



# KENYATTA UNIVERSITY

*This is to certify that*

***John Francis***

*having satisfied all the requirements was  
awarded the Degree of*

**BACHELOR OF COMMERCE  
(MARKETING)  
SECOND CLASS (LOWER DIVISION)**

*at a congregation held at this University  
on the Eighteenth Day of July  
in the Year  
Two Thousand and Twenty-Five*

Vice-Chancellor



Registrar (Academic)

Certificate Number

202513300254



## KENYATTA UNIVERSITY

### ACADEMIC TRANSCRIPT

**Student Name:** JOHN FRANCIS                    **Registration No:** D33/1661/2020  
**School Name:** Business                          **Date of Admission:** 08/31/2020  
**Degree Program:** Bachelor of Commerce        **Academic Year:** Year 1  
    **Status:** Graduate  
**(Marketing)**

Unit/Course Code	Unit Description	Semester	Contact Hours	Grade
BAC100	FUNDAMENTALS OF ACCOUNTING I	2020/21/SEM1	35	B
BAC101	FUNDAMENTALS OF ACCOUNTING II	2020/21/SEM2	35	D
BBA100	BUSINESS STUDIES	2020/21/SEM1	35	C
BBA101	BUSINESS LAW I	2020/21/SEM1	35	C
BBA102	PRINCIPLES OF MANAGEMENT	2020/21/SEM2	35	B
BMS100	MANAGEMENT MATHEMATICS I	2020/21/SEM1	35	D
BMS101	INTRODUCTION TO INSURANCE	2020/21/SEM2	35	D
BMS102	MANAGEMENT MATHEMATICS II	2020/21/SEM2	35	D
EET100	MICROECONOMIC THEORY I	2020/21/SEM1	35	C
EET101	MACROECONOMIC THEORY I	2020/21/SEM2	35	C
UCU104	INTRODUCTION TO ENTREPRENEURSHIP MANAGEMENT	2020/21/SEM1	35	B
UCU110	COMMUNICATION AND COLLABORATION SKILLS	2020/21/SEM2	35	A
UCU112	CREATIVITY AND INNOVATION	2020/21/SEM1	35	C

#### Key to Grading System

- A - 70% - 100% - Excellent
  - B - 60% - 69.99% - Good
  - C - 50% - 59.99% - Satisfactory
  - D - 40% - 49.99% - Pass
  - E - 0 - 39.99% - Fail
- NOTE: Pass Mark is 40%



Data Printed: 06-August-2025

Signed:   
 Registrar (Academic)



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### ACADEMIC TRANSCRIPT

**Student Name:** JOHN FRANCIS                    **Registration No:** D33/1661/2020  
**School Name:** Business                          **Date of Admission:** 08/31/2020  
**Degree Program:** Bachelor of Commerce        **Academic Year:** Year 2  
    **Status:** Graduate

**(Marketing)**

<b>Unit/Course Code</b>	<b>Unit Description</b>	<b>Semester</b>	<b>Contact Hours</b>	<b>Grade</b>
BAC200	ACCOUNTING FOR ASSETS	2021/22/SEM1	35	C
BAC201	ACCOUNTING FOR LIABILITIES AND EQUITIES	2021/22/SEM2	35	B
BAC202	COST ACCOUNTING I	2021/22/SEM2	35	A
BAC203	BUSINESS FINANCE I	2021/22/SEM1	35	A
BAC204	BUSINESS FINANCE II	2021/22/SEM2	35	C
BBA200	ORGANISATIONAL BEHAVIOUR	2021/22/SEM1	35	C
BBA201	PRINCIPLES OF MARKETING	2021/22/SEM2	35	B
BBA204	TECHNOLOGY AND CREATIVITY	2021/22/SEM1	35	B
BMS200	BUSINESS STATISTICS I	2021/22/SEM1	35	D
BMS201	COMPUTER PROGRAMMING	2021/22/SEM1	35	A
BMS202	RISK MANAGEMENT	2021/22/SEM2	35	C
EET200	MICROECONOMIC THEORY II	2024/25/SEM1	35	B
EET201	MACROECONOMIC THEORY II	2021/22/SEM2	35	C

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### ACADEMIC TRANSCRIPT

Student Name: JOHN FRANCIS      Registration No: D33/1661/2020  
 School Name: Business      Date of Admission: 08/31/2020  
 Degree Program: Bachelor of Commerce      Academic Year: Year 3  
 (Marketing)      Status: Graduate

Unit/Course Code	Unit Description	Semester	Contact Hours	Grade
BAC300	MANAGEMENT ACCOUNTING I	2022/23/SEM1	35	C
BBA300	ORGANIZATION THEORY	2022/23/SEM1	35	C
BBA302	BUSINESS LAW II	2022/23/SEM2	35	C
BBA303	MARKETING STRATEGIES AND PLANS	2022/23/SEM2	35	B
BBA304	CONSUMER BEHAVIOUR	2022/23/SEM2	35	C
BBA305	MARKETING OF SERVICES	2022/23/SEM1	35	B
BBA306	INTERNATIONAL MARKETING	2022/23/SEM1	35	C
BBA307	MARKETING RESEARCH	2022/23/SEM2	35	C
BBA311	BUSINESS COMMUNICATIONS	2023/24/SEM2	35	B
BHM301	HUMAN RESOURCE MANAGEMENT I	2022/23/SEM1	35	C
BSU305	RESEARCH METHODS	2022/23/SEM2	35	B
EAE313	PUBLIC FINANCE	2022/23/SEM1	35	D

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### ACADEMIC TRANSCRIPT

**Student Name:** JOHN FRANCIS      **Registration No:** D33/1661/2020  
**School Name:** Business      **Date of Admission:** 08/31/2020  
**Degree Program:** Bachelor of Commerce      **Academic Year:** Year 4  
      **Status:** Graduate  
**(Marketing)**

Unit/Course Code	Unit Description	Semester	Contact Hours	Grade
BBA400	BUSINESS POLICY AND DECISION	2023/24/SEM1	35	D
BBA401	COMPANY LAW	2023/24/SEM1	35	C
BBA402	MANAGEMENT OF INTERNATIONAL BUSINESS AND ORGANIZATION	2023/24/SEM2	35	A
BBA403	SALES MANAGEMENT	2023/24/SEM1	35	B
BBA404	INNOVATION AND NEW PRODUCT MANAGEMENT	2023/24/SEM2	35	C
BBA405	ADVERTISING MANAGEMENT	2023/24/SEM1	35	B
BBA407	RETAIL MARKETING MANAGEMENT	2023/24/SEM1	35	B
BBA409	INDUSTRIAL MARKETING	2023/24/SEM2	35	A
BBA411	AGRICULTURAL MARKETING	2023/24/SEM2	35	B
BBA414	MANAGEMENT OF PUBLIC ENTERPRISES	2023/24/SEM2	35	A
BMS400	MANAGEMENT INFORMATION SYSTEMS	2023/24/SEM2	35	C

Awarded the Degree of Bachelor of Commerce

Classified as C - 2nd Class (Lower Division)

Cumulative Mean Score: 57.84

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