

**SOCIAL CHALLENGES FACING STUDENTS IN THE INSTITUTIONS OF  
HIGHER LEARNING IN KENYA: A CASE STUDY OF JORDAN COLLEGE OF  
INFORMATION AND TECHNOLOGY IN KIAMBU COUNTY**

**KENNETH MWONGERA MBAABU**

**BEDA/000513/312/14352**

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT FOR  
THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF EDUCATION  
(ARTS) OF MOUNT KENYA UNIVERSITY.**

**OCTOBER, 2015**

## ABSTRACT

Education is one of the core elements that contribute to the holistic development of a person. Higher education further develops a person's knowledge, skill and character by going through a learning process. Higher education is becoming more competitive in recent years due to individuals need to empower themselves, harsh economy, tight measures of getting employment and reductions in government funding and higher student fees. As the nature of the environment grows more competitive, the role of marketing in university programs previously non-existent in most universities, has grown significantly. The purpose of this study was to establish the social economic challenge facing Institutions of Higher Learning. The population for this study consists of 176 students from Jordan Institute of Information and Technology in Kiambu County where random sampling of students was taken from institution. Random sampling of students was used to pick were interviewed from the institution. The research instrument to be used for primary data collection was a structured question. The questionnaires were administered using drop and pick later method. The data gathered was aimed at offering sufficient information identify to the social economic challenges facing students the institutions of higher Learning in Kiambu County. Data collected was edited for accuracy, consistency, uniformity and completeness where the results was presented in tables, graphs and charts. From the objectives identified in this research, it was clear that cultural, social , socio economic factors played a key role. It was concluded that Personal, Cultural, Social factors played a key role in social challenges that affect students in the higher institutions of learning. The social challenges affected the normal running of the institution of higher learning such as groups in the institutions that played a role of ones behavior and life style .Family also played a major role in influence choice of careers that student choice and also the life style of that students lived in institutions of higher learning .For instance those from the upper social class influenced others in most of activities like forming of students strikes that are rampant in the institutions of higher learners. Cultural challenges was evident that culture dictates the values and perceptions of students altitudes since cultures are learned from different ethnic groups that end up changing one's life style. Cultural factor like social class and culture also affected enrolment. On the social aspect the family and group played a major role in setting the standards of students .The family played a major part in group formation within the institution where by students form group in relation to their family back ground .These created a gap between students from students of upper class and lower class such that they could not share much information in common