



# CHRISTIAN SERVICE UNIVERSITY COLLEGE

FAITH | SCHOLARSHIP | INTEGRITY

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Hello <<First Name>>

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**Dr. Stephen Bannahene**

*"I needed to compose myself, I said, I must do it! monetary push, but for the better part, Social standing! Grounds in specialization! and an addition of my service to the University Community"-*

This was his motivation and the urge to fast-track for his PHD studies not withstanding all the initial challenges.

Dr. Stephen Bannahene now holds PhD in Service Marketing (Business Management) from Universidad Empresarial De Costa Rica, Costa Rica. ***Thesis Topic:*** *(An Empirical Analysis of AAKER'S Brand Personality Scale on Brand Management Using Resource-Based Theory as a Benchmark at Private Universities in Ghana).*

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His research interests draw on experiences from Africa, especially Ghana, to inform theoretical developments in marketing that lies in the union of variety of disciplines. He has carried out several research projects on service quality, brand management, and competitive strategies for Private Universities as well as small and medium scale enterprises. His expertise covers research and consultancy works in the field of marketing and conference presentations.

Dr. S.Bannahene joined the CSUC-Department of Business studies as a Lecturer with a Master's degree in Industrial Management from the University of Ghana. He is currently the **Dean** of the '**Business school**' with consecutive leadership record as Head of the Department of Management & General Studies.

The 'Academic icon' is a Member of the Chartered Institute of Marketing, (CIM, UK).

He stakes on his passionate research-led approach to teaching at CSUC to encourage all to be research conscious as he emphasizes on the need for continual research publications which he believes is key to climbing the academic ladder. He maintains that, up and coming researchers or tutors should publish contents that aid in the 'quality tuition' of their trainees.

"We must publish, publish right contents, and publish in the right journals," he reflects.

## Departmental LECTURE Phase 1

***"Gaining expert knowledge, enhancing student-based career for the future"***

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This has been the essence of the initiative for every Department to organize two separate lecture sessions each academic year –

Following the much-patronized Public Lectures held previously by the University College on some pertinent national issues, CSUC introduced a 'Departmental Lecture' series into its 2017/2018 Academic year programme. The two categories captioned, 'Alumni Lecture' and 'Professional Lecture' were aimed at boosting student interaction on industry-field as well

Eight (8) different lecture sessions were held by the various faculties of the University College.

These brought together key industry players and professionals to handle topics of interest in the areas of communication, planning, business administration, theology and nursing.

Key highlights of the lectures sought to provide pragmatic solutions to Corruption, Pre and Post-election crises, Developmental planning in Ghana, Industry-Academia Gap and Professional practice among many others.

Amongst the various presentations was one on the **theme**, 'Patients' Charter', where participants, mainly nursing students were given insights into relationship with patients, including some basic practices, ethics and core mandates in the Nursing profession. In an interview the Coordinator for the Department, Mr. Confidence Atakorah, re-echoed his concerns on some '**bad nursing practitioners**' who constantly undermine patients' rights and urged them to rather educate their patients through these professional lessons.

Both faculty and students were informed on the practical details of their chosen profession and expressed higher expectations for the 'Phase 2' of the Lecture series in the next Academic year.

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## **CSUC Hosts Semi-Finals and Finals of the 2018 Regional Science and Maths Quiz**

*Success of the day could not be described without the extreme jubilation expressed by the **champions**-*

CSUC had the privilege to host this year's National semi-finals and grand finale of the Regional Science and Math Quiz Championship at its Campus. The event provided a prospective platform to sell CSUC programmes to over 700 people including students and tutors from different second cycle schools and the general public.

Under the auspices of the Ghana Education Service (GES) of the Ashanti Region in partnership with CSUC, the University College hosted about fifteen (15) Senior High Schools including the nine (9) schools that competed for the three (3) Semi-Final sessions.

The three semi-finalists which included, *Kumasi High, Prempeh College and Opoku Ware Senior High Schools (SHS)* contested for the Champion for the Ashanti Regional- 01 National Maths and Science Quiz.

Ultimately, the contest was in preparation for the National Science and Maths Quiz.



## New Academic Year, New Academic Programmes!

*The 2018/2019 academic year seems promising with Quality step –*

In its quest to serve the ever-growing needs of a diverse market, CSUC launched four (4) New Programmes in Key academic areas last October and was mentioned to take off this Academic year. The programmes include 4 undergraduate and a post-graduate programme listed below:

- BEd. Early Childhood Education and Certificate in Early Childhood
- Education; BEd. Basic Education under the New Faculty of Education;
- Bachelor of Science, Physician Assistant Studies and;
- Master of Science in Corporate Planning.

During the launching, the President, Prof. Sam Afrane mentioned that the additional post-graduate programme in Corporate Planning is specifically geared towards '*producing highly qualified professional corporate planners who would be capable to plan for Institutions*'.

The newly introduced programmes add-on to the existing ones, and are crafted to widen the scope of applicants' choices and various fields of study. CSUC continues to position career-oriented programmes that offer specific orientations to specific career-needs. As a welcome note to all continuing students, the University College advised all prospective students to make programme choices that meet life goals.

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## CSUC Admissions Promotion- Beyond Borders!

- *Your time to join the University of Choice' -*

In the pursuit to cater for its wide market, CSUC extended its publicity for admissions to six(6)of communities in the Brong Ahafo Region and other outskirts of the Ashanti Region, namely, Asante Bekwai, Techiman, Nkoranza, Mim, Goaso and Obuasi Municipality.

The purpose was to avail the services of the institution, while at the same time, bringing

preferences for enrolment into tertiary institutions. Vital to the project, was to help CSUC be able to provide for such needs that cover access, facility aids, transport systems, proximity amidst other challenges of 'prospective applicants'.

Summary of data gathered supports CSUC's projections for instituting 'satellites campuses'.

Evidenced last year, Sunyani had its first share of the market with '18 **students**' matriculating as first batch of the Satellite Campuses. Seemingly, 'Techiman' is on the move to follow! CSUC is poised to serve the 'bigger market', following these series of piloting every admission season.

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## Special Focus on CSUC Home Health Care Services

- *A 'Health Care Support system' that offers wide-range of health-aids to the aged, children, terminally-ill and for the treatment of such diseases like Ulcers, diabetes... -*

As part of its Institutional expansion endeavour, CSUC established 'Home Health Care Services' (HHCS) in 2016 to provide healthcare delivery to the people of Kumasi metropolis and beyond. It has since developed into the CSUC Domestic Services (CDS) which operates the 'Home Health Care', 'Home Child Care', and 'House and Office Cleaning' services. CDS aims to be the leading home health care and social service provider by applying industry quality standards through cost effective innovative service delivery models, staff training and education to improve client care through the use of advanced technology.

The clientele care-delivery services amount to over sixty (60) cases which cover pressure sores, legs ulcers, Parkinson's disease, diabetes, hypertension, Palliative and end of life care in addition to patients and caregiver health education. Upon considerations on the average number of cases handled, the CDS continues to better-up in propagating this project for mass patronage.

It is worthwhile for CSUC as an academic institution to incorporate such 'provision', not only to its staff and students, but to operate an open facility for the patronage of the general public.

The CDS is focused to provide the best of service as its mandate to all Ghanaians. As the sole financier of this initiative, CSUC wishes to grow this project with the continuous patronage and partnership with individuals and corporate organisations. CSUC calls!

