swimming pool, as it is healthy to balance your studies with social and fitness activities. You are also encouraged to take advantage of the Student Internship Programme to equip yourselves with practical experiences away from the classroom setting.

Finally, I would like to, once again, congratulate you on this occasion. I am encouraging you today to play your part in the equation of making this College the preferred higher private institution in Ghana by putting up excellent performance in your learning and remaining highly disciplined wherever you find yourselves. From today, you will be the 'flag' of Kessben (University) College; your peers have set the pace in that direction and you must endeavour to do same and be proud to be students of Kessben (University) College. I

wish to emphasize though that, the College has been founded on the principles of high religious values and principles and so I would entreat you not to engage in activities that would undermine those values. Eschew violence; and remember that it is always best to dialogue with administrators to settle grievances should you have any.

Ladies and gentlemen, permit me to once again on behalf of the College Governing Council, Management and Staff Members formally welcome you to Kessben (University) College and I encourage you to gather all the confidence you can and be challenged to face the task ahead of you.

I wish you a happy stay.

Thank you.

**Speech delivered by
Prof. Keshaw Singh,
President of Kessben (University)
College, at the 8th Matriculation
Ceremony of the College on Saturday,
18th March, 2023 at 10:30am**

Salutation

Honorary Chancellor

Chairman of Council

Members of Council

Management Members

Deans

Senior Members

Senior and Junior Staff

Invited Guests

Parents

Matriculants

Ladies and Gentlemen

WELCOME

It is my great pleasure to welcome you all to the fifth matriculation ceremony of the Kessben College. Today also marks my first Matriculation Ceremony, and I am delighted to perform this task. On behalf of the Honorary Chancellor/

Founder, Chairman and Members of the College Council, Management, staff and the rest of the Student body, I welcome all our new students to this short but formal ceremony of admitting our fresh students into our fold by administering the matriculation oath.

Ladies and Gentlemen, let me start by congratulating our fresh men and women for their hard work that earned them a place into this prestigious College. I am very grateful to all faculty, administrators and other stakeholders for the support provided in mapping this event. I also appreciate the time parents and invited guests have taken off their respective schedules to converge here to witness the fresh students to be matriculated

ESSENCE OF MATRICULATION

Ladies and Gentlemen, Matriculation ceremony is very significant because it provides newly admitted fresh student the opportunity to pledge their allegiance to the authority of the College through the administration of the Matriculation Oath. This ceremony marks their formal acceptance as students of the College and as junior members in Statu Pupillari. Besides, after this ceremony, they are now recognized as bona fide students of this College. Following from this ceremony, every matriculated student is entitled to all rights and privileges recognized by the College. The matriculation oath also enjoins them to be of good behaviour and obedient to the President as well as other officers of the College, while they remain junior members of this noble institution. As fresh students they are committing themselves to be disciplined and good ambassadors of the College.

BRIEF HISTORY OF KESSBEN (UNIVERSITY) COLLEGE

Ladies and Gentlemen, at this juncture, it will not be out of place to give a brief history of the Kessben College. Though the College's Student Hand Book contains the brief History and Vision of Kessben (University) College, Governance Structure & Channel of Communication, Financial Management, Examinations and Grading System, and also about General Rules and regulations needed for students to know and follow. However, for the benefit of fresh students and also for the sake of our guests who may not be conversant with it, I would like to give a brief profile of the College. This College was inspired and built upon the grand vision for providing affordable quality higher education in Ghana by its founder Mr. Stephen Boateng (a.k.a. Kessben). It was founded in 2011 with a precise Moto: *"Education for Development" i.e. Developing an inquisitive mind-set in students so that they will develop innovative means of doing things.*

The academic work started in 2015. The initial academic programmes included B. Sc. Business Administration, Mathematics, English Studies and Information and Communication Technology. In the 2016/17 Academic Year, three new programmes were added. These were: Diploma in Business Administration; Diploma in Public Administration; Health Assistant Certificate. Also, in 2017/2018 Academic year, Diploma in Media and Communication commenced with 14 students. In 2021/2022 Academic Year, Bachelor of Arts in Media and Communication Studies (BAMCS) was also introduced with twenty-two (22). Now, necessary arrangements are being made to run more demand driven degree, diploma, certificate and postgraduate programmes. We have also held three successful congregations with conferment of various degrees and diplomas as well as

certificates. Degree programmes are affiliated with KNUST and the Diploma Programmes with CTVET.

NEW INITIATIVES

Ladies and Gentlemen, in general the major challenges for tertiary institutions are to deliver high-quality highly pragmatic educational programmes, providing opportunities for students to grow in intellectual competency, global awareness, and the ability to communicate within and across disciplines. Therefore, our main goal is to further strengthen our standing as a University College and secure our future standing through focused investment in teaching, learning, research and community service by empowering our staff and students to bring their collective creativity to bear on major societal challenges. Our 1st Strategic plan [PLAN 2K24] will provide an important roadmap for College's development for a period of five years. Also, efforts are being made to extend & enhance the Academic Programmes and Research, enhancing Management and Academic Support Services, extending outreach for development and cooperation, enhancing financial resource mobilization and also improving Quality, Planning, Finance and Governance Structures through the implementation of our 1st 5-Year Strategic Plan of the College.

A WORD OF ADVICE TO MATRICULANTS

Dear Matriculants, I must say, the Kessben College is well endowed with sufficient resources both human and infrastructure to provide you necessary support and environment for your study and comfortable stay. But it all depends on you and the path you choose to follow during your stay at this College.

For your convenience, an Online Portal has also been created for all new and continuing students of the College to create an account or log in to perform certain academic actions like Course Registration, Fees Payment, Check Result, View Admission List and Status, Acceptance of Admission, Fees Payment Details, Transcript, View Academic Calendar, Registered Credit Hours, Deferment of Admission and courses etc.

I would like to remind all fresh students that Registration on system is an important and first step of actualizing your admission into the College. By now most of you are supposed to have completed or are about completing the Registration exercise on our system. It is hoped that you will all complete your registration at your soonest. Any fresh student who encounters any challenge in the course of the registration, should not hesitate to seek for assistance from the Registrar Office, Finance Office, Dean of Students' Affairs or Dean of Schools of the College.

Registration must be done exclusively by the student himself or herself. Proxy Registration is not allowed. After filling the online courses, you can proceed to save and print the registration, sign your portion on the slip and submit the other part to the Deans' office for endorsement and collection. Students will be given a copy of the registration as proof of the Kessben (University) College online registration 2019.

I would also like to add here that the university education is not just about the classroom but it also provides a much broader experience – one that you will value and should make the most of it. I mention a few for your benefit:

Sports and Recreational activities are very important parts of College life. Scientifically, physical exercise helps the mental

and emotional development of the body. The College has already some sports facilities but new ones will also be added for your benefit. At this juncture, I urge those of you who are good in sports to identify with the Management of the College and we will work towards improving these facilities so that more students will take part and compete during the sporting events.

Religious and social groups are accepted as authentic units for the character moulding of the students but the College does not permit the activities of any antisocial groups operating on the campus.

Student Union activities are lively and important part of the College life. You are encouraged to familiarize yourselves with the College SRC and if possible, engage yourself meaningfully with the activities of the SRC for your benefit.

You are encouraged to attend all lectures and take part in Continuous Assessment that forms the basis of your examination. It must be taken with all seriousness as it constitutes 30% for degree programme, and 40% for diploma programme of the examination.

The College also encourages all students to dress according to acceptable standards.

The next event that you will see at this venue will be at the end of your degree, possibly after 2 or 4 years from now, at your graduation ceremony. Today graduation will seem like a long way off, but I can assure you that your time here will end before you know it.

CONCLUSION

In conclusion, I wish to state that your choice of the Kessben (University) College is a wise one, and we are committed to seeing that we impart in you, all the necessary knowledge and skills you deserve on your graduation. From now on, you have become part of the life and history of the Kessben (University) College and I wish to remind you again to read and pay attention to the content of the Students' Handbook which contains all the necessary rules and regulations that govern your conduct at this College.

I wish you every joy of the next few years; and on behalf of the Honorary Chancellor, Chairman and Members of the College Governing Council once again I welcome you formally to the student body of the College.

Thank you and May God bless you all.

LIST OF MATRICULANTS

SCHOOL OF BUSINESS

B.SC. BUSINESS ADMINISTRATION – LEVEL 100

ABAAH, Justina (Miss)

ACHEAMPONG,
Abigail (Miss)

ADAMS, Ibrahim

ADDO, Diana
Obiribea (Miss)

ADDO, Gershon
Ebenezer

**AGYAPONG-
BOFA**, Ernest

APPIAH, Edwina
Boatemaa (Miss)

AMOAH, Evelyn

AMOAKO-GYAMPA,
Joseph Gershon

AMPONSAH, Abigail
Opoku (Miss)

AMPRATWUM,
Emmanuel Kwadwo

ANOKYE, Yaw

ANNAN, Ebenezer

ASARE, Clarice
Akosua (Miss)

EDEM, Erica Kwamla
Dzifa (Miss)

GHIMAH, Ernest
Kofi Acheampong

KUDITEY, Janet (Miss)

KUUZON-YIR, Thomas

MAHAMA,
Nyikinnan (Miss)

MATALEY, Winston
Samuel

MENSAH, Agnes (Miss)

MENSAH, Desmond
Obeng

NKANSAH, Lucy (Miss)

NSIAH, Lydia (Miss)

OKYERE, Anokyewaa
Faustina (Miss)

OKYERE, Benjamin

OPPONG, Francis

OSEI, Rebecca (Miss)

OWUSU, Samuella (Miss)

OWUSU, Williams Adjei

OWUSUWAA,
Mavel (Miss)

QUAINOO, Isaac
Kwadwo

TSUASAM,
Ransford Akafo

TWUMASIWAA,
Hagar (Miss)

SC. BUSINESS ADMINISTRATION
- LEVEL 200 (TOP-UP)

ACQUAH, Manda
Boah (Miss)

ADJEI, Desire Adwoa
Tiwaa (Miss)

AKANSISI, Ebenezer

AKOWUAH, Prince

AMOAH, Gladys (Miss)

AMPEM, Obournana
Kyerewaa

APPIAH, Janet (Miss)

ASAMOAH, Emmanuel

ASIGBEY, Ishmael
Kwaku Delali

BALABO, Martha
Nsuibaa (Miss)

BEBU, Bernard

DAPAA, Elvis

DARKO, Benjamin
Debrah

DARKWAH, Klingsman

ELVIS, Jennifer
Abena (Miss)

FIAWATSROR,
Freda (Miss)

GBEKLE, Fafali (Miss)

GYAN, Isaac Addae

HAMIDU, Razak

KAMPEGIWALA,
Veronica (Miss)

KWAKYE, Mercy
Amofo (Miss)

GYESI, Bertha (Miss)

MENSAH, Stanley
Woode

OWUSU, Williams Antwi

OWUSU, Gregory Duodu

OPOKU, Tracy
Darko (Miss)

OPPONG, Mildren
Prempeh (Miss)

OSEI, Angela (Miss)

OSEI-TUTU, Clifford

SULEMAN, Rashid Abdul

B.SC. BUSINESS ADMINISTRATION - LEVEL 300 (TOP-UP)

BOAKYE YIADOM,
Akwasi Afriyie

OPOKU, Andy Isaac

DIPLOMA IN BUSINESS ADMINISTRATION - LEVEL 100

ADU, Reuben Gyamfi

DANKWAH, Clara (Miss)

AGYAWA, Janet (Miss)

KANKAM, Nana Kwame

AGYEKUM, Emmanuel

KONADU, Priscilla (Miss)

AGYEMANG,
Samuel Boakye

NUHU, Rakiatu (Miss)

AMOAH, Bernice
Entsie (Miss)

OBIRI YEBOAH,
Kennedy

ASARE, Priscilla (Miss)

OSEI, Christiana (Miss)

ATTAKORAH,
Alfred Kwadwo

OWUSU ANSAH,
Blessing

BOATENG, Eric Asare

OWUSU, Derek
Frimpong

SCHOOL OF PHYSICAL SCIENCES

B. SC. INFORMATION AND COMMUNICATION TECHNOLOGY - LEVEL 100

ABUBAKARI, Amadu

APPIAH-KUBI, Jonathan

AGYEMANG, Daniel

ASAMPANA, Frederick

AKOTO, Patricia
Serwaa (Miss)

ASUMADU, George

AKYAW, Prince

ATTAKORAH, Henry

AMANOR, Samuel

BAAH, Henry Oppong

AMPONSEM, Justice

BRAKO, Cornelious

BREFO, Emmanuel Osei

DE-SAM, Robert
KYEI-BAFFOUR, Joseph
KWOFIE, Francis Kumi
MANTE, Elizabeth (Miss)
MARFO, Shadrack
MENSAH, Francis
Emmanuel

NTI, David
ODURO, Samuel
OMARI, Deborah
Bemah (Miss)
OPPONG, Nathaniel
OWUSU, Michael
SAGOE, Percy

B. SC. INFORMATION AND COMMUNICATION TECHNOLOGY – LEVEL 200

ACHEAMPONG,
Emmanuel
ADELASHIE,
Kelvin Senyo
ADU, Esther (Miss)
AMAGYEI, Evans
Ameyaw
BRAFI, Kingsley Banso
BOAKYE, Shadrack

EDUAFUL, Stephen
Amoah
ESSIAM, Ruth (Miss)
KASIM, Mohammed
OFORI, Thomas
OPPONG, Edna (Miss)
SAM, Emmanuel
SARPONG, Paul

DIPLOMA IN INFORMATION TECHNOLOGY

ADOM, Oscar
ANKOMAH, Papa Yaw
APPIAH, Benjamin
ASANTE, Annabelle
(Miss)
BAEED, Binyaasir
BOAKYE, Kwame
Kyeremateng

DWOMOH,
Frederick Yeboah
NSROWUO,
Kelvin Marmah
NYARKO, Godfred
Akuakoh
OPOKU, Ike Agyemang
SAM, Bismark
Kweku Gyan

SCHOOL OF LIBERAL ARTS

B. A. MEDIA AND COMMUNICATION STUDIES - LEVEL 100

ACHEAMPONG, Joyce
Agyeiwaa (Miss)

ADJEI, Ben Asare

AFRIYIE, Shirley (Miss)

AHIAGBEDE, Yaw Kumah

AGBOVI, Christian
Lawerh

AGYEMANG, Theophilus

AKOMEAH, Ama (Miss)

AMEYAW, Klivert
Akwaboah

ANKOMAH, Vivian (Miss)

ANNAN, Rubby (Miss)

ASARE, Comfort (Miss)

ATTA-MINKAH, George

BOATENG, Enock

COFFIE, Blessing (Miss)

DADZIE, Abel Atta

EFA FOSUAA,
Josephine (Miss)

GYAMFI, Veronica (Miss)

IDDRISU, Mohammed

KOFIE, Philip

KOFFIE, Christabel (Miss)

MARFO, Solomon Osei

ODURO, Eric Kwaku

ODURO, Sandra (Miss)

OMPONG, Hilda
Annobea (Miss)

OSEI, Mary (Miss)

OTCHERE, Evans

QUAICOE, Nathaniel

SARFO, Bernard

SASSEY, Frank

SENSIE, Claessa
Anderson (Miss)

B. A. MEDIA AND COMMUNICATION STUDIES - LEVEL 200

ADU, Esther (Miss)

APPIAH, Priscilla (Miss)

ANGKAAKPIERE,
Patience (Miss)

ASAMOAH

BOATENG, Gideon

ASARE, Comfort (Miss)

HAMA, Zuliehatu (Miss)

MENSAH, Justice

OKYERE, Sonia Naa
Adjetey (Miss)

OSEI, Francis Atta

OWUSU, Rhoda
Boateng (Miss)

PEPRAH, Bismark

PIBIL, Judith (Miss)

SAM, Emmanuel

SAM, Princess (Miss)

SARKODIE, Kelvin Kwasi

YEBOAH, Francis

B. A. MEDIA AND COMMUNICATION STUDIES - LEVEL 300

AGYEI, Christabel Tima (Miss)

DIPLOMA IN MEDIA AND COMMUNICATION

ABDUL-RASHID,
Sulemana

AFRIYIE, EMMANUEL

AGYEIBEA,
Augustina (Miss)

AGYEKUM, Emmanuel

AFRIYIE, Emmanuel

AKONU, Matilda (Miss)

AKOTO, Stephanie
Essinam (Miss)

AKUTSA, Anita
Amoakoa (Miss)

APPIAH-KUBI, Charles

APRAKU, Eunice
Kusiwaa Abena (Miss)

AMANKWAH, Bright

AMANKWAH,
Priscilla (Miss)

AMOAH, Samuel

ASARE, Priscilla (Miss)

ASARE, Nigin Yeboah

AYUBA, Saliw

BOATENG, Ernest

BOATENG, Juliet (Miss)

BOATENG, Sandra (Miss)

BROBBEY, Maxwell

DAPAAH, Angela (Miss)

GYAN, Priscilla

Kesewaa (Miss)

IDDRISU, Memunatu

Talata (Miss)

KYEI ATTA,

Augustine Snr.

OKYERE KYEI,

Mavis (Miss)

MENSAH, Judey (Miss)

MENSAH,

Rebecca (Miss)

MOHAMMED,

Mariama (Miss)

NKANSAH, Pearl

Afriyie (Miss)

NUHU, Rakiatu (Miss)

OWUSU, Blessing

Birago (Miss)

OWUSU, Melody

Agyare (Miss)

OWUSU, Winifred

Wiafe (Miss)

SERWAA,

Francisca (Miss)

TACHIE-MENSON,

Lydia (Miss)

TETTEH, Mercy

Dede (Miss)

SCHOOL OF BUSINESS

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION

COURSES PER SEMESTER

Course Code	Course Title	No. of Credit Hours
YEAR ONE SEMESTER ONE		
ENG 151	Communication Skills I	3
SOC 101	Introduction to Sociology	3
MGT 101	Introduction to Business	3
ICT 151	Introduction to ICT I	3
FRN 151	French for Communication I	3
MTH 101	Basic Mathematics	3

YEAR ONE SEMESTER TWO		
ENG 152	Communication Skills II	3
PSY 101	Principles of Psychology	3
MGT 102	Principles of Management	3
ICT 152	Introduction to ICT II	3
STA 101	Basic Statistics	3
FRN 152	French for Communication II	3

YEAR TWO SEMESTER ONE		
ECO 201	Elements of Microeconomics	3
ACT 201	Principles of Accounting I	3
MTH 201	Quantitative Methods	3
MGT 201	Business Communication	3
FRN 201	French for Business	3

Course Code	Course Title	No. of Credit Hours
MGT 203	Organizational Behaviour	3

YEAR TWO SEMESTER TWO		
ACT 202	Principles of Accounting II	3
MKT 202	Principles of Marketing	3
HRM 202	Fundamental of Human Resource Management	3
ECO 202	Elements of Macroeconomics	3
FIN 202	Principles of Finance	3
GEN 202	Logic and Critical Thinking	3

YEAR THREE SEMESTER ONE <i>(CORE COURSES FOR ALL SPECIALISATIONS)</i>		
GEN 301	Business Ethics and Social Responsibility	3
LAW 301	Business Law	3
MGT 301	Operations Management	3
ECO 301	Managerial Economics	3

YEAR THREE - SEMESTER TWO <i>(CORE COURSE(S) FOR ALL SPECIALISATIONS)</i>		
BUS 302	Business Research Methods	3

YEAR FOUR - SEMESTER ONE <i>(CORE COURSE(S) FOR ALL SPECIALISATIONS)</i>		
MGT 401	Entrepreneurship and Small Business Management	3
BUS 401	Project Work I	3

Course Code	Course Title	No. of Credit Hours
YEAR FOUR - SEMESTER TWO <i>(CORE COURSE(S) FOR ALL SPECIALISATIONS)</i>		
MGT 402	Strategic Management	3
BUS 402	Project Work II	3

B.SC. BUSINESS ADMINISTRATION (ACCOUNTING OPTION)

YEAR THREE - SEMESTER ONE		
ACT 301	Financial Accounting I	3
ACT 303	Cost and Management Accounting I	3
YEAR THREE - SEMESTER TWO		
ACT 302	Cost and Management Accounting II	3
LAW 302	Company Law	3
ACT 304	Financial Accounting II	3
ACT 308	Taxation I	3
ACT 310	Principles of Auditing	3
YEAR FOUR - SEMESTER ONE		
ACT 401	Taxation II	3
ACT 403	Public Sector Accounting	3
ACT 405	Financial Accounting III	3
ACT 407	Audit and Assurance	3
ACT 409	Accounting Information Systems	3

Course Code	Course Title	No. of Credit Hours
YEAR FOUR - SEMESTER TWO		
ACT 402	Financial Accounting IV	3
FIN 402	Corporate Finance	3
FIN 404	Fundamentals of Investment and Portfolio Management	3

B.SC. BUSINESS ADMINISTRATION (BANKING & FINANCE OPTION)

YEAR THREE - SEMESTER ONE		
BNF 301	Law Relating to Banking	3
ACT 303	Cost and Management Accounting I	3
YEAR THREE - SEMESTER TWO		
ACT 302	Cost and Management Accounting II	3
BNF 302	Banking Operations and Ethics	3
BNF 304	Monetary Theory and the Financial Statement	3
BNF 306	Financial Statement Analysis	3
BNF 310	Microfinance	3
YEAR FOUR - SEMESTER ONE		
BNF 40	Risk Management in Financial Institutions	3
ECO 401	Introduction to Econometrics	3
BNF 401	International Trade Finance	3
BNF 403	Financial Markets and Institutions	3

Course Code	Course Title	No. of Credit Hours
BNF 405	Treasury Management	3
YEAR FOUR - SEMESTER TWO		
FIN 402	Corporate Finance	3
BNF 402	Retail Lending	3
BNF 404	E-Banking	3
BNF 406	Portfolio and Security Analysis	3

B.SC. BUSINESS ADMINISTRATION (HUMAN RESOURCE MANAGEMENT OPTION)

YEAR THREE - SEMESTER ONE		
HRM 301	Human Resource Management	3
MGT 301	Organizational Change and Development	3
YEAR THREE - SEMESTER TWO		
MGT 304	Conflict Resolution	3
ECO 302	Labour Economics	3
MGT 302	Leadership and Corporate Governance	3
HRM 302	Performance Management	3
YEAR FOUR - SEMESTER ONE		
HRM 401	Employee Relations	3
MGT 401	Industrial Psychology	3
HRM 403	Negotiation Skills	3
HRM 405	Ghana Labour Law	3

Course Code	Course Title	No. of Credit Hours
HRM 407	Occupational Health & Safety Management	3
YEAR FOUR - SEMESTER TWO		
HRM 402	Managing Diversity in Organization	3
HRM 404	Compensation and Reward Management	3
HRM 406	International Human Resource Management	3
HRM 408	Strategic Human Resource Management	3

B.SC. BUSINESS ADMINISTRATION (MARKETING OPTION)

YEAR THREE - SEMESTER ONE		
MKT 301	Sales Management	3
MKT 303	Product Development	3
YEAR THREE - SEMESTER TWO		
MKT 302	Service Marketing	3
MKT 304	Retail Marketing	3
MKT 306	Brand Management	3
MKT 308	Consumer Behaviour	3
YEAR FOUR - SEMESTER ONE		
MKT 401	E – Marketing	3
MKT 403	International Marketing	3
MKT 405	Marketing Research	3

Course Code	Course Title	No. of Credit Hours
MKT 407	Supply Chain Management	3
MKT 409	Integrated Marketing Communications	3
YEAR FOUR - SEMESTER ONE		
MKT 404	Strategic Marketing Management	3
MGT 404	Project Management	3
MKT 406	Marketing of Financial Services	3

SCHOOL OF BUSINESS
DIPLOMA IN BUSINESS ADMINISTRATION (DBA)
COURSES PER SEMESTER

YEAR ONE - SEMESTER ONE		
DBA 101	Management Principles and Practices	3
DBA 103	Business Economics I	3
DBA 105	Introduction to Law	2
DBA 107	Computer Fundamentals	2
DBA 109	Business Mathematics	2
DBA 111	Communication Skills I	2
DBA 113	Principles of Marketing	2
DBA115	Modern English Structure and Usage I	2
DBA 117	Leadership and Organization Behaviour I	3

YEAR ONE - SEMESTER TWO		
DBA 102	Business Organizations	3
DBA 104	Business Economics II	3
DBA 106	The Law of Contract	2
DBA 108	Database Management System	3
DBA 110	Business Statistics	2
DBA 112	Communication Skills II	2
DBA 114	Marketing Management	2
DBA 116	Modern English Structure and Usage II	2
DBA 118	Leadership and Organizational Behaviour II	2

YEAR TWO - SEMESTER ONE		
DBA 201	Business Communication Skills	3
DBA 203	Information Systems for Managers	3
DBA 205	Business Policy and Strategy	3
DBA 207	Entrepreneurship Development	3
DBA 209	Law of Tort	2
DBA 211	Personality Development I	3
DBA 213	Office Management	3
DBA 215	Introduction to Accounting	2

YEAR TWO - SEMESTER TWO		
DBA 202	Production and Operation Management	3
DBA 204	Fundamentals of E-Business	3
DBA 206	Values & Ethics in Business	3
DBA 208	Management of New and Small Enterprises	3
DBA 210	Commercial Law	2
DBA 212	Personality Development II	2
DBA 214	Public Administration & Local Government Systems	3
DBA 216	International Business Management	3

SCHOOL OF PHYSICAL SCIENCES

BACHELOR OF SCIENCE (B.SC.) INFORMATION AND COMMUNICATION TECHNOLOGY

COURSES PER SEMESTER

YEAR ONE - SEMESTER ONE		
ICT 151	Information Technology I	3
ICT 153	Fundamentals of Computer Programming	3
ICT 155	Basic Computer Hardware & Networking	3
ICT 157	Introduction to Logic	3
MTH 151	Pure Mathematics	3
ENG 155	Communication Skills I	2
FRN 151	French for Communication I	2

YEAR ONE - SEMESTER TWO		
ICT 152	Information Technology II	3
ICT 154	Programming with C++	3
ICT 156	Introduction to Digital Electronics	3
MTH 152	Pure Mathematics II	3
MTH 156	Introduction to Probability and Statistics	3
ENG 156	Communication Skills II	2
FRN 152	French for Communication II	2

YEAR TWO - SEMESTER ONE		
ICT 251	Object Oriented Programming with Java	3
ACT 255	Fundamentals of Business	3
ICT 255	Operating Systems I	3
ICT 257	Systems Analysis and Design I	3
ICT 259	Social and Ethical Issues in Computing	2
ICT 263	Computer Organization and Architecture	3
ENG 255	Literature in English I	1

YEAR TWO - SEMESTER TWO		
ICT 254	Introduction to Programming with Java Basics	3
ICT 256	Web-Based Concepts and Technologies	3
ICT 258	Database Concepts and Technologies	3
ICT 260	Operating Systems II	2
ICT 262	System Analysis and Design II	3
MGT 256	Principles of Management	2
ENG 256	Literature in English II	1

YEAR THREE - SEMESTER ONE		
ICT 351	Data Structures & Algorithms I	3
ICT 353	Electronic Business (E-Business)	2
ICT 355	Human Computer Interaction	2
ICT 357	Visual Basic.Net Programming	3
ICT 359	Introduction to Software Engineering	3
ICT 361	System Administration & Management	2

MGT 353	Fundamentals of Accounting	2
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YEAR THREE - SEMESTER TWO

ICT 352	Data Structures and Algorithms II	3
ICT 354	Introduction to Artificial Intelligence	3
ICT 356	Computer Communication & Networks	2
ICT 358	Research Methodology and Technical Writings	3
ICT 362	Systems Administration and Security	3
ICT 366	Mobile Application Development	3
ICT 368	Industrial Attachment	2

YEAR FOUR - SEMESTER ONE

ICT 453	Computer Network Security	3
ICT 455	Social and Professional Issues in IT	2
ICT 457	Information Systems	3
ICT 459	IT Project Management	3
ICT 461	Research Project I	3
ICT 463	Open Source Operating Systems	3

YEAR FOUR - SEMESTER TWO

ICT 454	IT Entrepreneurship	2
ICT 462	Research Project II	3
ICT 466	Automata, Computability and Languages	3
ICT 474	Information Systems Security	3

LIST OF ELECTIVE COURSES		
<i>Select one course each from Networking and Information Systems</i>		
NETWORKING		
ICT 450	Wireless Communication	3
ICT 452	Mobile Computing	3
ICT 458	Cryptography and Network Security	3
ICT 460	Network Performance & Optimization	3
INFORMATION SYSTEMS		
ICT 464	Multimedia Systems	3
ICT 466	Decision Support Systems	3
ICT 470	Information Systems Forensics	3
ICT 472	Data Ware Housing and Data Mining	3

SCHOOL OF PHYSICAL SCIENCES

DIPLOMA IN INFORMATION TECHNOLOGY (DIT)

COURSES PER SEMESTER

YEAR ONE - SEMESTER ONE		
DIT 111	Mathematics I	3
DIT 113	Fundamentals of Computers and Programming in C	3
DIT 115	Computer Architecture & Organization	3
DIT 117	Internet Fundamentals	3
DIT 121	Fundamental Accounting	2
COS 101	Communication Skills in English	2

YEAR ONE - SEMESTER TWO		
DIT 120	Mathematics II	3
DIT 122	Physics	3
DIT 124	Basic Economics and Management	3
DIT 126	Digital Circuit & Logic Design	3
DIT 128	Programming Languages	3
COS 122	French	2
YEAR TWO - SEMESTER ONE		
DIT 211	Discrete Structures	3
DIT 213	Microprocessor Assembly Language Programming	3
DIT 215	Object Oriented Programming using C++	3
DIT 217	Operating Systems	3
DIT 219	Computer Networks I	3
DIT 221	System Programming	3
YEAR TWO - SEMESTER TWO		
DIT 220	Computer Networks II	3
DIT 222	System Analysis and Design	3
DIT 224	Data Structures	3
DIT 226	Database Management Systems	3
DIT 228	Internet Fundamentals	3

SCHOOL OF LIBERAL ARTS
BACHELOR OF ARTS (B.A.) IN MEDIA AND
COMMUNICATION STUDIES (BAMCS)

COMMON COURSES PER SEMESTER -

YEAR 1: SEMESTER ONE

COURSE CODE	COURSE TITLE	T	P	C
FRN 151	French for Communication I	2	2	3
MCS 151	Introduction to Media and Communication	3	0	3
ENG 155	Communication Skills I	3	0	3
MCS 155	Indigenous Modes of Communication	2	2	3
MCS 157	Media and Society	3	0	3
MCS 159	Introduction to Print Media	3	0	3
MCS 161	Introduction to Computer Literacy and Applications I	2	2	3
	TOTAL	18	6	21

YEAR 1: SEMESTER TWO

COURSE CODE	COURSE TITLE	T	P	C
FRN 152	French for Communication II	2	2	3
MCS 154	Basic Photography	2	2	3
ENG 156	Communication Skills II	3	0	3
MCS 156	Introduction to Multimedia	2	2	3
MCS 158	New Media Technology	2	2	3
MCS 160	Fundamentals of PR Writing and Production	2	2	3

MCS 162	Introduction to Computer Literacy and Applications II	2	2	3
	TOTAL	16	10	21

YEAR 2: SEMESTER ONE

COURSE CODE	COURSE TITLE	T	P	C
MCS 251	Fundamentals of Broadcast Journalism	2	2	3
MCS 253	Media Psychology	3	0	3
MCS 255	Creative and Critical Analysis	3	0	3
MCS 257	Organizational and Corporate Communication	2	2	3
MCS 259	News Writing and Reporting I	2	2	3
MCS 261	Studio Practice I	2	6	3
MCS 263	Public Speaking and Editing	3	0	3
	TOTAL	17	12	21

YEAR 2: SEMESTER TWO

COURSE CODE	COURSE TITLE	T	P	C
MCS 252	Fundamentals of Public Relations	3	0	3
MCS 254	Fundamentals of Advertising	3	0	3
MCS 256	Media Law and Ethics	3	0	3
MCS 258	Events Management and Planning	2	2	3
MCS 260	News Writing and Reporting II	2	2	3
MCS 262	Studio Practice II	0	6	3

MCS 264	Professional Media Internship I	2	2	3
	TOTAL	15	12	21

PRINT AND BROADCAST JOURNALISM FOCUS

YEAR 3: SEMESTER ONE

COURSE CODE	COURSE TITLE	T	P	C
MCS 351	Development Communication	3	0	3
MKT 353	Strategic Business Communication	3	0	3
MCS 355	Media Innovation and Entrepreneurship	3	0	3
MCS 357	Photojournalism	2	2	3
MCS 359	Political Communication	3	0	3
MCS 361	Design and Electronic Publishing I	3	0	3
	TOTAL	17	2	18

YEAR 3: SEMESTER TWO

COURSE CODE	COURSE TITLE	T	P	C
MCS 352	Media Economics and Marketing	3	0	3
MCS 354	Investigative Trends in Journalism	2	2	3
MCS 356	Media and Communication Research Methods	3	0	3
MCS 358	Social Media and Social Change	3	0	3

MCS 360	Professional Media Internship II	2	2	3
MCS 362	Design and Electronic Publishing II	3	0	3
	TOTAL	16	4	18

YEAR 4: SEMESTER ONE

COURSE CODE	COURSE TITLE	T	P	C
MCS 451	Quantitative and Qualitative Analysis	3	0	3
MCS 453	Social Media and the Blogosphere	3	0	3
MCS 455	Advanced New Media Technology	3	0	3
MCS 457	Final Year Project I	1	5	3
MCS 459	Advanced Print Media	2	2	3
MCS 461	Advanced Broadcast Media	2	2	3
	TOTAL	16	5	18

YEAR 4: SEMESTER TWO

COURSE CODE	COURSE NAME	T	P	C
MCS 452:	Strategies and Dynamics of Journalism	3	0	3
MCS 454:	Media Circulation	3	0	3
MCS 456:	Broadcast Management and Programming	3	0	3

MCS 458:	Final Year Project II	1	5	3
	Elective I	2	0	3
	TOTAL	12	5	15

ELECTIVE COURSES – OPT ONE

COURSE CODE	COURSE NAME	T	P	C
MCS 460	Audio and Video Production	2	2	3
Or				
MCS 462	Akan for Communication	2	2	3
Or				
MCS 466	Sports Journalism	2	2	3

PUBLIC RELATIONS AND ADVERTISING FOCUS

YEAR 3: SEMESTER ONE

COURSE CODE	COURSE TITLE	T	P	C
MCS 351	Development Communication	3	0	3
MKT 353	Strategic Business Communication	3	0	3
MCS 355	Media Innovation and Entrepreneurship	3	0	3
MCS 357	Photojournalism	2	2	3
MCS 359	Political Communication	3	0	3
MCS 363	Lobbying & Persuasion	3	0	3
	TOTAL	17	2	18

YEAR 3: SEMESTER TWO

COURSE CODE	COURSE TITLE	T	P	C
MCS 352	Media Economics and Marketing	3	0	3
MCS 354	Investigative Trends in Journalism	2	2	3
MCS 356	Media and Communication Research Methods	3	0	3
MCS 358	Social Media and Social Change	3	0	3
MCS 360	Professional Media Internship II	2	2	3
MCS 364	Consumer Behaviour	3	0	3
	TOTAL	16	4	18

YEAR 4: SEMESTER ONE

COURSE CODE	COURSE TITLE	T	P	C
MCS 451	Quantitative and Qualitative Analysis	3	0	3
MCS 453	Social Media and the Blogosphere	3	0	3
MCS 455	Advanced New Media Technology	3	0	3
MCS 457	Final Year Project I	1	5	3
MCS 463	Strategic Advertising	3	0	3
MCS 465	Advanced Public Relations	3	0	3
	TOTAL	16	5	18

YEAR 4: SEMESTER TWO

COURSE CODE	COURSE TITLE	T	P	C
MCS 464	Corporate Social Responsibility	3	0	3
MCS 468	Writing for Advertising	3	0	3
MCS 470	Strategic Brand Management	3	0	3
MCS 458	Final Year Project II	1	5	3
	Elective Course I	3	0	3
	TOTAL	13	5	15

ELECTIVE COURSES – OPT ONE

COURSE CODE	COURSE TITLE	T	P	C
MCS 472	Media Management	3	0	3
Or				
MCS 474	International Public Relations	3	0	3
Or				
MCS 476	Communications in Cybersecurity	3	0	3
Or				
MCS 478	Health Communication	3	0	3

SCHOOL OF LIBERAL ARTS

DIPLOMA IN MEDIA AND COMMUNICATION (DMC)

COURSES PER SEMESTER

YEAR ONE - SEMESTER ONE		
DMS 151	Introduction to Media	3
DMS 153	Print Media	3
DMS 155	Studio Practice I	3
DMS 157	Media and Children's Programmes	3
DMS 159	Communication Skills	2
DMS 167	Press Review I	2
DMS 169	Principles of Marketing I	2
ELECTIVES (Select one)		
DMS 161	Practical French	2
Or		
DMS 163	Practical Akan	2
YEAR ONE - SEMESTER TWO		
DMS 152	Media and Sports	3
DMS 154	Electronic Media	3
DMS 156	Studio Practice II	3
DMS 158	The Media in Ghana	3
DMS 160	English for Journalists	2
DMS 166	Press Review II	3
DMS 168	Marketing Management II	2

ELECTIVES (Select one)		
DMS 162	French for Journalists	2
Or		
DMS 164	Akan for Journalists	2

YEAR TWO - SEMESTER ONE		
DMS 251	Private and Public Media	3
DMS 253	Promotion of Entertainment	3
DMS 255	Media and Public Relations	3
DMS 257	Introduction to Sociology I	2
DMS 259	Introduction to Translation	2
DMS 261	Introduction to Computing	2
DMS 263	Studio Practice III	3
DMS 265	Foundations of Communication Designs	2
DMS 267	Media and Communication Research Methods	2

YEAR TWO -SEMESTER TWO		
DMS 252	Media Ethics, Law and Morality	3
DMS 254	Media and Advertising	2
DMS 256	Films and Documentaries	3
DMS 258	Media and Children	3
DMS 260	Introduction to Sociology II	2
DMS 262	Project Work	3
DMS 264	Studio Practice IV	3
DMS 266	Foundations of Communication Design II	2

A STEP-BY-STEP GUIDE ON UNDERGRADUATE FINAL YEAR

RESEARCH PROJECT (FINAL PROJECT WORK)

(Credit: Prof. Keshaw Singh, College President)

Undergraduate research project is an independent effort required of students in tertiary institutions. The students, though supervised by an academic staff, are to carry out a pre-determined research within the constraints of their study.

There are standards in the research build-up, actual research, and presentation and finally print submissions. In developing the content, there are certain guidelines that would be of assistance. The work may be divided into five chapters before any further divisions.

Format:• Title page • Approval page • Dedication • Acknowledgement • Abstract • Table of Content • List of Tables • List of Figures • List of Symbols/ Nomenclature (Where Applicable)• Main Work (Chapter One To Five)• References • Appendices (Where Applicable)

Title page: Here, the name of the institution is put, the title of the report, the name of the Author, then the reason for the report (this is why it is required that students add that it is 'in partial fulfilment of the course requirement required for the award of the B.Sc degree.' Then the date is added. [Annexure 1]

Approval page: The name of the institution and department, then a statement signifying approval for the work by the supervisor, Head of department/Dean. Space is reserved for signatures of all listed parties as well. [Annexure 1]

Dedication page: This is where the researcher may dedicate the research to someone. This is different from the acknowledgement.

Acknowledgement: The researcher here writes to appreciate all that contributed, (technical, financial, moral and otherwise) to the success of the research.

Abstract: This is the synopsis of the research work. It is often written last with the tense in past. Usually about 100 - 150 words summarizing the problem statement, the methodology employed, the findings, conclusion and recommendations. This should be in a single paragraph and the word limit not exceeded.

Table of content: The main headings and sub-headings and page numbers are listed. This allows for easy page identification and reference. The table of content should be edited at the final stage as well, to correctly capture the reflections in the work.

List of tables/figures/symbols: The list is to aid the reader in locating tables/figures/symbols. It should contain the tag numbers, tag which reflects the content and the page numbers. It should be well-numbered and unambiguous. In the main content, the figure/table should be well-labeled.

Chapter One: Introduction This describes the background, scope and purpose of the research. The rest of the report should be tied to the information supplied. The researcher should strive to present sufficient details regarding why the study was carried out. It shouldn't be rushed, a gradual build-up of the content from bottom to top is ideal. It should

be closed with a linking paragraph that would disclose the objectives, constraints and limitations.

Chapter two: Literature Review This presents basically, the work done by others. It is on the ground work done by others that the current research is to be based, hence the review. It sums up the pros and cons of all past work but due credit should be given to the various Authors. The use of quotations should be less in use, more of paraphrasing (reading and making out meaning in your own words), making comments in the review is great as well, it just depends on the context.

Chapter three: Methodology Here the language used should be in past tense. It is a sum-up of the research design, procedures, the area and population of study. The data sampling and data sources are detailed as well. The method used, from all alternatives, should also be justified. The materials and equipment used is also included.

Chapter four: Results and Discussion The results obtained in the research are presented here. Visual aids like graphs, charts and the likes should be used as well. The results should be discussed then compared with results of past Authors. The effects and applications of the results should be detailed as well.

Chapter five: Conclusions and recommendations From the results of the research, conclusions are made, then suggestions for improvement for other researchers with similar interest. Based on the whole happenings, recommendations are proffered.

References: This is a list of all the relevant journals, books and all sources of information consulted in the research work, either online or print. Plagiarism should be avoided at all costs, all quoted and exact words of different sources

NATIONAL ANTHEM

*God bless our homeland Ghana;
And make our nation great and strong;
Bold to defend forever;
The cause of Freedom and of Right;
Fill our hearts with true humility;
Make us cherish fearless honesty;
And help us to resist oppressors' rule;
With all our will and might for evermore.*

KUC ANTHEM

*Oh hail Kessben (University) College (2x)
We Hail Your Name
We Raise Your Flag and Hoist It to All Nation, All Nation
KUC, Centre of Excellence, Knowledge and Skills We Acquire
We are Proud of You
And Hope for Nothing but the Best
So Hail Kessben (University) College*

KUC PLEDGE

*I pledge to Kessben (University) College
To be Disciplined, Honest and Hardworking
To learn and fight with pens and books
Till our Names are Honoured
For the Pen is Mightier than the Sword
With Unity and Perseverance, We Are Guided by our Motto:
"Education for Development"
SO HELP ME GOD!*

**(Lyrics By: ALI, Mohammed Barry, DBA Class, 2017/18).
(Music By: ODURO, Eric Boadi, BAMCS Class, 2025/26)**

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2023/2024 ADMISSION IS IN ONGOING!!!

