



# EGERTON UNIVERSITY

*This is to certify that*  
the Egerton University Council on the  
recommendation of the Senate hereby confers on

*Joseph Nkiria Emmanuel*

the Degree of

**Bachelor of Commerce  
(Marketing)**

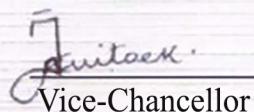
*Second Class Honours (Lower Division)*

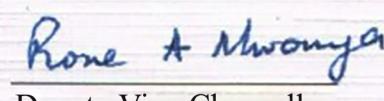
with all rights, privileges and obligations thereto  
appertaining presented at a congregation held at this University  
on the

*Twenty First day of December the Year Two Thousand and Fourteen*



  
Registrar  
(Academic Affairs)

  
Vice-Chancellor

  
Deputy Vice-Chancellor  
(Academic Affairs)

**EGERTON**

[www.egerton.ac.ke](http://www.egerton.ac.ke)  
raca@egerton.ac.ke

**UNIVERSITY**

P.O. Box 536-20115, Egerton  
Tel:051 2217878/80

**OFFICE OF THE REGISTRAR  
(ACADEMIC AFFAIRS)  
Official Academic Transcript**

Admission Number: CP14/60076/11 Name : EMMANUEL, JOSEPH NKIRIA

Level of study: 1

Prog. of study.: BCOM(MARKETING)

FACULTY OF COMMERCE

Date of Admission: 24/03/2011

Date of Graduation: 21/12/2014

Course Code	Course Description	Academic Hours	Grade
BCOM 100	INTRODUCTION TO BUSINESS	45.00	+D
BCOM 101	PRINCIPLES OF MICROECONOMICS	45.00	D
BCOM 102	PRINCIPLES OF MANAGEMENT	45.00	D
BCOM 103	INTRODUCTION TO MACROECONOMICS	45.00	A
BCOM 110	PRINCIPLES OF ACCOUNTING I	45.00	A
BCOM 111	FUNDAMENTALS OF ACCOUNTING II	45.00	C
BCOM 170	MANAGEMENT MATHEMATICS I	45.00	B
BCOM 171	BUSINESS MATHEMATICS II	45.00	C
BCOM 172	FUNDAMENTALS OF COMPUTERS	45.00	C
COMS 101	COMMUNICATION SKILLS	45.00	B
PHIL 104	PHILOSOPHY AND SOCIETY	45.00	C
PHIL 105	GOVERNMENT AND SOCIETY	45.00	A

Averages :>| Current..: 57.85%, | Cumulative..: 56.19%

Recommendation: PROCEED TO LEVEL TWO OF STUDY

Legend:

A - (70% - 100%) - Excellent    B - (60%- 69% -V. Good  
 C - (50% - 59%) - Good    D - (40%- 49%) - Fair    P - pass  
 F - (below 40) -Fair    # Audited    + Retake    \* Missing Marks

CT Credit Transfer

signed

Printed On 24/07/2007

Registrar(Academic Affairs)

Egerton University is iSO 9001:2008 Certified  
*This transcript is issued without any alteration whatsoever*

**EGERTON**

[www.egerton.ac.ke](http://www.egerton.ac.ke)  
raca@egerton.ac.ke

**UNIVERSITY**

P.O. Box 536-20115, Egerton  
Tel:051 2217878/80

**OFFICE OF THE REGISTRAR  
(ACADEMIC AFFAIRS)  
Official Academic Transcript**

Admission Number: CP14/60076/11 Name : EMMANUEL, JOSEPH NKIRIA

Level of study: 2

Prog. of study.: BCOM(MARKETING)

FACULTY OF COMMERCE

Date of Admission: 24/03/2011

Date of Graduation: 21/12/2014

Course Code	Course Description	Academic Hours	Grade
BCOM 201	INTERMEDIATE MICROECONOMICS	45.00	C
BCOM 202	INTERMEDIATE MACRO ECONOMICS	45.00	D
BCOM 210	COST ACCOUNTING	45.00	C
BCOM 211	ACCOUNTING FOR ASSETS	45.00	D
BCOM 222	ACCOUNTING FOR EQUITIES	45.00	C
BCOM 220	PRINCIPLES OF MARKETING	45.00	C
BCOM 230	INTRODUCTION TO FINANCE	45.00	B
BCOM 240	ELEMENTS OF RISK AND INSURANCE	45.00	C
BCOM 241	RISK MANAGEMENT	45.00	D
BCOM 270	COMPUTER PROGRAMMING I	45.00	D
BCOM 271	BUSINESS STATISTICS I	45.00	C
BCOM 272	OPERATIONS RESEARCH I	45.00	+C

Averages :>| Current..: 46.85%, | Cumulative..: 52.31%

Recommendation: PROCEED TO LEVEL THREE OF STUDY

Legend:

A - (70% - 100%) - Excellent    B - (60%- 69% -V. Good  
 C - (50% - 59%) - Good    D - (40%- 49%) - Fair    P - pass  
 F - (below 40) -Fair    # Audited    + Retake    \* Missing Marks

CT Credit Transfer

signed

Printed On 24/07/2007

Registrar(Academic Affairs)

Egerton University is iSO 9001:2008 Certified  
*This transcript is issued without any alteration whatsoever*

**EGERTON**

[www.egerton.ac.ke](http://www.egerton.ac.ke)  
raca@egerton.ac.ke

**UNIVERSITY**

P.O. Box 536-20115, Egerton  
Tel:051 2217878/80

**OFFICE OF THE REGISTRAR  
(ACADEMIC AFFAIRS)  
Official Academic Transcript**

Admission Number: CP14/60076/11 Name : EMMANUEL, JOSEPH NKIRIA

Level of study: 3

Prog. of study.: BCOM(MARKETING)

FACULTY OF COMMERCE

Date of Admission: 24/03/2011

Date of Graduation: 21/12/2014

Course Code	Course Description	Academic Hours	Grade
BCOM 300	ORGANISATIONAL THEORY	45.00	D
BCOM 301	BUSINESS LAW I	45.00	D
BCOM 302	ORGANISATIONAL BEHAVIOUR	45.00	C
BCOM 303	BUSINESS LAW II	45.00	C
BCOM 320	SALES MANAGEMENT	45.00	C
BCOM 321	MARKETING INFORMATION SYSTEMS	45.00	B
BCOM 322	CONSUMER BEHAVIOUR	45.00	A
BCOM 323	MARKETING COMMUNICATION	45.00	C
BCOM 330	FINANCIAL INSTITUTIONS AND MARKETS	45.00	B
BCOM 333	PUBLIC FINANCE	45.00	B
BCOM 331	BANKING LAW AND PRACTICE	45.00	C
BCOM 360	HUMAN RESOURCE MANAGEMENT	45.00	B

Averages :>| Current..: 58.08%, | Cumulative..: 52.25%

Recommendation: PROCEED TO LEVEL FOUR OF STUDY

Legend:

A - (70% - 100%) - Excellent    B - (60%- 69% -V. Good  
 C - (50% - 59%) - Good    D - (40%- 49%) - Fair    P - pass  
 F - (below 40) -Fair    # Audited    + Retake    \* Missing Marks

CT Credit Transfer

signed

Printed On 24/07/2007

Registrar(Academic Affairs)

Egerton University is iSO 9001:2008 Certified  
*This transcript is issued without any alteration whatsoever*

**EGERTON**

[www.egerton.ac.ke](http://www.egerton.ac.ke)  
raca@egerton.ac.ke

**UNIVERSITY**

P.O. Box 536-20115, Egerton  
Tel:051 2217878/80

**OFFICE OF THE REGISTRAR  
(ACADEMIC AFFAIRS)  
Official Academic Transcript**

Admission Number: CP14/60076/11 Name : EMMANUEL, JOSEPH NKIRIA

Level of study: 4

Prog. of study.: BCOM(MARKETING)

FACULTY OF COMMERCE

Date of Admission: 24/03/2011

Date of Graduation: 21/12/2014

Course Code	Course Description	Academic Hours	Grade
BCOM 400	RESEARCH METHODS	45.00	B
BCOM 401	ENTREPRENUERSHIP	45.00	C
BCOM 402	STRATEGIC MANAGEMENT	45.00	C
BCOM 403	BUSINESS ETHICS	45.00	C
BCOM 404	SMALL BUSINESS MANAGEMENT	45.00	B
BCOM 406	ADVANCED MICRO ECONOMICS	45.00	D
BCOM 420	MARKETING RESEARCH	45.00	C
BCOM 421	INTERNATIONAL MARKETING	45.00	C
BCOM 422	STRATEGIC MARKETING	45.00	B
BCOM 423	MARKETING OF SERVICES & NON-PROFIT ENTITIES	45.00	A
BCOM 421	MANAGEMENT RESEARCH PAPER	45.00	C
BCOM 472	TOTAL QUALITY MANAGEMENT	45.00	C

Averages :>| Current..: 57.85%, | Cumulative..: 56.00%

---

Recommendation: AWARDED THE DEGREE OF BACHELOR OF COMMERCE  
(MARKETING) WITH SECOND CLASS HONOURS, LOWER  
DIVISION

---

Legend:

A - (70% - 100%) - Excellent    B - (60%- 69% -V. Good  
C - (50% - 59%) - Good    D - (40%- 49%) - Fair    P - pass  
F - (below 40) -Fair    # Audited    + Retake    \* Missing Marks

CT Credit Transfer

signed

Printed On 24/07/2007

Registrar(Academic Affairs)

Egerton University is iSO 9001:2008 Certified  
*This transcript is issued without any alteration whatsoever*