

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



**Master of Business Administration  
(MBA)  
Marketing**



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**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:

- Understand aspects of marketing relevant to services and goods providing organizations.
- Develop strategies and approaches for addressing challenges.
- Identify services decision problems, ascertain alternatives, define crucial issues, analyze, decisions making and plan the implementation of decisions
- Identify services problems and propose solutions: Analyze to define problems, ascertain alternatives, make decisions and implement.

### Expected learning outcomes

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

- Develop socially responsible marketing approaches.
- Evaluate consumer behavior.
- Evaluate the challenges and opportunities in global marketing.
- Conduct and apply marketing research to enhance decision making.
- Develop comprehensive strategic marketing planning.
- Create e-commerce marketing solutions.

### 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	
			Lecture	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 + MAR-531 Strategic Management and MAR-539 Research Paper)

Code	Course	Credit hours	Contact hours	
			Lectures	Seminars
MAR-531	Strategic Management	3(2+1)	2	2
MAR-532	Marketing Researches	3(2+1)	2	2
MAR-533	Marketing Strategies	3(2+1)	2	2
MAR-534	International Marketing	3(2+1)	2	2
MAR-535	Consumer Behavior	3(2+1)	2	2
MAR-536	Product and Brand Management	3(2+1)	2	2
MAR-537	Services Marketing	3(2+1)	2	2
MAR-538	Current Issues in Marketing	3(2+1)	2	2
MAR-539	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 and promotion, Wholesaling and retailing.

### **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; Objectives of financial management; 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); Payback period; Net present value 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 Recourses Management**

Introduction; HRM planning; Job design cycle; Recruitment and selection; Performance management system; Employees counseling; Development programs; Motivation; Compensation; Turnover program; 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; Introduction to business ethics; 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; Starting own business; Business plan development; Business plan writing; Presenting business plan; Business problem-solving Entrepreneur; Marketing plan development; Customer service for new business start up; Basic website development; Advanced website development; Entrepreneurship in practices Applications: Introduction to eBay®; Developing business opportunities and plans; Taking innovation to market; Financing entrepreneurial operations.

### **MAR-531 Strategic Management**

Introducing; Leading strategically; Examining internal context of strategy; Exploring external environment: Macro and industry dynamics; Crafting business strategy; Crafting business strategy for dynamic contexts; Looking at international strategies; Alliances and cooperative strategies; Employing strategy implementation levers. Strategic management; Internal context of strategy; Exploring external Environment: Macro and industry dynamics; Crafting and dynamic business strategy; International strategies; Alliances and cooperative strategies; Implementation of strategies.

### **MAR-532 Marketing Research**

Introduction; Role of marketing research ; Definition of research process, Secondary data and databases; Qualitative research; Survey research; Primary data collection; Observations; Experimentations; Concept of measurement attitude and scales; Questionnaires designs; Sampling issues; Data processing and analysis; Communicating research results; Managing marketing research, Research ethics.

### **MAR-533 Marketing Strategies**

Introduction; Review of marketing elements; Analysis of marketing opportunities ; Analysis of marketing planning; Issues of e-marketing and global marketing; Managing integrated marketing communications; Insuring marketing and strategic management; Work together.

### **MAR-534 International Marketing**

Introduction; Scope and challenges of international marketing; International marketing strategy; International legal environment; Foundations of culture; Cultural dynamics in assessing global markets: Culture, management style and business systems; Political environment; Critical concern; International legal environment: Case studies

**MAR-535 Consumer Behavior**

Introduction; Consumer behavior; Consumer behavior-meeting changes and challenges; Consumer research process; Market segmentation and strategic targets; Consumer motivation; Personality and consumer behavior; Consumer perception; Consumer decision making; Consumer learning; Consumer attitude formation and change; Communications and consumer behavior; Culture influences on consumers behavior; Subculture and consumers behavior; Cross-cultural consumers behavior; Consumer and e-marketing; Marketing ethics and social responsibility.

**MAR-536 Product and Brand Management**

Introduction; Concepts of brands; Ownership and use; Brands registration; Loss of brands rights; Infringement; Basics of brands; Selecting brands; Protecting brands; International brands; Owner of brands; brands vs. copyright; Types of brands.

**MAR 537 Services Marketing**

Introduction; Frameworks for Services; Product catalog service; Marketing mix III: Distribution; Marketing Mix IV: Designing customer service processes; Marketing Mix V: Designing service environment; Marketing Mix VI: Service product; Marketing Mix VII: Managing service personnel; Marketing implementation I: Service Quality; Marketing implementation II: Managing service quality; Marketing implementation III: Growth strategies for service organizations; Services marketing: Integrating customer focus across a firm.

**MAR-538 Current Issues in Marketing**

Introduction; Intelligent marketing; E-Marketing; Relationship marketing; Customer relationship management; Developing innovative brand communications ; Design of marketing; Marketing services; New trends in marketing; Global marketing: Insights for going international; Marketing for academic and professional careers; applications.

**MAR-539 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<sup>+</sup> (≥ 85) A (80 – 84) B<sup>+</sup> (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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