

## ROGRAMME STRUCTURE

### PROM, level 1

#### Semester1

<b>Code</b>	<b>Module Title</b>	<b>Module component</b>	<b>Credits</b>
FUL13111	Fundamental Language	English	5
		French	5
SSI13111	Study skills and ICT	Study skills	5
		ICT	5
PUR13112	Public Relations	Public relations theories and Practices	10
		Information recording System/Mass communication	5
PLE13111	Philosophy, Logic and Ethics	Philosophy, Logic and Ethics	10
FMS13112	Fundamental Mathematics and Statistics	Basic Mathematics	10
		Basic statistics	5
		<b>TOTAL</b>	<b>60</b>

**Semester 2**

<b>Code</b>	<b>Module Title</b>	<b>Module component</b>	<b>Credits</b>
OMS13122	Office Management and Secretariat duties	Office Management	10
		Secretariat duties	5
BFA13121	Basic Financial Accounting		10
PRM13121	Principles of Management		10
FPS13121	Fundamentals of Psychology and Sociology	Introduction to Psychology	5
		Introduction to Sociology	5
PRE13121	Principles of Economics		10
INA13121	Industrial Attachment	Industrial Attachment	5
<b>TOTAL</b>			<b>60</b>
<b>GRAND TOTAL</b>			<b>120</b>

**PROM, Level 2**

**Semester 1**

<b>Code</b>	<b>Module Title</b>	<b>Module Component(s)</b>	<b>Credits</b>
PME13211	Project Management and Entrepreneurship	Entrepreneurship	5
		Project Management	5
QUM13211	Quantitative Methods	Quantitative Methods	10
COL13211	Computer Literacy		10
BLE13211	Business Law and Professional Ethics	Business Law	5
		Professional Ethics	5
PWM13211	Public relations workshop Management		10
CMA13211	Cost and Management Accounting		10
		<b>TOTAL</b>	<b>60</b>

**Semester 2**

LAS13221	Language Skills II	English II	5
		French II	5
OTB13222	Organization Theory and Behavior	Organization Theory and Behavior	10
		Management of organization and leadership skills	5
FIM13221	Financial Mathematics		10
PMP13221	Principles of Marketing and Industrial Psychology	Industrial Psychology	5
		Principles of Marketing	5
BUC13221	Business Communications		10
INA13221	Industrial Attachment	Industrial Attachment	5
		<b>Total</b>	<b>60</b>
		<b>TOTAL</b>	<b>120</b>

**PROM, Level 3**

**Semester 1**

<b>Code</b>	<b>Module Title</b>	<b>Module component</b>	<b>Credits</b>
MIS13312	Management Information System		15
BUS13311	Business Statistics		10
SRM13311	Scientific Research Methodology		10
FIM13311	Public Financial Management		10
COS13312	Communication Skills	Technical writing and phonation	10
		Writing for Public Relation	5
		<b>Total</b>	<b>60</b>

**PROM, Level 4****Semester 2**

<b>Code</b>	<b>Module Title</b>	<b>UNIT(s)</b>	<b>Credits</b>
ICM13421	Issues and Crisis Management	Issues and Crisis Management	10
HRM13421	Human Resource Management	Human Resource Management	10
STM13421	Strategic Management and Marketing	Strategic Management	5
		Marketing Communications	5
MOC13421	Modern Office practices and Computer Applications	Modern Office practices	5
		Computer Applications	5
PME13421	Planning and Management of Events	Planning and Management of Events	10
INA13421	Industrial Attachment	Industrial Attachment	10
		<b>Total</b>	<b>60</b>

**PROM, Level 5****Semester 1**

<b>Code</b>	<b>Module Title</b>	<b>Units</b>	<b>Credits</b>
SAP13512	Security analysis and portfolio Management	Management of financial institutions and market	10
		Security analysis	5
FPR13513	Fundraising Strategies and Public Relations	Fundraising strategies	10
		Advanced Public Relations	10
IRD13512	International relations and diplomacy	International relations and diplomacy	15
CSD13511	Customer Care and Service Delivery		10
		<b>TOTAL</b>	<b>60</b>

**Semester 2**

<b>Code</b>	<b>Module Title</b>	<b>Component(s)</b>	<b>Credits</b>
PAA13521	Public affairs Management	Public affairs Management	10
TTM13521	Travel and Tourism Management	Travel and Tourism Management	10
RIM13521	Records and information management	Records and information management	10
INA13521	Industrial Attachment	Industrial Attachment	10
REP13523	Research Paper	Research Paper	20
		<b>TOTAL</b>	<b>60</b>
		<b>TOTAL</b>	<b>120</b>
		<b>GRAND TOTAL</b>	<b>480</b>