



National University Sudan
Faculty of Graduate Studies and Scientific Research
Faculty of Administrative Sciences



Master of Business Administration General
(MBA)





Master of Business Administration General (MBA)

Introduction

Success in business, not like ever before, requires an innovative thinking and apt skills to comply with the imperatives and conditions of the era of knowledge, globalization and international trade. This implies an involvement of highly qualified personnel in business vis-à-vis:

- Business Administration General
- Projects Management
- Human Resource Management
- Financial Management
- Hospital Management
- Entrepreneurship
- Marketing

For this the National University offers a program in business administration (MBA) coping with community needs as due to graduate self-employment in light of the limited and rare government job opportunities. The MBA program also targets bridging the gap in university teachers, and researchers in business administration.

General objectives

- Provide training opportunities at master level in management for university staff and for seekers of professionalism.
- Familiarize the potential candidacy of the program with concepts and principles of management
- Empower the business sector in Sudan with qualified personnel in management
- Prepare the Sudanese industry for competitive globalization and international trade.

Specific objectives

The program qualifies the candidates to:

- Communicate professionally to bridge diverse perspectives, cultures, and disciplines.
- Analyze ethical implications in business practices.
- Apply quantitative problem-solving methods in business.
- Assess global opportunities and challenges facing business growth.
- Behave and collaborate as a business leader.



Expected learning outcomes

Upon completion of the program, successful candidates should be able to:

- Identify and solve organizational problems by systematic and analytical decision-making approaches.
- Identify personnel values and their effect on decision-making within an organization.
- Evaluate the compliance of plans and actions with the organization's values.
- Manage personnel to meet changing organizational needs in business environment.
- Evaluate the implications of changing environment on organization's choices.

Admission requirements

- Applicant must satisfy the general regulations set by the faculty of graduate studies and scientific research of the National University for registration for master degrees.
- Eligible candidates are:
 - (a) Holders of B.Sc. with grade good minimum.
 - (b) Holders of B.Sc. with grade pass plus a Postgraduate Diploma.
 - (c) Holders of B.Sc. with grade pass plus three years of experience at least.

Study program

Semester One

Code	Course	Credit hours	Contact hours	
			Lectures	Seminars
ACC-511	Cost and Management Accounting	3(2+1)	2	2
MAR-512	Marketing Management	3(2+1)	2	2
MIS-513	Management Information Systems	3(2+1)	2	2
FIN-514	Financial Management	3(2+1)	2	2
MOB-515	Organizational Behavior	3(2+1)	2	2



Semester Two

Code	Course	Credit Hours	Contact hours	
			Lectures	Seminars
MHR-521	Human Resources Management	3(2+1)	2	2
PRO-522	Project Management	3(2+1)	2	2
ETP-523	Business Ethics and Social Responsibility	3(2+1)	2	2
MAG-524	Production and Operation Management	3(2+1)	2	2
MEP-525	Entrepreneurship	3(2+1)	2	2

Semester Three

(Three Elective Courses +MAG-531 Strategic Management and MAG-538 Research Paper)

Code	Course	Credit hours	Contact hours	
			Lectures	Seminars
MAG-531	Strategic Management	3(2+1)	2	2
MAG-532	Managerial Economics	3(2+1)	2	2
MAG-533	Leadership and Decision Making	3(2+1)	2	2
MAG-534	Total Quality Management	3(2+1)	2	2
MAG-535	Marketing Research	3(2+1)	2	2
MAG-536	Corporate Finance	3(2+1)	2	2
MAG-537	International Business	3(2+1)	2	2
MAG-538	Research Paper	3(0+3)	0	6

Courses Contents

ACC-511 Cost and Management Accounting

Introduction; Management accounting and financial accounting; Cost and volume-profit analysis; Break-even analysis for multiple products; Budgeting and budgetary control; Departmental budgets; Capital budgeting; Standard costing; Pricing of products and services; Management accounting and business decisions.

MAR-512 Marketing Management

Market determination; Customer value and satisfaction; Product planning and development; Strategic marketing decisions; Marketing of services; Branding packaging and labeling; Product policy; Pricing; Channels of distribution, promotion, Wholesaling and retailing. Concepts of information systems; Managers information needs; Types of information systems: Planning and development; Tools and methods of building information systems, Information systems successes and failures; Privacy and security of information systems; Ethical and social aspects related to information systems; Information systems departments (ISD).



MIS-513 Management Information Systems

Concepts of information systems; Managers information needs; Types of information systems: Planning and development; Tools and methods of building information systems, Information system success and failure; Privacy and security of information systems; Ethical and social aspects related to information system; Information system departments (ISD).

FIN-514 Financial Management

Introduction and objectives; Financial management environment; Interest rates and required rate of returns; Financial statements; Taxes, depreciation and cash flow; Risk and rates of return; Future and present value; Ordinary annuity; Annuity due and perpetuity; Effective annual interest rate (EAR); Cost of capital; Payback period; Net present value (NPV); Internal rate of return (IRR); Modified internal rate of return (MIRR); Cash flow estimation and risk analysis; Capital structure and leverage; Financial statement analysis; Distributions to shareholders: Dividends and share repurchases.

MOB-515 Organizational Behavior

Introduction; Individual behavior: Personality and values; Individual perception and learning; Motivation and rewards; Decision making; Decision making and ethics, Ethics and conflicts, Negotiations; Communication in teams and with organizations.

MHR-521 Human Resources Management

Introduction; HRM planning; Job design cycle; Recruitment and selection; Performance management system; Employees counseling, Development programs: motivation and compensation; Global HRM.

PRO-522 Project Management

Introduction; Information system project environment; ISPM features; ISPM conflicts; Project communication; Alternate organization structures; Requirement analysis; Software development standards; Project applications.

ETP-523 Business Ethics and Social Responsibility

Introduction; Ethics in business; Good life as the goal of ethics; Finding Ethics in Business; Business values; Ethics and legal professionals; Trust and truth; Advertising and consumer manipulation; Competition and self-control.

MAG-524 Production and Operation Management

Introduction; Location planning; Capacity planning; Facilities layout; Inventory control; Materials required for planning; Project control with PERT/CPM; Behavioral issues in operations management; International issues in operations management; Service operations management; Quality management.

MEP-525 Entrepreneurship

Introduction; Entrepreneurial process; Entrepreneurship and creativity; Entrepreneurial assessment; Business plan development; Business plan writing; Presenting business plan; Business problem-solving for the Entrepreneur; Marketing plan development; Customer new business start up; Basic and advanced website development; Entrepreneurship in practice;



Applications: eBay®; Developing business opportunities and plans; Taking innovation to Market; Financing entrepreneurial operations.

MAG-531 Strategic Management

Introduction; Internal context of strategy; Exploring the external environment: Macro and industry dynamics; Crafting and dynamic business strategy; International strategies; Alliances and cooperative strategies; Implementation of strategies.

MAG-532 Managerial Economics

Scope of managerial economics; Basic economic concepts; Elasticity and revenue; Demand estimation; Competitive market equilibrium; Production Iso-quants; Marginal rate of technical substitution; Iso-cost line; Cost analysis and estimation: Cost function; Profit maximization; Markets types.

MAG-533 Leadership and Decision Making

Define leadership; Personal leadership; Organizational leadership; Global leadership; Personal leadership profile; Leadership in Community context; Leadership theory; Leadership concepts.

MAG-534 Total Quality Management

Basics of total management; Evolution of quality; Foundations for total quality management; Total quality management (TQM) culture; Preparing for total quality management; Quality problems; Quality certification; TQM performance.

MAG-535 Marketing Research

Role of marketing research in management; Decision-making: definition and research process; Secondary data and databases; Qualitative research; Survey research; Primary data collection; Observation; Experimentation; Concept of measurement attitude and scales; Questionnaire design; Sampling issues; Data processing and data analyses; Communicating research results; Managing marketing research; Research ethics.

MAG-536 Corporate Finance

Objectives and organization; Financial institutions; Markets; Types of financing: Short and long term loans; Lease finance; Capital structure; Long term finance; Equity financing; Debt financing; Cost of capital; Valuation of stock and bonds; valuation of stock, Valuation of stock and bonds; Risk and return; Dividend policy.

MAG-537 International Business

Future and challenges of globalisation; Economic, legal, and political systems; Ethics and international business; International trade: Firms and international trade; Governments and regulations of international trade; Foreign direct investment (FDI); Sudan bilateral agreements; Technical and financial studies in domestic and MNC companies; Foreign market entry modes.

MAG-538 Research Paper: Publish a paper in a refereed scientific journal.

Human resources and facilities

Teaching staff: One professor



Five associate professors
Five assistant professors

Facilities:

Four lecture rooms: 200 seats
Two computer labs: 150 seats
National University main library: 400 seats
E-library: 250 seats

Duration of program: Three semesters: 15 weeks each

Teaching modules

Lectures; Seminars and Presentations; Case studies; Group research; Assignments; Report writing, Guest speaks.

Teaching language: English

Examinations regulations

- Abide by the examinations rules of the general regulations of the graduate studies of the National University-Sudan.
- A student scoring less than 60% in any subject should sit for a supplementary examination.
- A student failing any supplementary examination should repeat the course.
- Each student shall conduct a supervised published or accepted paper in a refereed journal.

Assessment: Continuous assessment 50%

Final examination 50%

Grading system: A⁺ (≥ 85) A (80 – 84) B⁺ (70 – 79) B (65 – 69) C (60-64) F (< 60)

Award of the degree

The Scientific Council of the National University, based on the of recommendation of the board of the Faculty of Graduate Studies and Scientific Research, shall award the successful candidate

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