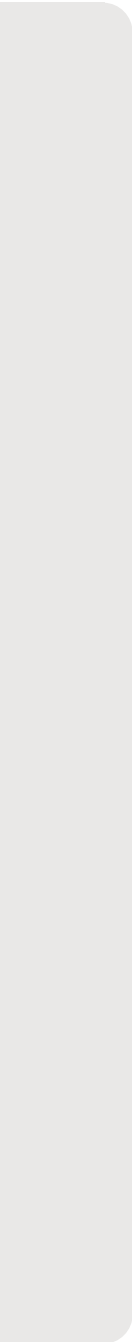


FACULTY OF
ADMINISTRATIVE
SCIENCES







VISION AND MISSION

The VISION of the AS is to provide an excellent university education consistent with The National University Mission Statement. It prepares graduates to perform successfully in the business environment by creating a cooperative learning environment among students, faculty, and other stakeholders. In support of this mission, The college encourages faculty research and service, particularly efforts to enhance the teaching/learning process in business environment. The MISSION emphasizes fundamental skills that will enable our graduates to adapt to a dynamic society; Create a curriculum that stresses teamwork, initiative, experiential learning, involvement, and real-world applications; Building an environment that fosters close faculty-student relationships and Encouraging a commitment to high social and ethical code of conduct.

ENTRANCE REQUIREMENTS

A student interested in joining the Faculty of Administrative Sciences, has to:

1. Obtain pass mark in in seven subjects including: Arabic language, religious studies, English language, mathematics, physics, chemistry and biology or computer sciences, engineering sciences, family sciences, agricultural and animal production or arts or design. International students who have not studied Arabic and religious studies may have more alternative subjects on an approved list of subjects published in the webpage of Ministry of Higher Education.
2. Achieve the percentage in Sudan School Certificate announced every year (International students may have 10% less in the School Certificate scores.
3. Apply electronically through the website of the Admission and Accreditation Office, Ministry of Higher Education, or apply directly in Admission Office in the National University, and pass the health examination, aptitude tests and interview at the Faculty of Administrative Sciences
4. Pay the published fees: 10,000 SDG or US \$ 3,000 [international students]

CAREER ADVICE

Business Administration and Human Resources track include human resources management, organizational behaviour, organization design, communication at work, and perspective of international labor, strategic management, organizational psychology and graduation research. Accounting and Finance specialization

includes foundations of financial accounting, intermediate accounting, advanced accounting, cost accounting, accounting information systems, capital budget, taxes, theory and practice in audit, and graduation research project. Marketing track includes analysis of consumer behaviour, supply chain management, marketing research/survey, sales and sales management, marketing management, international and e-marketing, communication in integrated marketing and graduation research. Management Information Systems' (MIS) track includes work information systems, and the concepts of information databases at work, and management of information sources, communication technology, software engineering, management information technology, practical procedures in utilization of management information, and graduation research.

Graduates of these disciplines, serve in all areas related to business, management, employment, and in all ministries, international and non-governmental organizations, banks, factories, and private sector companies - particularly self-employment in business. They may proceed to study for MSc or PhD degrees or obtain fellowship in their domain. The graduate may be interested in managerial, commercial, industrial or charity career, related to one of the various specialties in the discipline.

FACULTY OBJECTIVES

The objectives of the Faculty of Administrative Sciences are to:

1. Emphasize values and ethical heritage of the Sudanese Nation in its curriculum, and follow strategies that lead to strengthening these values, as an important component of the university's philosophy and message.
2. Graduate AS professionals at the entry levels with strong community orientation and ethical components, and self-directed learning capabilities.
3. Contribute to community development through the establishment of a knowledge society that transforms education to sustainable developmental projects, on all aspects of administrative sciences, through the following: (a) partnership in designing developmental programs and plans, and implement whatever is feasible in utilizing the experience of specialists, (b) contribution in continuous education through short and long term courses, to improve efficiency of politicians and diplomats, and (c) provision of essential data and documents to improve quality of performance of all concerned, through partnership with the relevant ministries and organizations.
4. Strengthen research in AS and related professions, making use of the university's links and available resources.

CURRICULUM OBJECTIVES [

Characteristics of the graduate with Bachelor of administrative Sciences

A graduate of the faculty of Administrative sciences should be able to

1. Adopt the strategies of the University and abide by its objectives and rules stated in its constitution.
2. Observe in his/her practice, the ethical codes of the profession, which agree with the Sudanese values, beliefs and norms, and maintain good and honest peaceful relations with every possible person or entity.
3. Appreciate the value of diversity and multi-ethnicity in solving management problems with emphatic, humane and fair practice.
4. Detect and manage problems of management including business administration, accountancy, marketing and information systems, at their level and pay attention to those which affect the individuals and groups in the country.
5. Integrate basic and applied knowledge and common sense in solving the administrative sciences problems between individuals, communities and countries.
6. Use scientific knowledge in the interpretation and management of problems, according to known methods of logical thinking and problem solving.
7. Accepts to work in all settings according to needs, and act to improve the service delivery systems both quantitatively and qualitatively.
8. Encourage community participation and act in recruiting various sectors in defining problems of developmental, administrative origin and planning, and providing suitable solutions, recognizing the community beliefs, ethics, and traditional practices.
9. Adhere to “team approach”, acting as an efficient member, and ensuring both effectiveness and homogeneity among the members.
10. Manage and administrative unit, business or chapter efficiently according to scientific, social, statistical, economic and legal bases.

11. Continue to consider elements of efficiency, costing and economic implications in his/her diagnostic and interventional choices, particularly the financial abilities of his/her clients
12. Acquire the skills of teaching, learning and communication efficiently to carry out his/her duties in educating others and in winning the confidence of the learners and trainees and their societies.
13. Acquire the skills of self education (self-directed learning), and contribute to availing opportunities for planning and implementing continuous education activities to upgrade his/her own abilities and those of his/her colleagues in the professional team.
14. Carry out AS research, alone or with a professional team, using scientific methods known in such activities, involving multidisciplinary groups, and utilizing the experience of national and international financial or managerial organizations and NGOs.
15. Use computer in word processing, statistics and graphics to achieve success in other objectives of his/her career, and skills of computer-assisted presentations.
16. Acquire postgraduate qualification in the discipline of his/her choice, recognizing the needs of the society for certain specialties, particularly alleviation of poverty, sustainable development, conflict resolution, governance, justice, democracy and equity.

EDUCATIONAL STRATEGIES AND METHODS

The learning strategies emphasize the following: (1) early acquisition of basic skills, (2) student-centred learning, and maximum student responsibility in the learning process, (3) problem-based and problem-oriented learning, (4) community-oriented and community-based activities, (5) integration of basic and applied knowledge in a multidisciplinary approach, (6) self- and peer education and evaluation, (7) team-work approach, (8) a wide range of electives, (9) continuous evaluation and (10) continuous education.

The Faculty adopts the following methods in the daily programme of activities: (1) problem-based learning (PBL) sessions- one problem/ week at most, (2) seminars and small group discussions –once/ week at least (3) field practice in developmental and political issues in settings and societies not less than 1/5th of the timetable, (4) educational assignments,

ADMINISTRATIVE SCIENCES

reports and research activities (as many as the programme would allow- at least one per module), (8) electives -not more than 10% of the curriculum timetable, and (9) graduation project.

TIMETABLE

Students must complete 145 credit hours to graduate with a B Sc. Each required course must be completed with a minimum grade of C. Students must attain a minimum of a cumulative grade point average (CGPA) of at least 2.0

The B. AS. programme requires four years (8 semesters) divided into groups of modules:

1. Faculty requirements: requirements shared with other specializations in Faculty, e.g calculus, statistics, economics, accounting principles, management principles and fundamentals of computer.
2. Specialization requirements: requirements specific for specialization, e.g. financial management, marketing research, fundamentals of finance, accounting and business information systems.

Semester 1 [17 CHs- 20 weeks]

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Arabic Language I	ARAB-111	Longit.	3	--	-	3
2	English Language I	ENG-112	„	6	-	-	6
3	Political and Social Studies	SOCL-123	„	3	-	-	3
4	Fundamentals of Computer	INFO-114	„	2	-	-	2
5	Business Mathematics I	MATH-115	„	3	-	-	3
6	Principle of Economics	ECON-117	„	3	-	-	3
7	Financial Accounting I	ACCT-118	„	3	-	-	3

			18	23	-	-	23
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Semester 2 [22 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	English Language II	ENG-121	Longit.	6	--	-	6
2	Islamic Modes of Transactions	ISLM-122	„	2	-	-	2
3	Computer Applications	INFO-123	„	2	-	-	2
4	Business Mathematics II	MATH-120	„	3	-	-	3
5	Principles of Managements	BUS-124	„	3	-	-	3
6	Financial Accounting II	ACCT-126	„	3	-	-	3
7	Microeconomics	ECON-128	„	3	-	-	3
			18	22	-	-	22

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

SUMMAR 1 AND ELECTIVES.

1. Write 1500 words on a current international economic crisis, or "language of administration" "internet sources of management studies" (ID-SUM-131) 2 CHs,
2. Repeat courses or examinations for late comers and failures.

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Semester 3 [22 CHs- 23 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Macroeconomics	ECON-217	Longit	3	-	-	3
2	Marketing principles and applications	MRKT-215	„	3	-	-	3
3	Intermediate accounting1	Acct-218	„	3	-	-	3
4	Business law	BUSN-216	„	3	-	-	3
5	Spread sheet applications	Info - 224	„	3	--	-	3
6	Managerial economics	ECON-214	„	3	-	-	3
7	Business Statistics	BUS - 215	„	3	-	-	3
			18	21	-	-	21

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

Semester 4 [17 CHs- 19 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Cost accounting	ACCN-412	Longit.	3	--	-	3
2	Intermediate accounting 2	ACCT-222	„	3	-	-	3
3	Quantitative methods	STAT-223	„	3	-	-	3
4	Data management applications	INFO-225	„	3	-	-	3
5	Organization behaviour	BUSN-227	„	2	-	-	2
6	Fundamentals of financial management	BFIN-228	„	3	-	-	3

ADMINISTRATIVE SCIENCES

			18	17	-	-	17
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Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

SUMMAR 2 AND ELEVTIVE MODULES

1. Research methodology and writing in management (MS-SUM231) 2 CHs
2. Elective (E232): Visit an institution and write 1500 words on its management system 2 CH
3. Repeat courses or examinations for late comers and failures.

B Sc BUSINESS ADMINISTRATION

The business administration specializations prepares the student for careers in managing organizational resources in profit and non-profit organizations. The programme is designed to provide solid background in people skills, communications skills and organization skills.

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Semester 5 [22 CHs- 22 weeks]

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	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Fundamentals of computer information systems	INFO-312	Longit.	3	--	-	3
2	Money and banking	ECON-313	„	3	-	-	3
3	Business ethics and social responsibility	BUSN-314	„	3	-	-	3
4	Fundamentals of managerial accounting	ACCT-315	„	4	-	-	4
5	Statistical inference	STAT-316	„	3	-	-	3
6	Financial management	MGMT-317	„	3	-	-	3
7	International economics	ECON-311		3	-	-	3
			20	22	-	-	22

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

Semester 6 [18 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	International management	MGMT-321	Longit.	3	--	-	3
2	Production management	MGMT-323	„	3	-	-	3
3	Project management	MGMT-324	„	3	-	-	3
4	Operational management	MGMT-325	„	3	-	-	3
5	Total quality management	MGMT-326	„	3	-	-	3
6	Human resource management	MHRM-327	„	3	-	-	3
			20	18	-	-	18

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

.SUMMAR 3 AND ELECTIVES

1. Training in a company or bank (MS-SUM-331)2 CHs Block 2 weeks
2. Elective (E332): A 1000 work essay on a current managerial crises 1CH 3. Repeat courses or examinations for late comers and failures.

Semester 7 [18 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Advanced organizational behaviour	MGMT-421	Longit.	3	--	-	3
2	Organizational design	MGMT-412	„	3	-	-	3
3	Communication for business	MGMT-413	„	3	-	-	3
4	Perspectives on international business	MGMT-414	„	3	-	-	3
5	Effective business communication	BUSN-416	„	3	-	-	3
6	Small business management	MGMT-417	„	3	-	-	3
			20	18	-	-	18

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Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

Semester 8 [18 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Business policy and strategy	BUSN-421	Longit.	3	--	-	3
2	Strategic management	MGMT-422	„	3	-	-	3
3	Organizational psychology	PSYC-423	„	3	-	-	3
4	Business ethics & corporate social responsibility	MGMT-425	„	3	-	-	3
5	Applied project	MGMT-426	„		-	6	6
			18	12	-	6	18

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.
GRADUATION

B. Sc. MARKETING

Marketing relates business strategy decisions to the environment in which companies operate. Strategy decisions consider product introduction; extensions of product line and deletions; distribution channels for products; market-oriented pricing; and promotion including personal selling and advertising. Besides major social and economic influence on strategy, the nature of market demand and competitive activity are carefully examined in terms of their influence on strategy choice.

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Semester 5 [22 CHs- 22 weeks]

ADMINISTRATIVE SCIENCES

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Fundamentals of computer information systems	INFO-312	Longit.	3	--	-	3
2	Management of organization behaviour	ECON-313	„	3	-	-	3
3	Money and banking	ECON-314	„	3	-	-	3
4	Business ethics and social responsibility	BUSN-315	„	4	-	-	4
5	Fundamentals of managerial accounting	BFIN-316	„	3	-	-	3
6	Financial management	MGMT-311	„	3	-	-	3
			20	22	-	-	22

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

Semester 6 [18 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	International economics	ECON-321	Longit.	3	--	-	3
2	International management	MGMT-322	„	3	-	-	3
3	Production management	MGMT-324	„	3	-	-	3
4	Project management	MGMT-325	„	3	-	-	3
5	Operations management	MGMT-326	„	3	-	-	3
6	Quantitative business analysis	BUSN-327	„	3	-	-	3

ADMINISTRATIVE SCIENCES

			20	18	-	-	18
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Examination of longitudinal courses (+re-sits) 2 week

SUMMAR 3 AND ELECTIVES

1. Training in a company or bank (MS-SUM-331)2 CHs
Block 2 weeks 2. Elective (E332): A 1000 work
essay on a current managerial crises 1CH 3. Repeat
courses or examinations for late comers and failures.

Semester 7 [18 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Analysis of consumer behaviour	MKTG-421	Longit.	3	--	-	3
2	Supply chain management	MKTG-412	„	3	-	-	3
3	Marketing research	MKTG-413	„	3	-	-	3
4	Sales and sales management	MKTG-414	„	3	-	-	3
5	Marketing management	MKTG-415	„	3	-	-	3
6	Financial institutions	MKTG-416	„	3	-	-	3
7	Strategic management	MGMT-417					
			20	18	-	-	18

Examinations (2 weeks)

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National University- Sudan

Repeat courses or examinations for late comers and failures.

Semester 8 [18 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Business policy and strategy	BUSN-421	Longit.	3	--	-	3
2	International marketing	MKTG-422	„	3	-	-	3
3	e-marketing	MKTG-423	„	3	-	-	3
4	Advertising	MKTG-424	„	3	-	-	3
5	Total quality management	MGMT-424	„		-	6	6
			18	12	-	6	18

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

GRADUATION

B. Sc. ACCOUNTING

Accounting is the process of identifying, measuring and communicating economic information about an organization for the purpose of making decisions and informed judgments. Accounting courses integrate the study of the theory and current practice of accounting with research and computer applications. Students will be able to use business and accounting concepts to make decisions about difficult issues. They will be trained as problem solvers who critically evaluate alternatives and examine which approach will be best for a business when more than one approach can be logically supported. Users of accounting information include the management of the entity or organization, the owners of the organization, employees, and various other agencies that are concerned with regulatory and tax matters.

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Semester 5 [221CHs- 22 weeks]

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	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Fundamentals of financial accounting-1	ACCT-311	Longit.	3	--	-	3
2	Fundamentals of Managerial accounting-	ACCT-312	„	3	-	-	3
3	Auditing theory and practice	ACCT-313	„	3	-	-	3
4	Business Ethics & Social Responsibility	BUSN-314	„	3	-	-	3
5	Money and banking system	BFIN-316	„	3	-	-	3
6	Statistical inference	STAT-317	„	3	-	-	3
7	Financial management2	MGMT-317		3	-	-	3
			20	21	-	-	21

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

Semester 6 [21 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	International economics	ECON-321	Longit.	3	--	-	3
2	International management	MGMT-322	„	3	-	-	3
3	Fundamentals of financial accounting-2	Acct-312	„	3	-	-	3
4	Production management	MGMT-324	„	3	-	-	3
5	Project management	MGMT-325	„	3	-	-	3
6	Operations management	MGMT-326	„	3	-	-	3

7	Quantitative business analysis	BUSN-327		3	-	-	3
			18	21	-	-	21

Examination of longitudinal courses (+re-sits) 2week
SUMMAR 3 AND ELECTIVES

1. Training in a company or bank (MS-SUM-331)2 CHs
2. Elective (E332): A 1000 work essay on a current managerial crises 1CH
3. Repeat courses or examinations for late comers and failures.

Semester 7 [18 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	International accounting	ACCT-421	Longit.	3	--	-	3
2	Accounting Information Systems	ACCT-413	„	3	-	-	3
3	Advanced organizational behaviour	MGMT-414	„	3	-	-	3
4	Statistical inference	STAT-415	„	3	-	-	3
5	Introduction to investments & financial analysis	BFIN-416	„	3	-	-	3
6	Commercial banking	BFIN-417	„	3	-	-	3
			20	18	-	-	18

Examinations (2 weeks)

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Repeat courses or examinations for late comers and failures.

Semester 8 [24 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Capital budgeting	BFIN-421	Longit.	3	--	-	3
2	Taxation	BFIN-422	„	3	-	-	3
3	Advanced accounting	ACCT-423	„	3	-	-	3
4	Auditing theory and practice	BFIN-424	„	3	-	-	3
5	Internal auditing	BFIN-424	„	3	-	-	3
6	Government accounting	ACCT-427	„	3	-	-	3
7	Graduation project	GRAD-428	„	-	-	6	6
			18	18	-	6	24

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

GRADUATION

B. Sc. MANAGEMENT INFORMATION SYSTEMS

Information is an organizational resource shared among various functional areas. The specialization in Management of Information Systems prepares students to manage such information, to act as liaison between functional areas of business and information technology, and to design, develop, and maintain information management systems. Students completing this programme enter positions as systems analysts, project managers, network administrators, database specialists, and Web page developers.

Semester 5 [20 CHs- 22 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Fundamentals of computer information systems	INFO-311	Longit.	3	--	-	3
2	Management of organizational behaviour	MGMT-312	„	3	-	-	3
3	Money and banking	ECON-313	„	3	-	-	3
4	Business Ethics & social responsibility	BUSN-315	„	3	-	-	3
5	Fundamentals of managerial accounting	BFIN-316	„	2	-	-	2
6	Statistical inference	STAT-317	„	3	-	-	3
7	Financial management	MGMT-311		3	-	-	3
			20	20	-	-	20

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

Semester 6 [21 CHs- 22 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Information systems	INFO-321	Longit.	3	--	-	3
2	International economics	ECON-322	„	3	-	-	3
3	International management	MGMT-323	„	3	-	-	3
4	Business statistics	STAT-324	„	3	-	-	3
5	Production management	MGMT-325	„	3	-	-	3
6	Project management	MGMT-326	„	3	-	-	3
7	Computer programming	INFO-326		3	-	-	3
			20	21	-	-	21

Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

SUMMAR 3 AND ELECTIVES

1. Training in a company or bank (MS-SUM-331)2
 CHs Block 2 weeks 2. Elective (E332): A 1000 work
 essay on a current managerial crises 1CH 3. Repeat
 courses or examinations for late comers and failures.

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Semester 7 [18 CHs- 20 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Quantitative business analysis	BUSN-421	Longit.	3	--	-	3
2	Business information system	INFO-412	„	3	-	-	3
3	Database concept for business	INFO-413	„	3	-	-	3
4	Information resource management	INFO-414	„	3	-	-	3
5	Operating systems	INFO-415	„	3	-	-	3
6	Communication technology-1	INFO-416	„	3	-	-	3
			20	18	-	-	18

Examination of longitudinal courses (+re-sits) 2 week

Semester 8 [21 CHs- 22 weeks]

	Title	Code	Weeks	Units			CH
				Th	Tut	Prac	
1	Software engineering	INFO-421	Longit.	3	--	-	3
2	Managing information technology	INFO-422	„	3	-	-	3
3	Programming for business applications	INFO-423	„	3	-	-	3
4	Communication technology-2	INFO-424	„	3	-	-	3
5	Web page development	INFO-424		3	-	-	3
6	Information management practicum- project	BFIN-426	„	3	-	6	6

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			20	15	-	6	21
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Examinations (2 weeks)

Repeat courses or examinations for late comers and failures.

GRADUATION

COURSE OUTLINE

Detailed behavioural objectives, skills, assignments and problems are listed in each course book. The lists are too extensive to be included here

SEMESTER 1

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ISLAMIC STUDIES	ISLAM-111+121	1and 2/Longitudinal	2+2

This is a National requirement compulsory to all Muslim students. It is composed of two courses 101 in Semester 1 and 111 in Semester 2. Their contents are: (1) the recitation of two Suras of the Holy Quran, that introduce a lot of behavioural and ethical issues for Muslims as well as for mankind, (2) the basic sources of religious thought and religious groups, (3) Islamic thought as regards managing organizations, and dealings and relationships between businesses and individuals, (4) Zakat and Islamic economic laws, (5) Islamic ethics and values and how they affect dealing with non-Muslims in a globalized world

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ARABIC	ARAB-112+122	1and 2/Longitudinal	2+2

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This is a National requirement compulsory to all Arabic speaking students. It is composed of two courses 101 in Semester 1 and 111 in Semester 2. It includes (1) the basics of Arabic language grammar that would allow students to read and write correctly, (2) pronunciation and punctuation of an Arabic text, (3) summarizing and abridging a lengthy Arabic text, (4) abstracts of Arabic poetry, (5) principles of translation of text between Arabic and English languages.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ENGLISH LANGUAGE	SS-ENG-113+123, 213	1, 2,3/Longitudinal	2+2+2

English is the language of business internationally. The course is composed of two courses 102 in Semester 1 and 112 in Semester 2. It aims at providing the students with: (1) knowledge of management, economical, and financial terms and idioms in the English language, (2) the ability to read and comprehend texts and reference books in English, (3) the ability to communicate with the outside world of business especially with the advent of globalization, (4) the ability to express her/himself fluently and in proper English in their daily and work activities, (5) the ability to translate text between English and Arabic easily, (6) the ability to navigate and obtain information from the internet

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
CALCULUS	BUSN-114	1/Longitudinal	3

This course is intended for majors in business. Topics include differential calculus, integral calculus, functions and limits, derivatives of algebraic functions and some linear algebra, with applications to areas of business and social science.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MANAGEMENT PRINCIPLES	MNGT-115	1/Longitudinal	2

Students learn efficient and effective use of resources in achieving organizational goals. Topics include the environment of management, the functions of planning, organizing, leading, and controlling, and decisionmaking for organizational leaders.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ECONOMIC PRINCIPLES	ECON-116	1/Longitudinal	3

The course studies the market as a whole and how an economy functions focusing on aggregate relationships. It develops measures and theories of economic performance to study such issues as unemployment, inflation, and business cycles. Areas of study include aggregate supply and demand, fiscal policy, money and banking, monetary policy, economic growth, impacts of government budget and deficit financing, and consequences of international trade and finance, and the level of national production. Examines government

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policies designed to correct for unemployment and inflation with close attention to the use of fiscal and monetary policies

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ACCOUNTING PRINCIPLES-1	ACCT-311	1/Longitudinal	3



ADMINISTRATIVE SCIENCES

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This is an introduction to financial accounting for accounting majors. It includes the study and analysis of the information system resulting in financial statements and corporate annual reports. It emphasizes understanding accounting concepts as well as their applications.



<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
FUNDAMENTALS OF COMPUTER	INFO-118	1/Longitudinal	3

This course investigates the role and impact of computer applications on computer information systems in general and specifically as applied to business requirements. Surveys the components of a computer information system; explores computer information systems in areas such as manufacturing, medicine, education, and government; discusses the issues of computerizing information resources. It directs attention to computer information systems in business and identifies the need for and function of formal systems development methodologies.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
SUDANESE STUDIES1	SUDN-110	1/Longitudinal	

This a longitudinal course in Semester 1, at the end of which, the student is expected to be able to: (1) Describe the geographical nature of Sudan, (2) Classify the population and explain the distribution of them in country, (3)m Discuss and compare between historical and culture evaluation, (4) Locate of the features Sudanese economy, and (5) List the educational policies and the administrative regulations, which passed on the Sudan.

Semester 2

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MICROECONOMICS	ECON-124	2/Longitudinal	3

This course studies the behaviour and interaction of fundamental decision-making units in an economy, especially consumers and business firms. It applies such economic principles as scarcity, supply and demand, and elasticity to a variety of social issues. Topics include individual decision-making, pricing, supply and demand functions of firms, market structures, impacts of the government sector, and impacts of distribution of income alternatives. It also discusses the resource allocation problems of households and business firms, economic theories of social problems, and the economic implications of government policies affecting the environment, the workplace, and industrial organization.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
COMMUNICATION SKILLS	BUSN-128	2/Longitudinal	3

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Effective Business Communication will offer a survey of business communications and documents used in the typical organization: emails, letters, memos, and business reports. The course will offer advanced English grammar, usage, and mechanics with a focus on sentence-level accuracy. The course will emphasize the delivery of concise, correct, clear, accurate, and courteous written and spoken messages. Application of writing and speaking to the communication requirements of business: their roles, techniques, and types, with exercises in the formulation of some business communication products

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MANAGEMENT PRINCIPLES & APPLICATIONS	MNGT-126	2/Longitudinal	2

This course emphasizes the application of management principles and techniques in business settings. The course reviews management principles, including organizational designs and the use of groups, leadership, communication, planning, decision-making and controlling tests the students managerial competency and skills in those areas. Other topics include: professional ethics, supervision of staff, productivity standards, interpersonal skill development, organizational assessment and benchmarking, work redesign, and strategic planning.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ACCOUNTING PRINCIPLES-2	ACCT-213	2/Longitudinal	3

Introduction to the basic accounting cycle, accounting transaction analysis, preparation of journal entries, trial balance, worksheets, and financial statements; financial statements, and analysis of accounts receivable, notes payable, notes receivable, merchandise inventory, property, plant, equipment, and long-term bonds. Accounting for sole proprietorships is emphasized, including special journal accounting procedures. Accounting for partnerships and corporations is introduced.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
COMMUNICATION SKILLS	BUSN-128	2/Longitudinal	3

Effective Business Communication will offer a survey of business communications and documents used in the typical organization: emails, letters, memos, and business reports. The course will offer advanced English grammar, usage, and mechanics with a focus on sentence-level accuracy. The course will emphasize the delivery of concise, correct, clear, accurate, and courteous written and spoken messages. Application of writing and speaking to the communication requirements of business: their roles, techniques, and types, with exercises in the formulation of some business communication products

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
SUDANESE STUDIES2	SUDN-130	2/Longitudinal	2

This a longitudinal course in Semester 2, at the end of which the student should be able to: (1) discuss and compare the different Sudan's political system, which passed out of the country, (2) deepen the Sudanese's identity and culture, (3) strengthen the spirit group and harmony, security and stability through a coherent social fabric, and (4) achieve national unity in the framework of pluralism and geographic and cultural diversity.

Semester 3

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
SPREADSHEET APPLICATIONS	INFO-224	3/Longitudinal	3

ADMINISTRATIVE SCIENCES

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This is a course that serves the needs of business people learning spreadsheet accounting. It includes the use of electronic spreadsheets for a variety of accounting applications, including general ledger, payroll, taxation, budgeting, and forecasting. Spreadsheets as valuable tools for personal finance will be covered.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
INTERMEDIATE ACCOUNTING1	ACCT-222	3/Longitudinal	3

This covers the fundamental concepts of accounting and their impact on the business world and society as a whole. Emphasis will be on the recording of economic transactions, and preparation and analysis of financial statements.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MANAGERIAL ECONOMICS	ECON-214	3 /Longitudinal	3

This An introduction to the analysis of price determination in product and resource markets under varying market structures within parameters set forth in a capitalistic system. Topics deal with both micro and macroeconomics. It presents tools for analysis widely used in business analysis and decision making.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MARKETING PRINCIPLES AND APPLICATIONS	MKTG-215	3 /longitudinal	3

This course introduces the student to making effective marketing decisions in developing a marketing plan. It includes studies the process of planning and distributing goods and services to the marketplace. Topics covered include the marketplace and consumers, marketing plans, market analysis, the marketing mix, and global marketing, product planning, pricing, promotion, and distribution. Emphasis will be on the application of marketing principles to real world business cases.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
BUSINESS LAW	BUSN-216	3/Longitudinal	2

This is a study of the legal environment of business. Special emphasis is placed on using economic analysis to examine laws of property, contract and tort affecting business. The ethical foundations of law and ethical issues involving business are also emphasized. Specific topics generally include topics such as commercial free flow, product liability, cyber law, copyright, trademark and patent law. Corporations; proprietorships; product liability; contracts; federal agencies; conditions of employment; business ethics; bankruptcy

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MACROECONIMCS	ECON-217	3 / Longitudinal	2

ADMINISTRATIVE SCIENCES

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This course studies the market as a whole and how an economy functions focusing on aggregate relationships. It develops measures and theories of economic performance to study such issues as unemployment, inflation, and business cycles. Areas of study include aggregate supply and demand, fiscal policy, money and banking, monetary policy, economic growth, impacts of government budget and deficit financing, and consequences of international trade and finance, and the level of national production. Examines government policies designed to correct for unemployment and inflation with close attention to the use of fiscal and monetary policies.

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<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
COST ACCOUNTING	ACCN-412	4/Longitudinal	3

This is an in-depth study of accounting principles, accounting processes, financial statements, current and fixed assets, intangibles, liabilities, and stockholders' equity. Original pronouncements issued by the Accounting Principles Board and the Financial Accounting Standards Board are integrated with materials and assigned cases. It involves an in-depth study of shareholders' equity, earnings per share, investments, revenue recognition, accounting for income taxes, pensions and post-retirement benefits, and cash flows.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
INTERMEDIATE ACCOUNTING2	ACCT-412	4/Longitudinal	3

This describes In-depth study of accounting principles, accounting processes, financial statements, current and fixed assets, intangibles, liabilities, and stockholders' equity. Original pronouncements issued by the Accounting Principles Board and the Financial Accounting Standards Board are integrated with materials and assigned cases. It involves an in-depth study of shareholders' equity, earnings per share, investments, revenue recognition, accounting for income taxes, pensions and post-retirement benefits, and cash flows.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
QUANTITATIVE METHODS	STAT-223	4/Longitudinal	3

The course gives students a basic introduction to the fundamental concepts and methods of statistics and application of statistical techniques to business problems.. Topics include: frequency distributions, measures of central tendency, measures of dispersion, fundamentals of probability, binomial distribution, estimation, confidence intervals and hypothesis testing for normal distributions, correlation, and simple linear regression.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
DATA MANAGEMENT APPLICATIONS	INFO-226	4 /Longitudinal	3

The course outlines the role of data manipulation in the business environment. Students learn how to create, edit, and manipulate large volumes of data with Microsoft Access. Topics include basic design of reports, tables and forms, sorting, and inquiry. Other topics include relational databases and joins.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
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ORGANIZATION BEHAVIOUR	MGMT-227	4/Longitudinal	
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This is an introduction to organizational behaviour, development, and theory; interpersonal communication; concepts of motivation and leadership; philosophy, principles, and values in organization; and development of critical managerial skills at the individual, interpersonal, and group levels.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
FUNDAMENTALS OF FINANCIAL MANAGEMENT	BFIN-228	4/Longitudinal	3

ADMINISTRATIVE SCIENCES

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This is a general study of advanced financial management to include time value of money, working capital management, capital budgeting, financial planning, and control

Semester 5

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
FUNDAMENTALS OF FINANCIAL ACCOUNTING 1	ACCT-311	5/Longitudinal	3

The course covering all fundamentals of financial reporting through the consolidated financial statements, construction contracts, coverage of substance of transactions and the limitations of financial statements.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
FINANCIAL MANAGEMENT	BFIN-311	5/Longitudinal	3

This is a general study of financial management to include time value of money, working capital management, capital budgeting, financial planning, and control.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
Fundamentals of Computer INFORMATION SYSTEMS	INFO-311	5/Longitudinal	3

This is a study of information systems in business environments including database organization and management, transaction processing, office automation, decision support systems, and approaches in system development.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MANAGEMENT OF ORGANIZATIONAL BEHAVIOUR	ECON-313	5/Longitudinal	3

This course covers the principles of human behaviour analysis in the organization & the impact of individual behaviour in work the relationship between individual & groups & the impact of I towards the efficiency of the organization ,the concept of personality & its characteristics ,the concept of motivations rewards.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
AUDITING THEORY & PRACTICE	BFIN-415	5 /Longitudinal	3

is, procedures, programmes, man papers, internal control, and the ethical and computer-assisted working onsibilitie legal resp certified public accountant.

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<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MONEY AND BANKING System	ECON-313	5/ Longitudinal	3

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This is a study of the financial sector of the economy including commercial banks, thrifts, and other depository institutions. It examines the meaning and determinants of the money supply, credit and interest rates. Close attention will be paid to the role of the Central Bank and the economic effects of its monetary policy .

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Title	Code	Semester/Duration	Credits
BUSINESS ETHICS AND SOCIAL RESPONSIBILITY	MGMT-419	5/longitudinal	3

This is a study of the impact of business on society and managing this impact. It emphasizes current issues in *business/society relationships*.

Title	Code	Semester/Duration	Credits
FUNDAMENTAL OF MANAGERIAL ACCOUNTING	ACCT-221	5 /Longitudinal	3

This course emphasizes how organizational managers use accounting information to support their functions of planning, control, and decision-making. Elementary financial accounting; compound interest and time value of money; sources of capital; cost estimating; depreciation; risk and insurance; personal finance. Examples taken from corporations, small business, and not-for-profit organizations.

Title	Code	Semester/Duration	Credits
STATISTICS INFERENCE	STAT-316	5/Longitudinal	3

This course provides an applied descriptive statistics and probability. Students will study foundations of classical parametric inference: point estimation, confidence intervals, hypothesis testing, and common statistical techniques, including simple regression and correlation. The use of statistical methods for managerial decision making. Emphasis is on understanding concepts, including inferences from sample data and model formulation, as aids in decision-making.

Title	Code	Semester/Duration	Credits
FINANCIAL MANAGEMENT	MGMT-318	5/Longitudinal	3

Principles of financial management concepts are addressed from the business manager's perspective. Key concepts will include preparing and managing the department budget, compiling a cost-benefit analysis for procurement of departmental resources, applying cost accounting concepts including time value of money, and understanding and analyzing business financial statements and reports

Title	Code	Semester/Duration	Credits
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INTERNATIONAL ECONOMICS	ECON-321	5 /Longitudinal	3
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This includes the theory, policy, and institutions of international trading and monetary relations. The topics include the theory of international trade, a simple model of production, general equilibrium and trade and the growth of the international economy.

Semester 6

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
INTERNATIONAL MANAGEMENT	MGMT-312	6/Longitudinal	3

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This course examines the environment and nature of international trade and investment; the impact of globalization; organizing and managing international operations; the role of culture and politics; and multinational enterprises.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
PRODUCTION MANAGEMENT	MGMT-324	6/Longitudinal	3

This course describes the operational issues and problems related to the design and implementation of an organization's production process. Topics include production planning and analysis, inventory and quality control, scheduling, and methods for evaluating production performance in both the goods and service sectors of the economy.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
PROJECT MANAGEMENT	MGMT-325	6 /Longitudinal	3

This This course presents the methods of project management at an introductory level. Techniques in project initiation and project implementation are discussed. Topics include project selection, project organization, project planning, budgeting and cost estimation, scheduling, resource allocation, project control, and project auditing.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
OPERATIONS MANAGEMENT	MGMT-326	6/Longitudinal	3

This An overview of operations decisions in manufacturing and service firms. Topics include operations strategy, quality management, management of technology and innovations, inventory control, and project management. Computer exercises are required

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
TOTAL QUALITY MANAGEMENT	MGMT-424	6 /Longitudinal	3

This course is a study of the history, principles and techniques of quality assessment and performance improvement programmed; review of utilization of cost-containment programmed; risk management and the application of evaluation techniques in different business settings. Other topics include computer software applications related to performance improvement, data retrieval and report design, organizational assessment and benchmarking, and quality improvement methods.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
HUMAN RESOURCE MANAGEMENT	MGMT-411	6 /Longitudinal	3

This course introduces the student to an overview of the background of human resource management, acquisition of human resources, training and development of employees, compensation of human resources, and labour relations. Topics covered include human

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resource planning, recruitment, selection and training, equal opportunity and employment laws, job analysis and design, performance management systems, compensation and benefits, and employee/labour relations.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
COMPUTER PROGRAMMING	INFO-312	6/Longitudinal	3

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This course is an examination of the nature and capabilities of the computer. Producing and creating art, and literature using a computer. It includes an outline of the computer and the mind, artificial intelligence, programmed that learn. It covers explorations, simulations, and experiments using a computer. No prior computer programming experience presumed.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
FUNDAMENTALS OF FINANCIAL ACCOUNTING 2	ACCT-312	6/Longitudinal	3

This course comprises description of the structure and objectives of the international accounting standards committee (IASC), and the international financial reporting interpretations committee (IFRIC), in addition of preparation of entities financial statements in accordance with prescribed structure and contents

Semester 7 and 8

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ANALYSIS OF CONSUMER BEHAVIOUR	MKTG-411	7 /Longitudinal	3

Students investigate consumers' purchase activities and the activities used by marketers and public policy actors to influence consumers' purchase processes. Discussion of both the pleasures and the dark side of the consumer behaviour of many different types of consumers—women and men of all ages and economic, social, cultural, and ethnic backgrounds.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
INTERNATIONAL ACCOUNTING	ACCT-411	7 /Longitudinal	3

This course introduces students to the international dimensions of accounting, financial reporting and financial control, besides proper understanding of inflation and it investigates the impact of exchange rates in financial reports and uniformity in preparing financial reports according to the international standards.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
BUSINESS INFORMATION SYSTEMS	INFO-411	7 /Longitudinal	3

This is the study of information systems in business environments including database organization and management, transaction processing, office automation, decision support systems, and approaches in system development with particular attention directed at building skills and knowledge to prepare students to be users, managers, and developers of information systems.

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<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
SUPPLY CHAIN MANAGEMENT	MKTG-412	7 /Longitudinal	3

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Supply chain management examines functional (Plan, Buy, Make, Move, and Sell) integration beyond the boundaries of the firm, including those performed by its customers, suppliers, and intermediaries. The supply chain is an end-to-end process running from suppliers to customers that is linked by operational strategies and information technologies. This course provides a strategic and tactical framework for analyzing the entire supply chain in a global context that encompasses all firms, activities, and functions necessary to bring a product or service from the point of origin to the point of consumption.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ADVANCED ORGANIZATIONAL BEHAVIOUR	MGMT-412	7/Longitudinal	3

This describes the applications of behavioural science concepts to work settings. Topics include worker incentives and perceptions toward work, group versus individual decision making, conflict resolution, interpersonal and leadership skills, and the study of other behaviours relevant to effective managing of a business organization.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
INTRODUCTION TO INVESTMENT AND FINANCIAL ANALYSIS	BFIN-313	7/ Longitudinal	3

These are the fundamentals of investing in stocks, mutual funds, derivatives, and other marketable securities. Securities markets, mechanics of trading, techniques of analysis, diversification, and valuation of assets are included.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
DATABASE CONCEPT FOR BUSINESS	INFO-412	7/Longitudinal	6

This course covers database design and implementation. The relational database model is stressed. A database language that includes SQL and embedded SQL will be used.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ORGANIZATION DESIGN	MGMT-413	7 /Longitudinal	3

Is bureaucracy good or bad? Are organic organizations better than mechanistic organizations? Form follows function, and thus an organization's design must be appropriate to its environment and its purpose. This course examines organizational designs and processes in their internal and external contexts, and shows the student how to design an organization to operate efficiently in its unique situation.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MARKETING RESEARCH	MKTG-413	7 /Longitudinal	3

Methods and techniques used in marketing problem analysis including problem definition, hypothesis formulation, sampling techniques, questionnaire preparation, field surveys, data tabulation, and research results presentation.

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<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
INFORMATION RESOURCE MANAGEMENT	INFO-413	7 /Longitudinal	3

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This course is a study of the application of management techniques needed to control information in an organization. Emphasis on providing organizations with accurate, readily available information to assist in management decision making, to provide litigation support, to improve organizational efficiency, to document compliance with legislative and regulatory requirements, and to provide a historical reference.

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<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ACCOUNTING INFORMATION SYSTEMS	ACCT-414	7/Longitudinal	6

This is an introduction to manual and computer-based accounting information systems and concepts, processes, and procedures characteristic of manual and of computer-based accounting information systems. Particular attention is given to the analysis, design, and development of these systems with appropriate consideration of internal control.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
SALES AND SALES MANAGEMENT	MKTG-414	7 /Longitudinal	3

An introduction to personal selling and the management of sales organizations including the preparation of sales presentations, the techniques of effective selling, development, budgeting, compensating, and evaluating the sales force.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
OPERATING SYSTEMS	INFO-414	7 /Longitudinal	3

This is a study of resource management implemented by an operating system in multiprogramming environment with respect to CPU, memory, file, and device. It emphasizes on programming techniques leading to system software design, development, and implementation.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
PERISPECTIVE ON INTERNATIONAL BUSINESS	BUSN-415	7/Longitudinal	3

This is a survey course that examines contemporary topics and concepts of international trade and investment. It examines the environment in which international business operates and the nature of international trade and investment; organizing and managing international operations; the role of culture and politics; and multinational enterprises.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MARKETING MANAGEMENT	MKTG-415	7 /Longitudinal	3

This includes procedures for planning, implementing, and evaluating marketing strategy. The topics include strategic and marketing analysis, strategic direction and formulation and strategic evaluation.

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<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
COMMUNICATION TECHNOLOGY1	INFO-415	7 /Longitudinal	3

This course is an overview of the broad field of data and telecommunications, including voice, data, message, and image communication.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
FINANCIAL INSTITUTIONS	MKTG-416	7 /Longitudinal	3

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Examines the role of financial institutions in savings, money creation and management, how they create credit for investors, importance of financial institutions for the national economy; the role of the central bank, the money market and capital market and the stock exchange and the international financial institutions.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ADVERTISING	MKTG-419	7 /Longitudinal	3

This course describes the management of the advertising function; introduction to the creative elements of an advertisement, including copy, layout, media choice; advertising's role in a marketing plan; and measuring advertising effectiveness.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
HEALTH INFORMATICS	INFO-417	7 /Longitudinal	3

This course is a study of computer applications in the management of systems to collect, store, process, retrieve, analyze, disseminate, and communicate health related information. Study of work simplification, system analysis and graphic representation techniques are covered. Other topics include data security, local and wide area network data definitions, data administration, database structures, data dictionaries, data modeling, and database administration

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
SMALL BUSINESS MANAGEMENT	MGMT-422	7/Longitudinal	3

This describes the opportunities and problems of small business in the U.S. Emphasizes aspects of management unique to small firms. It examines entrepreneurship and management of a wide variety of small businesses.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ADVANCED ACCOUNTING	ACCT-423	8 /Longitudinal	3

This course is a series of advanced topics including parent-subsidary relationships, consolidated financial statements, international and fund accounting, and accounting for leases. Emphasis on preparation of consolidated working papers, manual and computer assisted.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
AUDITING THEORY & PRACTICE	BFIN-415	8 /Longitudinal	3

is, procedures, programmes, man
papers, internal control, and the ethical and computer-assisted working onsibilitie
legal resp certified public accountant.

ADMINISTRATIVE SCIENCES

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<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
STRATEGIC MANAGEMENT	MGMT-416	8/Longitudinal	3

256 UNDERGRADUATE PROSPECTUS

National University- Suda

The course integrates what the student has learned from various business disciplines and applies this integrative thinking to the firm's actions and outcomes. It illustrates how planning, implementation, and adaptation are necessary components of strategic management under conditions of rapid change and unpredictability. Technology, innovation, globalization, and linkages between organizational behaviour and firm strategy are stressed. The course emphasizes current business practices taught through case analysis, research, writing, and presentations.

ADMINISTRATIVE SCIENCES

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
INTERNAL AUDITING	BFIN-424/2	8/Longitudinal	3

The course describes the organization of the internal audit department, staff qualifications and development, long- and short-range audit plans, and the elements of internal auditing, i.e., preliminary survey, audit programmes, field work activities, reporting, and management review.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
GOVERNMENT ACCOUNTING	ACCT-427	8/Longitudinal	3

The course is an overview of government and national accounting principles; Topics include: financial structure of the national economy and markets; managing exchange rate risks and hedging; government budgeting; The organization of the government audit department, staff qualifications and development, long- and short-range audit plans, and the elements of internal auditing.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
SOFTWARE ENGINEERING	INFO-421	8/Longitudinal	3

The course is a study of software engineering as an application of tools, methods, and disciplines to produce and maintain an automated solution to a real-world problem. Software engineering emphasizes the identification of a problem, a computer to execute a software product, and an environment (composed of people, equipment, computer, documentation, and so forth) in which the software product exists.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
INTERNATIONAL MARKETING	MKTG-422	8 /Longitudinal	3

This course examines all of the adjustments necessary to develop an effective marketing strategy for application in multinational or global markets. The topics include marketing and economic growth, international trade and approaches to marketing in foreign environments.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
MANAGING INFORMATION TECHNOLOGY	INFO-422	8 /Longitudinal	3

258 UNDERGRADUATE PROSPECTUS

National University- Sudan

This course Covers principles and concepts of information management at the operational, tactical, and strategic levels. Includes but is not limited to CIO leadership responsibilities, information planning, reengineering, legal and professional issues, economics, and strategic impact of information systems on organizations.

Title	Code	Semester/Duration	Credits
E- MARKETING	MKTG-423	8 /Longitudinal	3

This course examines the new concepts of electronic marketing and marketing through the internet. Includes what is electronic marketing and its importance in economic development and the activities of international trade; regulatory bodies and international regulations that affect the trade through the internet; international economic blocks and promoting and doing business through the world wide web.

Title	Code	Semester/Duration	Credits
PROGRAMMING FOR BUSINESS APPLICATIONS	INF-423	8/ Longitudinal	3

This is an introduction to a business computer language other than COBOL. It examines commercial applications of programming and dealing with different data management systems. What are data bases, files and fields, design of data bases

Title	Code	Semester/Duration	Credits
BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	MGMT-425	8/longitudinal	3

This is a study of the impact of business on society and of developing guidelines for managing this impact. It emphasizes current issues in business/society relationships. *in business/society relationships.*

Title	Code	Semester/Duration	Credits
WEB PAGE DEVELOPMENT	INFO-424	8 /Longitudinal	3

260 UNDERGRADUATE PROSPECTUS

National University- Suda

This course provides a guide to students in developing Web applications using a scripting language. An example of such a language is JavaScript. Students will learn how to integrate fundamental programming structures into code used for Web applications. Examples of Web applications include managing client-side responses to Web visitors, input data validation on retail order forms, creation and use of objects and functions, animation, and animation with cascading style sheets. Concepts of object-orientation including objects, properties, methods, and events and the JavaScript Object Model are an integral part of this course.

ADMINISTRATIVE SCIENCES

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
COMMUNICATION TECHNOLOGY2	INFO-424	8 /Longitudinal	3

broad field of
voice, data,

message, and image communication.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ORGANIZATIONAL PSYCHOLOGY	PSYC-423	8/Longitudinal	3

should prepare a student for entry and participation in issues in organ
applied empha
titions.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
TOTAL QUALITY MANAGEMENT	MGMT-424	8 /Longitudinal	3

This course is a study of the history, principles and techniques of quality assessment and performance improvement programmed; review of utilization of cost-containment programmed; risk management and the application of evaluation techniques in different business settings. Other topics include computer software applications related to performance improvement, data retrieval and report design, organizational assessment and benchmarking, and quality improvement methods.

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
ADVANCED ACCOUNTING	ACCT-423	8 /Longitudinal	3

The course aims to develop knowledge of the reporting period, and statement of cash flow.
events after advance accounting 2
statement (Subsidiaries – Associates)

to interpret financial statements and preparing
simple consolidate financial

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
CAPITAL BUDGETING	BFIN-413	8 /Longitudinal	3

This course describes the management of long-term assets and liabilities under condition of uncertainty, cost of capital, and mergers. It includes extensive use of problems and cases.

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National University- Sudan


<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
TAXATION	BFIN-422	8 /Longitudinal	2



ADMINISTRATIVE SCIENCES

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This is an introduction to tax laws, preparation of tax for business, and specific tax problems relating to individuals and business.



264 UNDERGRADUATE PROSPECTUS

National University- Sudan

<i>Title</i>	<i>Code</i>	<i>Semester/Duration</i>	<i>Credits</i>
GRADUATION PROJECT	GRAD-424	8/Longitudinal	4

This is an independent study research project involving an in-depth exploration into a business (marketing, accounting or information) topic chosen by the student in consultation with a faculty member.