

**National University- Sudan**  
**Faculty of Administrative Sciences**

**Curriculum Development Proposal**

**B.Sc. (Honours) in:**

- Accounting
- Business Administration
- Marketing
- Management Information Systems

Programme Requirements and Course Description

**January 2019**

**Vision:**

Attaining a prominent and distinctive position in the quality and excellence of academic programs, scientific research and community partnership among similar colleges majoring in business administration fields at the local, regional and international level.

**Mission:**

The mission of the Faculty of Administrative Sciences is to provide an excellent education consistent with the National University mission statement. It prepares graduates to perform successfully in the business environment by creating cooperative learning environment among students, faculty and other stakeholders. This mission emphasizes fundamental skills that will enable our graduates to adapt to a dynamic Business Environment.

**Name of the Programme:** Administrative Sciences

Name of the degree: Bachelor of Science (Honours) in Administrative sciences with specialization in:

- A- Accounting
- B- Business Administration
- C- Marketing
- D- Management Information Systems

**The Objectives of the Programme:**

- Improving the educational process and its outcomes to attain excellence and leadership
- To provide the opportunity to acquire administrative-based knowledge in all of its specializations.
- To follow the latest publications in administrative sciences to enrich the Faculty's programs and curriculums and to keep pace with the latest developments in specialist academic subjects and current academic and social issues.
- To cooperate and coordinate with universities, colleges, and academic institutions in exchanging studies, theses, and essays and in publishing in specialist areas.

**Learning Outcomes:**

Upon graduation the students are expected to:

- Demonstrate a significant understanding of the fundamental concepts of accounting, economics, finance, operations management and organizational behavior, and marketing.
- Evaluate business problems from the perspective of multiple business disciplines and then formulate, communicate, and defend recommendations to decision-makers based on those evaluations.
- Analyze business situations in keeping with professional standards and moral values and recommend appropriate courses of action.

**Credit hours of the programme:** 161 credit hours as per table (1) below:

**Table (1): Degree structure**

	Number of Credit Hours	%
University Requirements	20	12.3
Faculty Requirements	90	56.0
Specialization Requirements	51	31.7
Total Requirements	161	100

**Table (2) Requirements for a Bachelor Degree in Administrative Sciences****2-1: University Requirements**

Arab 111	Arabic Language I	اللغة العربية I	عرب 111	3
Eng 112	English Language I	اللغة الإنجليزية I	نجل 112	3
Islm 113	Islamic Culture I	الثقافة الإسلامية I	سلم 113	3
Sudn 116	Sudanese Studies	الدراسات السودانية	سودان 116	2
Arab 121	Arabic Language II	اللغة العربية II	عرب 121	3
Eng 122	English Language II	اللغة الإنجليزية II	نجل 122	3
Islm 123	Islamic Culture II	الثقافة الإسلامية II	سلم 123	3
	<b>Total</b>			20

## 2-2: Faculty Requirements

No.	Code	Course in English	المقرر باللغة العربية	Code	CH
1.	Info 114	Fundamentals of Computer	أساسيات الحاسوب	114 نظم	2
2.	Math 115	Business Mathematics I	الرياضيات للإدارة I	115 رياض	3
3.	Econ 117	Principles of Economics	مبادئ الإقتصاد	117 قصد	3
4.	Acct 118	Financial Accounting I	المحاسبة المالية I	118 محس	3
5.	Info 124	Computer Applications	تطبيقات الحاسوب	124 نظم	2
6.	Math 125	Business Mathematics II	الرياضيات للإدارة II	125 رياض	3
7.	Bus 126	Principles of Management	مبادئ الإدارة	126 دار	3
8.	Acct 127	Financial Accounting II	المحاسبة المالية II	127 محس	3
9.	Econ 128	Microeconomics	الاقتصاد الجزئي	128 قصد	3
10.	Acct 211	Intermediate Accounting I	المحاسبة المتوسطة I	211 محس	3
11.	Stat 212	Business Statistics I	الإحصاء الإداري I	212 حصا	3
12.	Mkt 213	Principles of Marketing	مبادئ التسويق	213 سوق	3
13.	Econ 214	Macroeconomics	الاقتصاد الكلي	214 قصد	3
14.	Bus 215	Communication Skills	مهارات الإتصال	215 دار	3
15.	Bus 216	Business Law	القانون التجاري	216 دار	3
16.	Bus 217	Business Ethics and Corporate social Responsibility	أخلاقيات العمل والمسؤولية الإجتماعية	217 دار	2
17.	Acct 221	Intermediate Accounting II	المحاسبة المتوسطة II	221 محس	3
18.	Stat 222	Business Statistics II	الإحصاء الإداري II	222 حصا	3
19.	Bus 223	Organizational Behaviour	السلوك التنظيمي	223 دار	3
20.	Fina 224	Principles of Finance	مبادئ التمويل	224 مال	3
21.	Fina 226	Principles of Insurance	مبادئ التأمين	226 مال	3
22.	Acct 227	Cost Accounting	محاسبة التكاليف	227 محس	3
23.	Info 228	Management Information Systems	نظم المعلومات الإدارية	228 نظم	3
24.	Econ 311	Managerial Economics	الإقتصاد الإداري	311 قصد	3
25.	Bus 314	Operations Research	بحوث العمليات	314 دار	3
26.	Acct 316	Managerial Accounting	المحاسبة الإدارية	316 محس	3
27.	Fina 317	Financial Institutions	المؤسسات المالية	317 مال	3
28.	Bus 321	Production and Operations Management	إدارة الإنتاج والعمليات	321 دار	3
29.	Bus 322	Business Entrepreneurship	ريادة الأعمال	322 دار	3
30.	Bus 425	Strategic Management	الإدارة الاستراتيجية	425 دار	3
31.	Bus 326	Research Methodology	مناهج البحث العلمي	326 دار	3
<b>Total</b>					90

### 2-3: Specialisation Requirements

<b>No.</b>	<b>Specialisation</b>	<b>Credit Hours</b>
1.	Accounting	51
2.	Business Administration	51
3.	Marketing	51
4.	Management Information Systems	51

**Table (3) Accounting Specialization Courses (51 credit hours):**

No.	Code	Course	اسم المقرر باللغة العربية	الرمز	Credit Hours
1.	Acct 312	Advanced Financial Accounting I	المحاسبة المالية المتقدمة I	محس 312	3
2.	Fina 315	Corporate Finance	تمويل الشركات	مال 315	3
3.	Bus 318	Human Resource Management	إدارة الموارد البشرية	318دار	3
4.	Acct 323	Taxation Accounting	محاسبة الضرائب	محس 323	3
5.	Acct 324	Advanced Financial Accounting II	المحاسبة المالية المتقدمة II	محس 324	3
6.	Acct 325	Accounting for Government and Not-for Profit Organizations	المحاسبة في المنشآت الحكومية والمنظمات غير الهادفة للربح	محس 325	3
7.	Acct 411	Zakat Accounting	محاسبة الزكاة	محس 411	3
8.	Acct 412	Audit I	المراجعة I	محس 412	3
9.	Fina 413	Islamic Banking and Finance	الصيرفة والتمويل الاسلامي	مال 413	3
10	Acct 414	Advanced Managerial Accounting	المحاسبة الإدارية المتقدمة	محس 414	3
11	Acct 415	Accounting for Banking and Insurance Companies	محاسبة المصارف ومنشآت التأمين	محس 415	3
12	Acct 416	International Comparative Accounting	المحاسبة الدولية المقارنة	محس 416	3
13	Acct 417	Accounting Theory	نظرية المحاسبة	محس 417	3
14	Acct 421	Oil and Gas Accounting	محاسبة النفط والغاز	محس 421	3
15	Acct 422	Audit II	المراجعة II	محس 422	3
16	Acct 423	Accounting Information Systems	نظم المعلومات المحاسبية	محس 423	3
17	Acct 424	Research Project	بحث التخرج	محس 424	3
	<b>Total</b>				<b>51</b>

**Table (4): Business Administration Specialization Courses (51 credit hours)**

No.	Code	Course	اسم المقرر باللغة العربية	الرمز	Credit Hours
1	Mkt 313	Marketing Management	إدارة التسويق	سوق 313	3
2	Fina 315	Corporate Finance	تمويل الشركات	مال 315	3
3	Bus 318	Human Resource Management	إدارة الموارد البشرية	دار 318	3
4	Bus 323	Change Management and Organizational Development	إدارة التغيير والتطوير التنظيمي	دار 323	3
5	Bus 324	Project Management	إدارة المشروعات	دار 324	3
6	Mkt 325	E-Commerce	التجارة الإلكترونية	سوق 325	3
7	Mkt 411	Marketing Research	بحوث التسويق	سوق 411	3
8	Bus 412	Negotiation Skills and Conflict Management	مهارات التفاوض وإدارة الصراع	دار 412	3
9	Fina 413	Islamic Banking and Finance	الصيرفة والتمويل الإسلامي	مال 413	3
10	Bus 414	Supply Chain Management	إدارة قنوات الإمداد	دار 414	3
11	Bus 415	Total Quality Management	إدارة الجودة الشاملة	دار 415	3
12	Bus 416	Risk Management	إدارة الخطر	دار 416	3
13	Bus 417	Knowledge Management	إدارة المعرفة	دار 417	3
14	Bus 421	Innovation Management	إدارة الابتكار	دار 421	3
15	Bus 422	Computer Applications in Management	تطبيقات الحاسوب في الإدارة	دار 422	3
16	Bus 423	International Business Management	إدارة الأعمال الدولية	دار 423	3
17	Bus 424	Research Project	بحث التخرج	دار 424	3
	<b>Total</b>				<b>51</b>

**Table (5) Marketing Specialization Courses (51 credit hours)**

No.	Code	Course	اسم المقرر باللغة العربية	الرمز	Credit Hours
1	Mkt 313	Marketing Management	إدارة التسويق	سوق 313	3
2	Mkt 315	Product and Brand Management	إدارة المنتج والعلامة التجارية	سوق 315	3
3	Mkt 317	Consumer Behavior	سلوك المستهلك	سوق 317	3
4	Mkt 323	Sales Management	إدارة المبيعات	سوق 323	3
5	Mkt 324	Integrated Marketing Communications	الإتصالات التسويقية المتكاملة	سوق 324	3
6	Bus 324	Project Management	إدارة المشروعات	دار 324	3
7	Mkt 325	Marketing Channels Management	إدارة قنوات التسويق	سوق 325	3
8	Mkt 411	Marketing Research	بحوث التسويق	سوق 411	3
9	Mkt412	Services Marketing	تسويق الخدمات	سوق 412	3
10	Mkt 413	E- Marketing	التسويق الإلكتروني	سوق 413	3
11	Bus 414	Supply Chain Management	إدارة قنوات الإمداد	دار 414	3
12	Bus 415	Total Quality Management	إدارة الجودة الشاملة	دار 415	3
13	Mkt 416	Strategic Marketing	التسويق الاستراتيجي	سوق 416	3
14	Bus 421	Innovation Management	إدارة الابتكار	دار 421	3
15	Mkt 422	International Marketing	التسويق الدولي	سوق 422	3
16	Mkt 423	Marketing Information Systems	نظم المعلومات التسويقية	سوق 423	3
17	Mkt 424	Research Project	بحث التخرج	سوق 424	3
	<b>Total</b>				<b>51</b>



**Table (6): Management Information System Specialization Courses (51 credit hours)**

No.	Code	Course	اسم المقرر باللغة العربية	الرمز	Credit Hours
1	Info 312	System Analysis and Design I	تحليل وتصميم النظم I	نظم 312	3
2	Info 315	Structured Programming	البرمجة الهيكلية	نظم 315	3
3	Bus 318	Human Resource Management	إدارة الموارد البشرية	دار 318	3
4	Info 323	Database Systems	نظم قواعد البيانات	نظم 323	3
5	Bus 324	Project Management	إدارة المشروعات	دار 324	3
6	Info 325	Object Oriented Programming	البرمجة الموجهة بالكائنات	نظم 325	3
7	Info 327	System Analysis and Design II	تحليل وتصميم النظم II	نظم 327	3
8	Info 411	Information Security	أمن المعلومات	نظم 411	3
9	Info 412	Computer Network	شبيكات الحاسوب	نظم 412	3
10	Info 413	Database Management Systems	نظم إدارة قواعد البيانات	نظم 413	3
11	Info 414	Internet Technology	تقنية الانترنت	نظم 414	3
12	Bus 415	Total Quality Management	إدارة الجودة الشاملة	دار 415	3
13	Info 416	Software Engineering	هندسة برمجيات	نظم 416	3
4	Info 421	Operating System	نظم التشغيل	نظم 421	3
15	Info 422	Web Design	تصميم صفحات	نظم 422	3
16	Info 423	Data Communication and Transmission	الاتصالات وتراسل البيانات	نظم 423	3
17	Info 424	Research Project	بحث التخرج	نظم 424	3
				<b>Total</b>	<b>51</b>

## Course Schedule Over Semesters

### Semester 1

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Arab 111	Arabic Language I	3	0	3
Eng 112	English Language I	3	0	3
Islm 113	Islamic Culture 1	3	0	3
Info 114	Fundamentals of Computer	1	2	2
Math 115	Business Mathematics I	2	2	3
Sudn 116	Sudanese Studies	2	0	2
Econ 117	Principles of Economics	2	2	3
Acct 118	Financial Accounting I	2	2	3
	<b>Total</b>	<b>18</b>	<b>8</b>	<b>22</b>

### Semester 2

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Arab 121	Arabic Language II	3	0	3
Eng 122	English Language II	3	0	3
Islm 123	Islamic Culture II	3	0	3
Info 124	Computer Applications	1	2	2
Math 125	Business Mathematics II	2	2	3
Bus 126	Principles of Management	3	0	3
Acct 127	Financial Accounting II	2	2	3
Econ 128	Microeconomics	2	2	3
	<b>Total</b>	<b>19</b>	<b>8</b>	<b>23</b>

### Semester 3

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Acct 211	Intermediate Accounting I	2	2	3
Stat 212	Business Statistics I	2	2	3
Mkt 213	Principles of Marketing	3	0	3
Econ 214	Macroeconomics	2	2	3
Bus 215	Communication Skills	3	0	3
Bus 216	Business Law	3	0	3
Bus 217	Business Ethics and Corporate Social Responsibility	2	0	2
	<b>Total</b>	<b>17</b>	<b>6</b>	<b>20</b>

### Semester 4

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Acct 221	Intermediate Accounting II	2	2	3
Stat 222	Business Statistics II	2	2	3
Bus 223	Organizational Behaviour	3	0	3
Fina 224	Principles of Finance	2	2	3
Fina226	Principles of Insurance	2	2	3
Acct 227	Cost Accounting	2	2	3
Info 228	Management Information Systems	2	2	3
	<b>Total</b>	<b>15</b>	<b>12</b>	<b>21</b>

**Semester 5: Accounting Specialization:**

Code	Course	Hours		
		Lect.	Tutorial	Credit
Econ 311	Managerial Economics	2	2	3
Acct 312	Advanced financial accounting I	2	2	3
Bus 314	Operations Research	2	2	3
Fina 315	Corporate finance	2	2	3
Acct 316	Managerial Accounting	2	2	3
Fina 317	Financial Institutions	2	2	3
Bus 318	Human Resource Management	2	2	3
<b>Total</b>		<b>14</b>	<b>14</b>	<b>21</b>

**Semester 6: Accounting Specialization:**

Code	Course	Hours		
		Lect.	Tutorial	Credit
Bus 321	Production and Operations Management	2	2	3
Bus 322	Business Entrepreneurship	2	2	3
Acct 323	Taxation Accounting	2	2	3
Acct 324	Advanced Financial Accounting 2	2	2	3
Acct 325	Accounting for Government and Not -for- Profit Organizations	2	2	3
Bus 326	Research Methodology	2	2	3
<b>Total</b>		<b>12</b>	<b>12</b>	<b>18</b>

**Semester 7: Accounting Specialization**

Code	Course	Hours		
		Lect.	Tutorial	Credit
Acct 411	Zakat Accounting	2	2	3
Acct 412	Audit 1	2	2	3
Fina 413	Islamic Banking and Finance	2	2	3
Acct 414	Advanced Managerial Accounting	2	2	3
Acct 415	Accounting for Banking and Insurance Companies	2	2	3
Acct 416	International Comparative Accounting	2	2	3
Acct 417	Accounting Theory	2	2	3
<b>Total</b>		<b>14</b>	<b>14</b>	<b>21</b>

**Semester 8: Accounting Specialization**

Code	Course	Hours		
		Lect.	Tutorial	Credit
Acct 421	Oil and Gas Accounting	2	2	3
Acct 422	Audit 2	2	2	3
Acct 423	Accounting Information Systems	2	2	3
Acct 424	Research Project	0	6	3
Bus 425	Strategic Management	2	2	3
<b>Total</b>		<b>8</b>	<b>14</b>	<b>15</b>

**Semester 5: Business Administration Specialization:**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Econ 311	Managerial Economics	2	2	3
Mkt 313	Marketing Management	2	2	3
Bus 314	Operations Research	2	2	3
Fina 315	Corporate Finance	2	2	3
Acct 316	Managerial Accounting	2	2	3
Fina 317	Financial Institutions	2	2	3
Bus 318	Human Resource Management	2	2	3
<b>Total</b>		<b>14</b>	<b>14</b>	<b>21</b>

**Semester 6: Business Administration Specialization:**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Bus 321	Production and Operations Management	2	2	3
Bus 322	Business Entrepreneurship	2	2	3
Bus323	Change Management and Organizational Development	2	2	3
Bus 324	Project Management	2	2	3
Bus325	E-Commerce	2	2	3
Bus 326	Research Methodology	2	2	3
<b>Total</b>		<b>12</b>	<b>12</b>	<b>18</b>

**Semester 7: Business Administration Specialization**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Mkt 411	Marketing Research	2	2	3
Bus 412	Negotiation Skills and Conflict Management	2	2	3
Fina 413	Islamic Banking and Finance	2	2	3
Bus 414	Supply Chain Management	2	2	3
Bus 415	Total Quality Management	2	2	3
Bus 416	Risk Management	2	2	3
Bus 417	Knowledge Management	2	2	3
<b>Total</b>		<b>14</b>	<b>14</b>	<b>21</b>

**Semester 8: Business Administration Specialization**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Bus 421	Innovation Management	2	2	3
Bus422	Computer Applications in Management	2	2	3
Bus423	International Business Management	2	2	3
Bus424	Research Project	0	6	3
Bus425	Strategic Management	2	2	3
<b>Total</b>		<b>8</b>	<b>14</b>	<b>15</b>

**Semester 5: Marketing Specialization:**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Econ 311	Managerial Economics	2	2	3
Mkt 313	Marketing Management	2	2	3
Bus 314	Operations Research	2	2	3
Mkt 315	Product and Brand Management	2	2	3
Acct 316	Managerial Accounting	2	2	3
Mkt 317	Consumer Behaviour	2	2	3
Fina 317	Financial Institutions	2	2	3
<b>Total</b>		<b>14</b>	<b>14</b>	<b>21</b>

**Semester 6: Marketing Specialization:**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Bus 321	Production and Operations Management	2	2	3
Bus 322	Business Entrepreneurship	2	2	3
Mkt 323	Sales Management	2	2	3
Mkt 324	Integrated Marketing Communications	2	2	3
Bus 324	Project Management	2	2	3
Mkt325	Marketing Channels Management	2	2	3
Bus 326	Research Methodology	2	2	3
<b>Total</b>		<b>14</b>	<b>14</b>	<b>21</b>

**Semester 7: Marketing Specialization**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Mkt 411	Marketing Research	2	2	3
Mkt 412	Services Marketing	2	2	3
Mkt 413	E-Marketing	2	2	3
Bus 414	Supply Chain Management	2	2	3
Bus 415	Total Quality Management	2	2	3
Mkt 416	Strategic Marketing	2	2	3
<b>Total</b>		<b>12</b>	<b>12</b>	<b>18</b>

**Semester 8: Marketing Specialization**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Bus 421	Innovation Management	2	2	3
Mkt 422	International Marketing	2	2	3
Mkt 423	Marketing Information Systems	2	2	3
Mkt 424	Research Project	0	6	3
Bus 425	Strategic Management	2	2	3
<b>Total</b>		<b>8</b>	<b>14</b>	<b>15</b>

**Semester 5: Management Information Systems Specialization:**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Econ 311	Managerial Economics	2	2	3
Info 312	System Analysis and Design I	2	2	3
Bus 314	Operations Research	2	2	3
Info 315	Structured Programming	2	2	3
Acct 316	Managerial Accounting	2	2	3
Fina 317	Financial Institutions	2	2	3
Bus 318	Human Resource Management	2	2	3
<b>Total</b>		<b>14</b>	<b>14</b>	<b>21</b>

**Semester 6: Management Information Systems Specialization:**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Bus 321	Production and Operations Management	2	2	3
Bus 322	Business Entrepreneurship	2	2	3
Info 323	Database System	2	2	3
Bus 324	Project Management	2	2	3
Info 325	Object Oriented Programming	2	2	3
Bus 326	Research Methodology	2	2	3
Info 327	System Analysis and Design II	2	2	3
<b>Total</b>		<b>14</b>	<b>14</b>	<b>21</b>

**Semester 7: Management Information Systems Specialization**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Info 411	Information Security	2	2	3
Info 412	Computer Network	2	2	3
Info 413	Database Management Systems	2	2	3
Info 414	Internet Technology	2	2	3
Bus 415	Total Quality Management	2	2	3
Info 416	Software Engineering	2	2	3
<b>Total</b>		<b>12</b>	<b>12</b>	<b>18</b>

**Semester 8: Management Information Systems Specialization**

Code	Course	HOURS		
		Lect.	Tutorial	Credit
Info 421	Operating System	2	2	3
Info 422	Web Design	2	2	3
Info 423	Data Communication and Transmission	2	2	3
Info 424	Research Project	0	6	3
Bus 425	Strategic Management	2	2	3
<b>Total</b>		<b>8</b>	<b>14</b>	<b>15</b>

## **Course Description**

## A- University Requirements

<b>Course Title</b>	<b>اللغة العربية I Arabic Language I</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	يدرس هذا المقرر بغرض مساعدة الطالب على إتقان المهارات الأساسية في اللغة العربية :- الكلام , القراءة الكتابة , فضلا عن تدريب الطالب على أنواع الكتابة المختلفة . ومن أهداف هذا المقرر تزويد الطالب بالمهارات الأساسية في القراءة والكتابة والتعبير وتمكينه من الإلمام بقواعد الكتابة الصحيحة وتدريبه على مهارة كتابة الرسائل والتقارير والمقالات والقاء المحاضرات وإقامة الندوات
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• التعرف بمفهوم المهارة لغة واصطلاحا</li> <li>• التعرف بمفهوم المهارة اللغوية</li> <li>• الكتابة : مفهومها وأهميتها وأنواعها في الاسم العربي</li> <li>• القواعد الأساسية في الإملاء : احكام الحذف والزيادة , احكام الهمزة , احكام الالف اللينة , احكام اللام القمرية والشمسية , احكام التاء المربوطة والتاء المفتوحة , احكام التنوين</li> <li>• علامات الترقيم</li> <li>• احكام العدد في اللغة العربية</li> <li>• دراسة بعض انواع الكتابة مثل الرسائل , التقارير , المقالات</li> <li>• مهارة اعداد المحاضرات وادارة الندوات</li> <li>• استخدام المعاجم العربية المختلفة</li> <li>• دراسة بعض الاخطاء المشاعة وتصويبها</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ المهارة اللغوية د :- عبد النبي وآخرون</li> <li>❖ مهارة التمرير العربي د :- محمد الشنطي</li> <li>❖ مهارة التمرير العربي د :- محجوب محمد ادم</li> </ul>

<b>Course Title</b>	<b>English Language I</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course will allow students to develop Basic English vocabulary and grammatical structures so that they can successfully communicate. Also, students will develop literary and analytical skills which will enable them to be successful in future courses.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Listening: Students will listen to English from native speakers via their teacher and other media. They will also listen to English spoken by their peers. They must focus their attention on the speaker's message in order to comprehend and produce a meaningful response.</li> <li>• Speaking: Students will have the daily opportunity to practice speaking in structured conversations with their peers. Also, there will be several projects which require the students to present information to the class using newly acquired English skills.</li> </ul>
<b>References:</b>	❖ Merdinger P. And Baston L. 2009, North Star 1 Pearson, Longman



<b>Course Title</b>	<b>Islamic Culture 1 الثقافة الإسلامية 1</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	يركز هذا المقرر على دراسة لمحات من الشريعة الإسلامية ومقاصدها مع الإشارة لبعض التيارات المعاصرة لا سيما الضالة منها والمنحرفة لتحقيق جملة اهداف اهمها تزويد الطالب بجرعات من الشريعة الإسلامية ومقاصدها وتحصين الطالب ضد الاتجاهات العقيدية والفكرية المنحرفة ومدته بجرعات من الثقافة الإسلامية
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• مفهوم الشريعة ومقاصدها الضرورية والحاجية والتحسينية</li> <li>• مصادر الشريعة الإسلامية متمثلة في الكتاب والسنة</li> <li>• الفرق الإسلامية المعتدلة</li> <li>• الفرق التي تدعي الإسلام وهي ضالة</li> <li>• التعريف بالعلمانية ونقدها</li> <li>• القرام الكريمو جمعه و فضائله و خصائصه</li> <li>• السنة المطهرة : تعريفها , مجيئها , اهميتها .</li> <li>• الاجماع والقياس كمصدرين للتشريع ومدى أهميتهما</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ القرآن الكريم والسنة المطهرة</li> <li>❖ منهج الثقافة الإسلامية بالجامعة الوطنية</li> <li>❖ دراسات في الثقافة الإسلامية: أ.د. احمد محمد احمد الجلي</li> </ul>

<b>Course Title</b>	<b>Sudanese studies</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course includes the geographic profile of the Sudan and classification of the population and their distribution all over the country. The course intends to enrich students' knowledge of Sudan location and geographic, political, economic and social development
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Sudan location and geography</li> <li>• Demography and Population in Sudan</li> <li>• Different Kingdoms that ruled the Sudan</li> <li>• History of Sudan during the different eras</li> <li>• Natural resources of Sudan</li> <li>• Political development and ruling regimes in Sudan</li> <li>• Administration development in Sudan</li> <li>• The Sudan Economy and the main economic sectors and activities</li> <li>• Sudanese identify-1</li> <li>• Sudanese press</li> <li>• Sudanese literature and Folklore</li> </ul>
<b>References:</b>	❖ Osman Abdurrahman Elameen :- Sudanese studies-F-E- 2015 National university sudan 2015

<b>Course Title</b>	<b>Arabic Language II اللغة العربية II</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	يتناول هذا المقرر فنون الادب العربي المختلفة في عصوره الاربعة المختلفة ودراسة فنونه من شعر ونثر بقصد تنمية مهارات الطالب الادبية ومن أهداف المقرر الاساسية تنمية مهارة قراءة فنون الادب المختلفة وتنمية تذوق الادب شعرا ونثرا وتزويد الطلاب بقدر من عيون الشعر العربي في عصوره المختلفة وكذلك فنون النثر مثل القصة والمسرحية
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• الادب :- مفهومه وتطوره عبر عصور الادب</li> <li>• عصور الادب العربي</li> <li>• المؤثرات العامة في حياة الادب</li> <li>• فن الشعر :- مفهومه وتاريخه وخصائصه واساليبه الفنية</li> <li>• فن الشعر :- اغراضه وموضوعاته</li> <li>• فنون النثر :- في القصة</li> <li>• فن المسرحية</li> <li>• فن المقامة العربية</li> <li>• نصوص مختارة للقراءة والتذوق والحفظ والتحليل</li> <li>• نص شعري قديم</li> <li>• نص شعري حديث</li> <li>• نص شعري (خطبة , مقامة</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ الادب وفنونه : د:- عز الدين اسماعيل</li> <li>❖ الادب وفنونه : د :- محمد مندور</li> <li>❖ النقد العربي الحديث : د :- محمد غنيم هلال</li> </ul>

<b>Course Title</b>	<b>English II</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course will allow students to develop Basic English vocabulary and grammatical structures so that they can successfully communicate. Also, students will develop literary and analytical skills which will enable them to be successful in future courses.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Reading: Students will be reading a variety of modified texts, including short stories, poetry, and expository writing, with guidance and support from their teacher and peers. Students will learn various strategies to help them comprehend a text in their second language. They will also learn analytical skills necessary to interpret both literature and images.</li> <li>• Writing: Students will be writing on a daily basis, practicing the grammar structures and the new vocabulary. They will write a variety of personal narratives, descriptions, reports, poems, and reflections based on the literature. They will also have the opportunity to create their own works of creative fiction in response to various texts.</li> </ul>
<b>References:</b>	❖ Merdinger P. And Baston L. 2009, North Star 1 Pearson, Longman

<b>Course Title</b>	<b>الثقافة الإسلامية Islamic Culture II</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	يُنصب إهتمام هذا المقرر على موعزين رئيسين هما فقه الاعمال والمهن كالادارة واخلاقيات مهنة الادارة ومن أهم الأهداف التي يسعى المقرر إلى تحقيقها تتمثل في تعريف الطالب على فقه الاحام الشرعية التي تنضبط مع مهنته وتزويده بالاخلاقيات المهنية المطلوبة في تخصصه
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• دراسة الاخلاق , تعريفها , خصائصها , اهميتها</li> <li>• فقه الادارة في الاسلام</li> <li>• مفهوم اخلاق المهنة وضرورتها</li> <li>• نماذج من موثيق اخلاق المهنة عالميا واقليميا</li> <li>• المسؤولية القانونية والمسؤولية الاخلاقية</li> <li>• اخلاق المهنة في المجال الاداري</li> <li>• ثقافة التنفيذ ومبدأ الاستقامة في الاسلام</li> <li>• الاسس الفقهية التي تقوم عليها الادارة في الاسلام</li> <li>• مفهوم العمل والمهنة والوظيفة في الاسلام واخلاقيتها</li> <li>• المقترحات العلمية والعملية لتنمية اخلاق المهنة وتثبيتها</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ كتب الشريعة الإسلامية وفقهها</li> <li>❖ مادة اخلاقيات المهنة وفقه الاعمال والمهنة : د - مختار خضر حسن</li> </ul>

### B- Faculty Requirements (Joined courses)

<b>Course Title</b>	<b>Fundamentals of Computer</b>
<b>Credit hours</b>	2
<b>Course description and objectives</b>	This course introduces computer concepts, including fundamental functions and operations of the computer. Topics include identification of hardware components, basic computer operations, security issues, and use of software applications. Upon completion, students should be able to demonstrate an understanding of the role and function of computers and use the computer to solve problems.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Information Technology, the Internet.</li> <li>• The Internet, the Web, and Electronic Commerce.</li> <li>• Basic Application Software.</li> <li>• System Software.</li> <li>• The System Unit.</li> <li>• Input and Output.</li> <li>• Secondary Storage.</li> <li>• Communications and Networks.</li> <li>• Privacy, Security, and Ethics</li> <li>• Information Systems.</li> <li>• Databases.</li> <li>• Systems Analysis and Design.</li> <li>• Programming and Languages.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Computing Essentials 2017 Complete Timothy O'Leary &amp; Linda O'Leary ISBN: 9781259563652 Microsoft Office 2010 A Case Approach, Introductory Timothy O'Leary &amp; Linda O'Leary ISBN: 9780073519302.</li> </ul>

<b>Course Title</b>	<b>Business Mathematics I</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course aims at helping those who are using mathematics for economics and business by reviewing some of the basics of algebra. It also provides trigonometry needed for the study of calculus.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Basics of algebra</li> <li>• Exponents and polynomials and factoring</li> <li>• Combinations and permutations,</li> <li>• Arithmetic and geometric progressions</li> <li>• Linear equations, quadratic equation and inequality</li> <li>• Functions and graphs</li> <li>• Sequences and series</li> <li>• Trigonometric function</li> <li>• Vectors, matrices and applications</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Ian Jacques (latest ed.): Mathematics for Economics and Business, Second edition, Addison Wesley.</li> <li>❖ James Van Dyke, James Rogers, Holli Adams – 2011; Fundamentals of Mathematics.</li> <li>❖ A Introduction Decisions by Jon Curwin and Roger Slater (Paperback - Aug 16, 2001)</li> </ul>

<b>Course Title</b>	<b>Principles of Economics</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The objective of the course is to help students build an understanding of the basic concepts of economics. The course will be covering the issues related to demand and supply in market model. Moreover the course helps students understand that scarcity gives rise to choice, that every choice has an opportunity cost, and that trade-offs always exist
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Economics problem</li> <li>• Economics Systems</li> <li>• Compare between economic Systems</li> <li>• Factor of production (Markets for Inputs or Factors of Production)</li> <li>• Consumer's behaviour Theories</li> <li>• Indifference Curves</li> <li>• Theory of Value ( Demand &amp; Supply Analysis)</li> <li>• Market Equilibrium</li> <li>• Firm Behaviour –Production and Costs</li> <li>• Competitive market analysis –Equilibrium price and quantity</li> <li>• The Efficiency of Markets</li> <li>• Public Sector Economics</li> <li>• Market Structures –the Competitive Case</li> <li>• Market Structures –Monopoly</li> <li>• Market Structures –Oligopoly and Monopolistic Competition</li> </ul>
<b>References</b>	❖ Mankiw,(2007),Principles of Economics, fourth edition. Harvard University

<b>Course Title</b>	<b>Financial Accounting 1</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This is an introductory course intended to develop an understanding of accounting as a language of business and its importance to different users of accounting information together with a description of the basic principles and techniques of financial accounting Prepare and present financial statements for sole traders, limited companies, partnerships and other organizations.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction: nature of accounting and objectives, accounting and business environment</li> <li>• Accounting concepts and principles</li> <li>• Accounting equation</li> <li>• Double entry system</li> <li>• Accounting cycle</li> <li>• Recording business transactions: Journalising and posting</li> <li>• Trial balance</li> <li>• Errors discovery and correction</li> <li>• Financial statements preparation: Income statement and balance sheet</li> </ul>
<b>References</b>	❖ Hongren's Financial & Managerial Accounting-5 <sup>th</sup> edition- Trace L. ,Breda and Ella Pearson Education Ltd 2016.

<b>Course Title</b>	<b>Computer Applications</b>
<b>Credit hours</b>	2
<b>Course description and objectives</b>	This course introduces the essential concepts necessary to make effective use of the computer. Students achieve an understanding of what a computer can do, how it works, and how it can be used to create documents using word processing and spreadsheet applications for personal and business use.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Apply computer resources for use in business and academics.</li> <li>• Construct business and academic documents using Microsoft Word.</li> <li>• Create spreadsheets with formulas and graphs using Microsoft Excel.</li> <li>• Develop presentations containing animation and graphics using Microsoft PowerPoint.</li> <li>• Integrate Microsoft Office applications for use in business</li> </ul>
<b>References</b>	❖ Shelly, G., Cashman, T., & Vermaat, M. (2008). Microsoft Office 2007. Boston: Cengage Learning.

<b>Course Title</b>	<b>Business Mathematics II</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is designed to provide students with the ability to understand basic concepts of quantitative methods applicable to different business settings. Students will also be taught on how to use simple mathematical models such as linear programming to solve business problems
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Discrete and continuous mathematical equations,</li> <li>• Differentiation,</li> <li>• Integration,</li> <li>• Limits of functions as points of maxima and minima,</li> <li>• Monotonic decreasing functions and</li> <li>• Exponential functions.</li> <li>• Mathematical applications in business and economics.</li> </ul>
<b>References</b>	❖ Quantitative Methods for Business Decisions by Jon Curwin and Roger Slater (Paperback - Aug 16, 2001)

<b>Course Title</b>	<b>Principles of Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This is an introductory course in management and aims at helping the students learn management concepts and provides preliminary knowledge of the nature of management discipline.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Organizations as social entities</li> <li>• The nature of management,</li> <li>• Managerial functions: planning, organizing, staffing, directing, leading, and controlling</li> <li>• Organizational skills and roles</li> <li>• The business environment The various approaches or “schools of management” from the industrial revolution to modern era to the study of management.</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Jones and George latest edition: Contemporary Management, Mc Graw Hill.</li> <li>❖ Other references :</li> <li>❖ Management by Koontz latest edition</li> <li>❖ Management by Stephen p. Robbins and Mary Coulter latest edition</li> </ul>

<b>Course Title</b>	<b>Financial Accounting 2</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is for completion of the basic principles and techniques of financial accounting This course cater for reconcile Cash Book balances with bank statement balances , create a suspense account in order to balance the trial balance, recalculate profits after errors have been corrected.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Adjustment process for:</li> <li>• Accruals</li> <li>• Prepayment</li> <li>• Inventory procedure</li> <li>• Depreciation of fixed assets</li> <li>• Bank Reconciliation Statement .</li> <li>• Adjustment for merchandized transactions</li> <li>• Bank statement reconciliation</li> <li>• Bills of Exchange.</li> <li>• Preparation of financial statements after adjustment.</li> </ul>
<b>References</b>	❖ Hongren’s Financial & Managerial Accounting-5 <sup>th</sup> edition- Trace L. ,Breda and Ella PEARSON EDUCATION Ltd 2016.

<b>Course Title</b>	<b>Microeconomics</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The course content is designed to help students develop critical-thinking skills through the understanding, application, and analysis of fundamental economic concepts. Students will be expected to apply quantitative and mathematical skills to economics. Also, they will be expected to apply economic logic to a wide variety of real-world and hypothetical situations.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The Nature and Functions of Product Markets</li> <li>• Elasticity</li> <li>• Consumer surplus, producer surplus and market efficiency</li> <li>• Theories of consumer behaviour</li> <li>• Production theory (Production function</li> <li>• The costs (Short-Run &amp; long- Run Costs &amp; economies of Scale , Cost Minimizing and Input Combination</li> <li>• Firm Behaviour and Market Structure</li> <li>• Behaviour of the Firm and Market ( in the short and long- run)</li> <li>• Efficiency and Perfect Competition</li> <li>• Monopoly</li> <li>• Oligopoly</li> <li>• Monopolistic competition</li> <li>• Factor Markets</li> <li>• Market Failure and the Role of Government</li> <li>• Income distribution</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Hubbard,R.G and O'Brien, Anthony (2011): Microeconomics, Pearson</li> <li>❖ Microeconomics 4th Edition by Paul Krugman , Robin Wells 2012</li> <li>❖ Microeconomics: Theory and Applications 12th Editionby Edgar K. Browning, Mark A. Zupan 2014</li> </ul>

<b>Course Title</b>	<b>Intermediate Accounting 1</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is intended to give an in-depth study of deduce the figure of profits where only the increase in capital and details of drawings are known draw up a trading and profit and loss account and balance sheet from records not kept on a double entry system deduce the figure for cash drawings when all other cash receipts and cash payments are known deduce the figures of sales and purchases from incomplete records
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Single entry and incomplete records.</li> <li>• Consignment accounting</li> <li>• Partnership accounting</li> <li>• Formation and revaluation of partnership assets.</li> <li>• Partnership dissolution.</li> <li>• Purchase of existing partnership and sole traders' businesses</li> <li>• Joint venture accounts</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Kieso, D. E., Weygandt, J. J., Warfield, T. D: Intermediate accounting.</li> </ul>



<b>Course Title</b>	<b>Business statistics 1</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	Presentation of modern statistical techniques as they are applied to problems in business and industries. To promote descriptive statistics from elementary to advanced and comprise significant methods in business.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Nature and Importance of business statistics</li> <li>• Data tabulation and presentation</li> <li>• Measures of central tendency,</li> <li>• Measures of dispersion,</li> <li>• Index numbers,</li> <li>• regression and correlation,</li> <li>• Time series data,</li> <li>• Association,</li> <li>• Basic probability theory..</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Berenson, Mark L., David M. Levine and Timothy C. Krehbiel.(2005): Basic Business Statistics, 10th ed. Prentice-Hall</li> <li>❖ H kvanli ,Concies Managerial Statistics, anlan,2006</li> <li>❖ Ronarld .M.Wisers Introduction to businessStatistics, 2010</li> </ul>

<b>Course Title</b>	<b>Principles of Marketing</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is about the principles of marketing which give the students general review about the main concepts in marketing and provide the students with the main factions of the marketing and the marketing activities
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction: Nature and definition of marketing</li> <li>• Business environment and marketing</li> <li>• Marketing versus selling</li> <li>• Marketing mix <ul style="list-style-type: none"> <li>○ Products</li> <li>○ Price</li> <li>○ Promotion</li> <li>○ Place and distribution channels</li> <li>○ Process</li> <li>○ Physical environment</li> <li>○ People</li> </ul> </li> <li>• Consumer behaviour</li> <li>• Market segmentation</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Kotler .P.Armstrong .G.(2012)principles of marketing (14ed)Global Edition :Pearson</li> <li>❖ Internet website in marketing</li> </ul>

<b>Course Title</b>	<b>Macroeconomics</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course covers the main principles involved in the determination of real income, employment and unemployment, the price level and inflation in an open mixed economy, and the conduct of macroeconomic policy.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• National accounting,</li> <li>• Analysis of production potentials,</li> <li>• Circular flow of income,</li> <li>• Aggregate supply,</li> <li>• Aggregate demand,</li> <li>• Equilibrium of savings,</li> <li>• Investment and consumption expenditure,</li> <li>• National consumption and investment functions,</li> <li>• Levels of output and employment,</li> <li>• Interest rates,</li> <li>• Money supply,</li> <li>• Income determination, and</li> <li>• Monetary and fiscal problems and policies</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ N. Gregory Mankiw ( 2011) : Principles of Macroeconomics, 6th Edition</li> <li>❖ Macroeconomics by Roger A. Arnold ,2015</li> </ul>

<b>Course Title</b>	<b>Communication Skills</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable link with the external environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Communication Fundamentals</li> <li>• Written communication</li> <li>• Oral communication</li> <li>• Communicating Grammatically</li> <li>• Planning a business presentation</li> <li>• CV writing</li> <li>• Preparing for the interview</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Effective Business Communications by Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas edition 10</li> <li>❖ Effective business communication by Asha Kual</li> </ul>

<b>Course Title</b>	<b>Business Law</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course acquaints students with the basic principles of law with special emphasis on company and commercial laws in Sudan and the investment rules and regulations.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Essential concept of commercial law</li> <li>• Definition of commercial law</li> <li>• Location of commercial law in the law map</li> <li>• Classification or branches of commercial law</li> <li>• Theories of commercial law</li> <li>• Subjective theory</li> <li>• objective theory</li> <li>• Sources of commercial law</li> <li>• official sources</li> <li>• explanatory sources</li> <li>• Distinction between civil and commercial law</li> <li>• theory of speculation</li> <li>• theory of circulation</li> <li>• theory of craft</li> <li>• Registered companies</li> <li>• Types of partnerships</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Kenneth W. Clarkson, Roger LeRoy Miller and Frank B. Cross( 2010) Business Law: Text and Cases: Legal, Ethical, Global, and Corporate Environment</li> <li>❖ Sudanese Company Laws and regulations</li> </ul>

<b>Course Title</b>	<b>Business Ethics and Corporate Social Responsibility</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	The objectives of this course are to provide the student with broad overview of the role and responsibility of business in society and ethical issues confronting managers in organizations. Students become more effective decision makers by examining the meaning and role of ethics in the business environment, and the social responsibility of business organizations
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Theories in business ethics and their applications,</li> <li>• critical ethical analysis</li> <li>• ethical Decision making</li> <li>• ethics and corporate strategy</li> <li>• Ethics in the various functional areas of business: marketing, finance, accounting, environment, and international business</li> <li>• Types of social responsibility</li> <li>• Corporate social responsibility,</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Karakowsky, L., Carroll, A.B., and Buchholtz, A.K., (2005): Business and Society: Ethics and Stakeholder Management, Toronto, Ontario: ITP Nelson Publisher.</li> </ul>

<b>Course Title</b>	<b>Intermediate Accounting II</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This is course intended to develop an in depth understanding of different company and partnership accounts, describe a range of methods for arriving at the selling price of a business, explain why goodwill has a monetary value explain what happens upon dissolution of a partnership, calculate prime cost and production cost of goods manufactured, draw up manufacturing accounts, and appropriate trading and profit and loss accounts.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to company accounts</li> <li>• Share capital account</li> <li>• Short and long term liabilities</li> <li>• Retained earnings and dividends</li> <li>• Accounting for investment in securities</li> <li>• Cash flow statements</li> <li>• Cash and receivables</li> <li>• Accounting for fixed assets</li> <li>• Accounting for intangible assets.</li> <li>• Accounting goodwill for sole traders and partnerships.</li> <li>• Revaluation of partnership assets.</li> <li>• Manufacturing accounts</li> </ul>
<b>References</b>	❖ Kieso, D. E., Weygandt, J. J., Warfield, T. D: Intermediate accounting

<b>Course Title</b>	<b>Business statistics II</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The course focuses on modern statistical techniques as they are applied to problems in business and industries and aims at exploring the students to the application of descriptive and applied statistics to problem solving and decision making in business.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to probability distributions,</li> <li>• Hyper-geometric,</li> <li>• Population and sampling techniques</li> <li>• Binomial, and Poisson distributions,</li> <li>• Normal and standard normal distributions,</li> <li>• Theory of estimation,</li> <li>• Point and interval estimation,</li> <li>• Testing hypotheses,</li> <li>• Z-test for means and proportions,</li> <li>• T-test, one sample, two independent t-test, matched pairs test.</li> <li>• Nonparametric tests</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Berenson, Mark L., David M. Levine and Timothy C. Krehbiel.(2005): Basic Business Statistics, 10th ed. Prentice-Hall</li> <li>❖ H kvanli ,Concies Managerial Statistics, anlan,2006</li> <li>❖ Ronarld .M.Wisers Introduction to businessStatistics, 2010</li> </ul>

<b>Course Title</b>	<b>Organizational behaviour</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The objective of this course is to acquaint students with an understanding of the structure and function of human behaviour in organizations. This will include a combination of lectures, tutorials and discussions that will convey organizational behaviour concepts in the content of everyday work experience.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• individual behaviour, values and personality</li> <li>• perception and learning in organizations</li> <li>• motivation in the workplace and application</li> <li>• Group formulation</li> <li>• Conflict resolution</li> </ul>
<b>References</b>	❖ Organizational Behavior by Robbins Stephen. And Timothy A. Judge 12 <sup>th</sup> edition Prentice Hall

<b>Course Title</b>	<b>Principles of Finance</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This is an introductory course in business finance with the main focus on the nature of the main financial decisions namely, the investment and financing decisions. The main objective of this course is to equip the students with the basic concepts of finance and the functions of financial management in business organizations.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Nature and fields of finance</li> <li>• The objective of the firm</li> <li>• Different forms of business organizations</li> <li>• The objectives of financial management,</li> <li>• Nature and analysis of financial statements</li> <li>• Financial planning</li> <li>• Time value of money,</li> <li>• Risk &amp; return,</li> <li>• Valuation of bonds</li> <li>• Valuation of stocks,</li> <li>• Techniques of capital budgeting under certainty,</li> <li>• Sources and cost of capital.</li> <li>• Working capital management. .</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• R.A. Brealey, S.C. Myers and F. Allen, Principles of Corporate Finance, McGraw-Hill, latest edition,</li> <li>• James Van Horne and John Wachowicz, Fundamentals of Financial Management, latest edition-Prentice Hall.</li> </ul>

<b>Course Title</b>	<b>Principles of Insurance</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is about the principles of insurance which give the students general review about the main concepts in insurance and provides students with the different types of insurance and insurance companies as well as the concept and types of risk and risk management techniques.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Definitions</li> <li>• Types of risks</li> <li>• Risk management</li> <li>• The history of insurance</li> <li>• Insurance contract</li> <li>• Fire insurance</li> <li>• Marine insurance</li> <li>• Assets insurance</li> <li>• Car insurance</li> <li>• Health insurance</li> <li>• Social insurance</li> <li>• Islamic insurance (takafull)</li> <li>• Reinsurance</li> <li>• Revision</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Kenneth Hatten and Mary Louis Hatten -Principle of Insurance – Prentice-Hall 2011</li> <li>❖ Internet website in insurance</li> <li>❖ Taseer H. Treky dictionary of insurance terms-English /Arabic – London Withrey and Co 2014</li> </ul>

<b>Course Title</b>	<b>Cost Accounting</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This is a course intended to develop an in-depth understanding of what is cost, elements of cost and cost allocation methods. This course caters for students who want to become accountants as well as ones who want to understand the usage of cost information in decision making.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to cost accounting-</li> <li>• The Frame Work of Cost Accounting .</li> <li>• Element of cost</li> <li>• Cost classification</li> <li>• Cost allocation</li> <li>• Cost statements</li> <li>• Materials Costing .</li> <li>• Labour Costing</li> <li>• Overheads</li> <li>• Relevant cost for decision .</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Cost Accounting a managerial emphasis 14<sup>th</sup> edition-2012- Horngren- Datar and Rajan</li> </ul>

<b>Course Title</b>	<b>Management Information Systems</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The objective of this course is to provide a foundation to prepare students, as future managers, to play leading roles in the application and management of IT. Students will build a basic understanding of information systems for business operations, management decision making and strategic advantage. Hopefully, by the course's end, the students would have increased their analytical skills as they would learn to solve cases of real-world problems related to some chapters.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Managing the Digital Firm.</li> <li>• Information System in the Enterprise.</li> <li>• IS, Organizations, Management &amp; Strategy.</li> <li>• The Digital Firm: E-Commerce &amp; E-Business.</li> <li>• Managing Hardware Assets.</li> <li>• Managing Software Assets.</li> <li>• Managing Data Resources.</li> <li>• Telecommunications and Networks.</li> <li>• The Internet &amp; the New Information.</li> <li>• Technology Infrastructure.</li> <li>• Redesigning the Organization with IS.</li> <li>• Understanding the Business Value of Systems.</li> <li>• Enhancing Management Decision Making.</li> </ul>
<b>References</b>	❖ Laudon, K. & Laudon, J., Management Information Systems: Organization and Technology in the Networked Enterprise, 6 <sup>th</sup> ed., Prentice Hall

<b>Course Title</b>	<b>Managerial Economics</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course aims to provide candidates with an introduction to economics as a foundation study in business, focusing on macroeconomics and introducing international economics. Business managers need to be aware of the economic environment in which they work, and the impact this environment has on their decision-making. Topics such as demand and supply, fiscal and monetary policy, and international trade will be some of the issues covered
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Demand,</li> <li>• Costs and market structure</li> <li>• Utility theory</li> <li>• Pricing under different market structure</li> <li>• Product choice and resource allocation;</li> <li>• Behaviour of industrial organizations;</li> <li>• Agency theory, Investment and risk analysis</li> <li>• Macroeconomic policies as they affect the business environment.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Luke M. Froeb , Brian T. McCann, Michael R. Ward, Mike Shor 2015. Managerial Economics 4th Edition</li> <li>❖ William F. Samuelson, Stephen G. Marks Managerial Economics 8th Edition. 2014</li> </ul>

<b>Course Title</b>	<b>Operations Research</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The purpose of this course is to familiarize students with the basic concepts of operations research and provide students with the basic techniques of the discipline. Moreover, the course trains students on the business applications of operations research techniques with the help of selected computer packages.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Definition of Operation Research</li> <li>• Rise and Development of Operation Research</li> <li>• Scope of Operation Research</li> <li>• Techniques of Operation Research</li> <li>• Methodology of Operation Research</li> <li>• Definition of Linear Programming</li> <li>• Stages of Linear Programming</li> <li>• Construction of Linear Programming Models</li> <li>• Solving Linear Programming Models (Graphical Method)</li> <li>• Solving Linear Programming Models (Simplex Method)</li> <li>• Dynamic programming</li> <li>• Integer programming</li> <li>• Transportation Models:</li> <li>• Assignment Models</li> <li>• Project Scheduling: Basic Concepts</li> <li>• The Critical Path Method (CPM)</li> <li>• Project Evaluation and Review Technique (PERT)</li> <li>• Using WINQSB Software</li> <li>• Markov Techniques</li> <li>• Queuing Models</li> <li>• Inventory management</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Gupta, P. K. and Hira, D. S., Operations Research, S. Chand &amp; Company LTD, 1999.</li> <li>❖ Gupta, P. K. and Hira, D. S., Problems in Operations Research (Principles and Solutions, S. Chand &amp; Company LTD, 1998.</li> <li>❖ Taha, H. A., Operations Research: An Introduction, 5th Edition, Macmillan Publishing Company, 1992.</li> <li>❖ Winston, W. L., Operations Research Applications and Algorithms, 2nd Edition, PWS-Kent Publishing Company, 1991.</li> </ul>



<b>Course Title</b>	<b>Managerial Accounting</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This is an introductory course intended to develop an understanding of the basic managerial accounting techniques in planning, controlling and performance evaluation. This course cater for students who want to become accountants as well as ones who want to understand basic techniques to provide accounting information for decision making
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The nature of managerial accounting</li> <li>• Cost Management Concepts and Cost Behaviour</li> <li>• Cost-Volume-Profit Relationships.</li> <li>• Break Even Analysis,</li> <li>• Manufacturing and Buying decisions,</li> <li>• Standard cost and variance analysis</li> <li>• Job Order Costing and process costing</li> <li>• Budgetary control</li> <li>• Variance Analysis</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Garrson E et al (2011): Managerial Accounting ,14<sup>th</sup>edition</li> <li>❖ Introduction to Management Accounting 16th Editionby Charles T. Horngren ,Gary L.), Jeff O. Schatzberg, Sundem 2011</li> <li>❖ Principles of Management Accounting , manmohan parsad and kamina Sinha 1990</li> </ul>

<b>Course Title</b>	<b>Financial Institutions</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The main concentration of this course relate to the function of the central bank and the main functions of financial institutions. The course introduces students to the non –banking financial companies and the importance and structure of the financial markets. It explains the deference between the Islamic banks and the traditional banks
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction the course</li> <li>• Types of financial institutions</li> <li>• The main functions of financial institutions</li> <li>• The central bank</li> <li>• Commercial banks</li> <li>• Specializes banks</li> <li>• Islamic banks</li> <li>• Investment banks</li> <li>• Saving banks</li> <li>• Micro finance banks</li> <li>• Non –banking financial companies</li> <li>• Leasing</li> <li>• Financial markets</li> <li>• Mutual fund</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ John A.PEARCE and Richard robinson/Financial institutions. (latest ed.)</li> <li>❖ Anthony Saunders and Marcia Cornett (2013): Financial Institutions Management: A Risk Management Approach (McGraw-Hill/Irwin Series in Finance, Insurance.</li> </ul>

<b>Course Title</b>	<b>Production and Operations Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	The main objectives of this course are to provide students with understanding of the relationship between operations management and productivity and explaining the importance of and how to develop an operations strategy to achieve a competitive advantage.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Introduction to production and operations management</li> <li>• competitive advantage</li> <li>• Manufacturing processes, location strategies and facility Layout</li> <li>• Service processes and waiting lines</li> <li>• Quality management</li> <li>• Lean manufacturing</li> <li>• Demand management and forecasting</li> <li>• Aggregate sales and operational planning</li> <li>• Inventory control</li> <li>• Material requirements planning</li> <li>• Scheduling</li> <li>• Maintenance and reliability activities</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Jay Heizer and Barry Render : Operations Management, (latest Edition)</li> <li>❖ Jacobs, F. R., &amp; Chase, R. B. (2018). Operations and supply chain management. (15th ed.). Boston, MA: McGraw-Hill Education.</li> </ul>

<b>Course Title</b>	<b>Business Entrepreneurship</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course aims at providing students with skills, values, and attitudes needed for success as an entrepreneur whether starting a new venture from scratch, joining or acquiring an existing business, or creating a new venture inside a larger organization. The primary activity is the development of a comprehensive business plan. Students should be able to identify the entrepreneurial mindset, characteristics, competencies and ethics
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Entrepreneurship and Creativity</li> <li>• Entrepreneurial Assessment</li> <li>• Starting Your Own Business</li> <li>• Business Plan Development</li> <li>• Business Plan Writing</li> <li>• Presenting the Business Plan</li> <li>• Business Problem - Solving for the Entrepreneur</li> <li>• Marketing Plan Development</li> <li>• Financing entrepreneurial operations</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Essentials of entrepreneurship and small business management (6<sup>th</sup> edition)by Norman M. Scarborough (Jan 13, 2010)</li> <li>❖ Bruce R. Barringer and Duane Ireland (Oct 27, 2011): Entrepreneurship: Successfully Launching New Ventures (4th Edition)</li> </ul>

<b>Course Title</b>	<b>Research Methodology</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is expected to cover the main concepts of scientific research and the essential skills of undertaking research in the different fields of business management. The main objective of this course is to strengthen the capabilities and the skills of students in undertaking and conducting individual and group research in a more scientific manner.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• What is research and what is scientific research</li> <li>• Research methods and research methodology</li> <li>• Nature of research: Descriptive, exploratory, explanatory</li> <li>• Qualitative and quantitative research</li> <li>• Research design and approach</li> <li>• Research process: Problem definition and literature review</li> <li>• Sampling techniques.</li> <li>• Methods of data collection.</li> <li>• Data analysis</li> <li>• Documentation: citation and referencing</li> <li>• Ethics in research.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Uma Sekaran and Roger Bougie (Apr 8, 2013): Research Methods for Business: A Skill-Building Approach</li> <li>❖ Saunders, M., Lewis, P., Thornhill, A., (2012), Research Methods for Business Students, Financial Times Press, Pearson, London</li> </ul>

<b>Course Title</b>	<b>Strategic Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course focuses on some of the important current issues in strategic management. It will concentrate on modern analytical approaches and on enduring successful strategic practices. It is consciously designed with a technological and global outlook since this orientation in many ways highlights the significant emerging trends in strategic management. The course is intended to provide the students with a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Competitive advantage</li> <li>• Structure and strategy</li> <li>• Strategy and internal and external environments</li> <li>• Corporate level strategy</li> <li>• Business level strategy</li> <li>• Leading strategic change</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Mason A. Carpenter and Gerard Sanders, (2007) Strategic Management: A Dynamic Perspective. Latest edition Prentice Hall,</li> </ul>

### C- Accounting Specialization Requirements:

<b>Course Title</b>	<b>Advanced Financial accounting 1</b>
<b>Credit hours</b>	3
<b>Course content/ Course Objectives:</b>	This class will prepare students to manage report, interpret, and analyze financial data as well as help them to develop the skills necessary to understand the accounting. To equip the student with the latest tools and techniques in advance accountancy
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Review of accounting for specialized transactions</li> <li>• Accounting for branches</li> <li>• Hire purchase accounts.</li> <li>• Accounting for leasing</li> <li>• The financial statements of limited companies: profit and loss accounts, related statements and notes</li> <li>• The financial statements of limited companies: balance sheets</li> <li>• Interpretation of financial statements</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Theodore Christensen, David Cottrell and Richard Baker :Advanced Financial Accounting ( 2013)</li> <li>❖ Floyd A. Beams, Joseph H. Anthony, Bruce Bettinghaus, Kenneth Smith Pearson Education, 19 Jan 2017 ; Advanced Accounting.</li> <li>❖ Craig D. Shoulders, Floyd A. Beams, John A. Brozovsky, Craig G. Shoulders Prentice Hall, 2000; Advanced Accounting.</li> </ul>

<b>Course</b>	<b>Corporate Finance</b>
<b>Credit hours</b>	3
<b>Course description</b>	This course stresses on the modern fundamentals of corporate financial decision making with special reference to investment, financing and dividend distribution. The course focuses on the basic concepts, issues, and techniques for efficient and effective operations. It also describes how the corporation in the business environment appraises investment opportunities and explores the different sources of financing.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to corporate finance</li> <li>• Time value of money</li> <li>• Discounting methods and NPV</li> <li>• Valuation of financial securities</li> <li>• Capital budgeting</li> <li>• Real options analysis</li> <li>• Capital budgeting under Uncertainty</li> <li>• Return and risk</li> <li>• Risk and diversification</li> <li>• The Cost of capital and project evaluation</li> <li>• Capital structure</li> <li>• Dividend policy</li> <li>• Mergers &amp; Acquisitions</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Hillier, Ross, Westerfeld, Jaffe, and Jordan, Corporate Finance, 3rd European Edition Ed, McGraw-Hill Irwin, 2016.</li> <li>❖ Brealey/ Myers. Principles of Corporate Finance.6th Edition.</li> </ul>

<b>Course Title</b>	<b>Human Resource Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The primary objective of this course is to orient students that managing human resources at the work place is a matter of central concern to all types of managers in whatever type of organization. Students by the end of this course should gain great knowledge and practice the techniques of managing HR.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Hr planning</li> <li>• Job design</li> <li>• Recruitment and selection</li> <li>• Training and development</li> <li>• Appraisal programs</li> </ul>
<b>References</b>	❖ Human resource management by Robbins latest edition

<b>Course Title</b>	<b>Taxation accounting</b>
<b>Credit hours</b>	3
<b>Course description</b>	This course includes definition of the rules and accounting systems of Tax in the light of the income tax and their application in Sudan. The aim of this course is for you to understand and be able to apply relevant Australian tax legislation, cases, rulings and principles, to the solution of typical tax-related professional problems.
<b>Course content</b>	<ul style="list-style-type: none"> <li>• The concept of properties and tax goals</li> <li>• The difference between the tax and zakat</li> <li>• The difference between tax evasion and double taxation</li> <li>• The structure and properties of the tax system in Saudi Arabia</li> <li>• Fines under the new tax system</li> <li>• tax accounting rules on the activity of the liberal professions and crafts</li> <li>• deduction denial regimes; tax treatment of trading stock;</li> <li>• Business profit tax</li> <li>• Capital gains tax</li> <li>• VAT</li> <li>• Free professions tax</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Gerald E. Whitten burg, Martha Altus- Buller, Income Tax Fundamentals, South- Western Centgage Learning, 5191 Natorp Boulevard. ISBN-10-1-4390-4409-0</li> <li>❖ Sudan Income Tax Act 1986-</li> <li>❖ ASCCA – SudanTarig Ramadan (2007) : Western Muslim and the future Of Islam” Oxford university press , 1”St edition .</li> </ul>

<b>Course Title</b>	<b>Advanced Financial Accounting 2</b>
<b>Credit hours</b>	3
<b>Course description</b>	This course is concerned with the accounts and financial statements of limited companies. It considers how various accounting transactions should be entered in the books and how the financial statements should be presented, including the requirements of the Companies Acts and of accounting standards
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Limited companies: general background</li> <li>• The issue of shares and debentures</li> <li>• Companies purchasing and redeeming their own shares and debentures</li> <li>• Limited companies taking over other businesses</li> <li>• Taxation in company financial statements</li> <li>• Group financial statements: an introduction</li> <li>• Consolidation of balance sheets: basic mechanics</li> <li>• Consolidation of the financial statements of a vertical group of Companies</li> <li>• Consolidated profit and loss accounts</li> <li>• Contract accounts</li> <li>• Intercompany transactions</li> <li>• Dividend by subsidiary from pre-acquisition profit</li> <li>• Bonus shares issued by subsidiary</li> <li>• Inter-company billing by parent to subsidiary for group charges.</li> <li>• Preference shares and debentures</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Theodore Christensen, David Cottrell and Richard Baker :Advanced Financial Accounting ( 2013)</li> <li>❖ Floyd A. Beams, Joseph H. Anthony, Bruce Bettinghaus, Kenneth Smith Pearson Education, 19 Jan 2017 ; Advanced Accounting.</li> <li>❖ Craig D. Shoulders, Floyd A. Beams, John A. Brozovsky, Craig G. Shoulders Prentice Hall, 2000; Advanced Accounting..</li> </ul>

<b>Course Title</b>	<b>Accounting for Government and Not for Profit Organizations</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course focuses on the development and use of financial information as it relates to governmental and not-for-profit entities. The course coverage includes identifying and applying appropriate accounting and reporting standards for governments and private not-for-profit organizations, preparing fund basis and government-wide statements for state and local governments, preparing financial statements for private not-for-profit organizations, using nonfinancial performance measures to evaluate governmental and not-for-profit entities, and describing auditing requirements for these entities.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• An overview of financial reporting for non-business entities. Distinguish between private and public sector organizations.</li> <li>• An overview of the contents of a governmental financial report.</li> <li>• Define the governmental reporting entity.</li> <li>• Illustrate the basic financial statements for a state or local government.</li> <li>• Basic accounts used by governmental funds.</li> <li>• Identify the recognition criteria for revenues and expenditures under the modified accrual basis.</li> <li>• Apply fund balance classifications for governmental funds.</li> <li>• Prepare journal entries for the expenditures cycle using both budgetary and activity accounts.</li> <li>• Modified accrual basis of accounting in the recording of typical transaction of a General or special revenue fund.</li> <li>• Customs and excise duties accounting</li> </ul>
<b>References</b>	❖ Paul A. Copley,Essentials of Accounting for Governmental and Not-for-Profit Organizations, <b>10/e</b> ; James Madison University

<b>Course Title</b>	<b>Zakat accounting</b>
<b>Credit hours</b>	<b>3</b>
<b>Course description</b>	This course includes definition of the rules and accounting systems of Zakat, as well as the foundations and accounting systems of Zakat system and and their application in Sudan
<b>Course content</b>	<ul style="list-style-type: none"> <li>◆ What is Zakat</li> <li>◆ Characteristics of Zakat</li> <li>● Main difference between Zakat and Taxes</li> <li>● Accounting for cash Zakat</li> <li>● Accounting for Zakat crops and fruits</li> <li>● Accounting for Zakat gain work</li> <li>● Accounting for Zakat liberal professions and crafts</li> <li>● Accounting for Zakat livestock</li> <li>● Accounting for Zakat exploited</li> <li>● How to accounting for Zakat Trade Offers (individual enterprises - companies people - funds) companies</li> <li>● work procedures relating to the interests of the Zakat and Income (filing the return - examination - link - objection – Appeal(</li> <li>● Zakat on Offers of Trade .</li> <li>● Zakat on Agricultural Wealth</li> <li>● Zakat on Work’s Earning akat on Animal Wealth</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Muhammad S. Hafez ZAKAT: The Islamic Taxation: A Gateway to Reform Global Economy (2011)</li> <li>❖ Kahf, M. (2000), “Zakah management in some Muslim societies”, Background Paper No. 11, Islamic Development Bank Islamic Research and Training Institute, Jeddah.</li> <li>❖ Sudan Income Zakat Act 1986-</li> <li>❖ ASCCA – Sudan Tarig Ramadan (2007) : Western Muslim and the future Of Islam” Oxford university press , 1”St edition .</li> </ul>



<b>Course Title</b>	<b>Audit I</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is an introduction to, and overview of auditing concepts and techniques. Emphasis is placed on concepts and techniques applicable to the integrated audits of financial statements and internal controls over financial reporting performed by independent Certified Public Accountants. Its purpose is to furnish students with the main objectives and the types of auditing, the ethics of the profession and internal control systems
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to auditing</li> <li>• The Audit function</li> <li>• Reasons for auditing</li> <li>• Audit objectives</li> <li>• The environment of auditing</li> <li>• Types of audit</li> <li>• Professional standards,</li> <li>• Professional ethics,</li> <li>• legal liabilities</li> <li>• Audit evidence,</li> <li>• Audit procedures,</li> <li>• Audit Documentation</li> <li>• Internal control</li> <li>• Audit sampling</li> <li>• Audit reports</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Basu – 2010; Fundamentals of Auditing</li> <li>❖ International Financial Reporting Standards (IFRS</li> <li>❖ IFRS Essentials by Dieter Christian &amp; Norbert Lüdenbach;</li> <li>❖ Wiley IFRS: Interpretation and Application of International Financial Reporting Standards Paperback by Bruce Mackenzie</li> </ul>

<b>Course Title</b>	<b>Islamic Banking and Finance</b>
<b>Credit hours</b>	3
<b>Course Description/Objectives</b>	This course focuses on Islamic banking and finance and comparing it with the conventional financial system. Moreover, the course covers the various modes of Islamic finance and investment and the techniques of risk management in Islamic financial institutions.
<b>Course content</b>	<ul style="list-style-type: none"> <li>• Basis of Islamic Banking and Finance</li> <li>• Origins and historical overview of Islamic banking and finance</li> <li>• Components of the Islamic Banking and Finance Industry</li> <li>• Lawful earning under the Shariah</li> <li>• Islamic contract law</li> <li>• Classifications of contract in Islamic Law</li> <li>• Forbidden contracts in Islamic transactions: Riba and Bay' al-Gharar</li> <li>• Sources and uses of funds by Islamic Banks</li> <li>• Concept of exchange-based contracts</li> <li>• Murabahah (cost-plus or mark-up sale)</li> <li>• Istisna' (manufacturing contract)</li> <li>• Salam or Bay al-Salam (forward sale)</li> <li>• Bay al-Dayn (sale of debt) - Bay al-Inah (sale with immediate repurchase)</li> <li>• Tawriq (securitization)- Sarf (sale of currency) - Tawarruq (cash financing or reverse Murabahah)</li> <li>• Concept of service-based contracts: Ijarah - Ujrah (Fees) - Ju'alah (Reward)</li> <li>• Partnership contracts in Islamic finance</li> <li>• The concept of equity-based contracts</li> <li>• Supporting contracts- Hawalah (transfer of debt) - Rahn (collateral)- Muqasah (offsetting)</li> <li>• Kafalah (guarantee) - Wakalah (agency)- Wadi'ah (safekeeping)</li> <li>• Islamic asset and fund management</li> <li>• Sukuk (Islamic Bonds)</li> <li>• Risk management in Islam</li> </ul>
<b>References</b>	❖ M. Kabir Hassan, Rasem N. Kayed and Umar A. Oseni: Introduction to Islamic Banking & Finance Principles and Practice, Pearson Education Limited

<b>Course Title</b>	<b>Advanced Managerial Accounting</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This is an in-depth study of management accounting and by the end of the course students should be able to use managerial accounting techniques in planning , controlling and decision making
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Decision making and control,</li> <li>• Opportunity cost of capital,</li> <li>• Cost allocation in theory and practice,</li> <li>• Standard Costs</li> <li>• Variance Analysis,</li> <li>• Activity based costing</li> <li>• Balanced Score card</li> <li>• Quality and Time management,</li> <li>• Transfer pricing,</li> <li>• Systems of performance measurement and reward.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Anthony Atkinson and others: Managerial Accounting: Information for Decision Making, Strategy Execution (6th, ed.) 2011.</li> <li>❖ Robert S. Kaplan, Anthony A. Atkinson – 2013; Advanced Management Accounting</li> </ul>

<b>Course Title</b>	<b>Accounting for Banking and Insurance Companies</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The objective of this course is to introduce students to the accounting systems in financial Institutions and the accounting treatment of their operations with special emphasis on commercial banks and insurance companies.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Legal framework of financial reporting,</li> <li>• Annual reports of financial institutions,</li> <li>• Accounting in banks: Legal framework, risks measurement and disclosure,</li> <li>• Bank's capital adequacy (Basel II and Basel III),</li> <li>• Bank's performance analysis,</li> <li>• Accounting in insurance companies: Legal framework,</li> <li>• Accounting for insurance contracts,</li> <li>• Risk disclosure,</li> <li>• Insurance company's capital adequacy (Solvency II),</li> <li>• Insurance company's performance analysis,</li> <li>• Accounting for mutual fund and</li> <li>• Financial reporting and ethics.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Stephen G. Ryan (2007): Financial Instruments and Institutions: Accounting and Disclosure Rules.</li> <li>❖ Paul Sanchez Financial Managers Society, Incorporated, 2009; Accounting Basics for Community Financial Institutions</li> </ul>

<b>Course Title</b>	<b>International Comparative Accounting</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course offers an introduction to international differences in accounting practices and regulation, to the causes of such differences and to the attempts by the European Union and the International Accounting Standards Committee to achieve greater comparability of financial statements. Regulatory frameworks and accounting practices in a number of selected countries will be examined in details.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Causes and examples of international differences,</li> <li>• International classification of financial reporting,</li> <li>• International harmonization,</li> <li>• Financial reporting by groups using IFRS OR US GAAP,</li> <li>• Financial reporting in Western Europe and Japan</li> <li>• Group accounting,</li> <li>• Islamic accounting Standards:</li> <li>• Foreign currency translation</li> <li>• Segment reporting.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Christopher Nobes and Robert B Parker: Comparative International Accounting, 12/E, 2012.</li> <li>❖ CTI Reviews - 2016 -Comparative International Accounting: Business, Business</li> <li>❖ International Financial Reporting Standards (IFRS)</li> </ul>

<b>Course Title</b>	<b>Accounting Theory</b>
<b>Credit hours</b>	3
<b>Course description/objectives:</b>	This course explores some of the theoretical issues that underlie the discipline of financial accounting and some of the practical consequences of these issues.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• The role of accounting theory</li> <li>• The concepts, principles and procedures that have been part of the elaborations of the foundations for accounting</li> <li>• Accounting under ideal conditions</li> <li>• The interplay between accounting theory and practice</li> <li>• Decision usefulness approach to financial reporting</li> <li>• Efficient securities markets</li> <li>• The information approach to decision usefulness</li> <li>• The measurement approach to decision usefulness</li> <li>• Economic consequences and positive accounting theory</li> <li>• An analysis of conflict</li> <li>• Conflict between contracting parties</li> <li>• Standard setting</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Scott,W,R.(2012), financial accounting theory(6th ed.) . Toronto: Pearson Education Canada</li> </ul>

<b>Course Title</b>	<b>Oil &amp; Gas Accounting</b>
<b>Credit hours</b>	3
<b>Course description/objectives:</b>	Oil & gas accounting delves into acquisition, exploration, development, and production activities, covering many industry – specific accounting issues. Topics covered include the successful efforts method , full cost method ,reserve reporting , the unit of production method ,severance taxes ,take – or pay arrangement, transfer of mineral interests , and joint interest accounting as well as industry – specific controls that should be installed .In short , this is the essential oil and gas desk reference for the accountant .
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Overview of oil and gas operations and gas accounting</li> <li>• successful Efforts method</li> <li>• full cost method</li> <li>• Depreciation ,Depletion , and Amortization</li> <li>• Accounting for production costs</li> <li>• Revenue accounting</li> <li>• Reserve reporting</li> <li>• Transfers of mineral interests</li> <li>• Joint interest Accounting</li> <li>• interest capitalization</li> <li>• Asset retirement and Environmental obligation</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Brock ,Carnes ,justice , Molly McDonald -Ogden (2007) :petroleum accounting :principle ,procedures and issues . North taxes State university ,1edition .ISBN – 9780940966260 .</li> <li>❖ Horace R . Brock, Dennis R. Jennings (1996): Petroleum Accounting, ISBN- 9781557383389.</li> </ul>

<b>Course Title</b>	<b>Audit II</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is a continuation of the Auditing1 course. The focus of the course is on the applied side of auditing and it aims to acquaint students with the different approaches to auditing and application.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Statistical sampling,</li> <li>• Auditing computerized accounting systems,</li> <li>• The purchase process,</li> <li>• Auditing current assets, fixed assets, current and long term liabilities and wages and salaries accounts,</li> <li>• International regulatory frameworks for audit and assurance services</li> <li>• Money laundering,</li> <li>• Professional and ethical considerations,</li> <li>• Governmental auditing standards and Reporting on Pro Forma Financial Information.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Auditing: A Risk-Based Approach, 9th ed, Johnstone, Gramling and Rittinberg: Publisher: cengage learning</li> <li>❖ D. P. Dube, Ved Prakash Gulati - 2005 - Information System Audit and Assurance.</li> </ul>

<b>Course Title</b>	<b>Accounting Information Systems</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course applies the practical application of accrual basis accounting through the use of accounting software, learner will gain experience in integrated software designed to handle general ledger, accounts payable, accounts receivable, financial statement analysis and other accounts. Students will explore various topics in AIS to understand and use technologies in decision making in specialized areas of the accounting profession
<b>Course contents</b>	<ul style="list-style-type: none"> <li>• Introduction to the Information System</li> <li>• information systems in business</li> <li>• functions of information systems</li> <li>• Modeling Business Processes</li> <li>• Limitations of traditional accounting information Architecture</li> <li>• Systems Analysis and Design of a Business Event-Driven system</li> <li>• Business and Information process rules, Risks, and controls</li> <li>• Information systems controls for system reliability</li> </ul>
<b>References</b>	❖ Romney, M.B.&Steinbart,P.J.(2012) Accounting information systems(12th ed.). Upper Saddle River, NJ: Person/ Prentice Hall.

<b>Course Title</b>	<b>Research Project</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The course focuses on the analysis of business problems and the use of scientific research as a problem-solving tool. This encompasses the understanding and application of appropriate research designs, research statistics, and the use of the computer for data analyses, and report writing and presentation. Students are assigned to complete exercises expected to invigorate their understanding on topics discussed in the lectures
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Syllabus and Introduction to research</li> <li>• Scientific investigation</li> <li>• The research process: Steps 1 to 3: problem definition</li> <li>• The research process: Steps literature review</li> <li>• The research process: hypotheses development</li> <li>• Measurement of variables</li> <li>• Measurement: Scaling, reliability, validity</li> <li>• Data collection methods</li> <li>• Sampling</li> <li>• Data analysis and interpretation</li> <li>• The research report</li> <li>• Citation and referencing</li> </ul>
<b>References</b>	❖ Sekaran, U: Research methods for business: A skill building approach, John Wiley and Sons, Inc. New Jersey (latest edition)

## D. Business Administration Specialization Requirements

<b>Course Title</b>	<b>Marketing Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course gives the students the main concepts in marketing and explores the main functions of marketing management and the environment in which marketing activities take place and explain the marketing mix and the main the differences between the marketing of services and marketing of goods
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The role and understanding of marketing</li> <li>• The marketing environment</li> <li>• The marketing process?</li> <li>• Consumer value and satisfaction</li> <li>• Different types of markets: consumer markets, b2c, industrial markets, b2b, service markets.</li> <li>• Market analysis.</li> <li>• B2c markets and consumer buying behaviour</li> <li>• Services Marketing research</li> <li>• Marketing management in Emerging markets: The impact of Emerging markets on marketing development</li> <li>• Operational marketing</li> <li>• Strategic Marketing</li> <li>• Contemporary marketing practices</li> </ul>
<b>References</b>	❖ Kotler .P.Armstrong .G.(2012) Principles of marketing (14ed)Global Edition :Pearson

<b>Course</b>	<b>Corporate Finance</b>
<b>Credit hours</b>	3
<b>Course description</b>	This course stresses on the modern fundamentals of corporate financial decision making with special reference to investment, financing and dividend distribution. The course focuses on the basic concepts, issues, and techniques for efficient and effective operations. It also describes how the corporation in the business environment appraises investment opportunities and explores the different sources of financing.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to corporate finance</li> <li>• Time value of money</li> <li>• Discounting methods and NPV</li> <li>• Valuation of financial securities</li> <li>• Capital budgeting</li> <li>• Real options analysis</li> <li>• Capital budgeting under Uncertainty</li> <li>• Return and risk</li> <li>• Risk and diversification</li> <li>• The Cost of capital and project evaluation</li> <li>• Capital structure</li> <li>• Dividend policy</li> <li>• Mergers &amp; Acquisitions</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Hillier, Ross, Westerfeld, Jaffe, and Jordan, Corporate Finance, 3rd European Edition Ed, McGraw-Hill Irwin, 2016.</li> <li>❖ Brealey/ Myers. Principles of Corporate Finance.6th Edition.</li> </ul>



<b>Course Title</b>	<b>Human Resource Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The primary objective of this course is to orient students that managing human resources at the work place is a matter of central concern to all types of managers in whatever type of organization. Students by the end of this course should gain great knowledge and practice the techniques of managing HR.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Hr planning</li> <li>• Job design</li> <li>• Recruitment and selection</li> <li>• Training and development</li> <li>• Appraisal programs</li> </ul>
<b>References</b>	❖ Human resource management by Robbins latest edition

<b>Course Title</b>	<b>Change Management and Organizational Development</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is designed to provide students with a conceptual framework addressing the strategic importance of managing change and organization development (OD) in various agencies, human service organizations, community organizations and other settings. This course introduces students to the concept of organizational development and change. It draws on a number of related disciplines to explain how organizations evolve, & develop over time. The course focuses on the dynamics of participation among organizational environments, members & groups as major sources of attaining organizational survival & advancement. It emphasizes the importance & the imperative need for change & continuous initiatives to improve organizational position & performance in business industry.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The concept &amp; attributes of organization development.</li> <li>• The challenges of managing change and OD.</li> <li>• Historical overview and assumptions about the nature of employee behavior and motivation and implications for managing change and OD</li> <li>• Leaders as change agents</li> <li>• Phases of change.</li> <li>• Planned change strategies.</li> <li>• Models of Organizational Change</li> <li>• Organizational, groups &amp; individuals Resistance to change.</li> <li>• Strategies for Implementing Change</li> <li>• Approaches to introducing organizational change.</li> <li>• Evaluating Organizational Change</li> <li>• Culture and Change</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Brown, D. R. (2011). An experiential approach to organization development (8th. Ed.). NJ: Prentice-Hall</li> <li>❖ French, W. L., Bell, C. H. &amp; Zawacki, R. A. (Eds.). (2005). Organization development and transformation: Managing effective change (6th. Ed.). Boston: Irwin McGraw-Hill.</li> </ul>

<b>Course Title</b>	<b>Project Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	To deliver a project successfully, it's important to start by a clearly identifying what the project is and what its outcome will be. To learn how step by step to plan, scope. Schedule, cost and manage project from the beginning to end.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The characteristics of project</li> <li>• Identify skills necessary to manage a project</li> <li>• The features of the project</li> <li>• The process of the project</li> <li>• Project planning process</li> <li>• Scope, scheduling and costing a project</li> <li>• Potential project input and risks</li> <li>• Project internal and external stakeholder</li> <li>• Effective project team</li> <li>• Effective communication with team and project stakeholder</li> <li>• Measure the progress of project</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Project management absolute beginners by Georgary Horine</li> <li>❖ Project management by Horid Kernzer.</li> <li>❖ Guide to project management by Paul Roberts.</li> </ul>

<b>Course Title</b>	<b>E-Commerce</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course explores what an e-business is and how it is managed. E-commerce is an interdisciplinary topic encompassing both business and technology. Basic business aspects and applications throughout the business world include commercial business, government, education, and health services. The major characteristics, opportunities and limitations of this form of business are explored. Students study various issues and risks that exist in the rapidly changing world of e-commerce.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Internet Consumers and Market Research</li> <li>• B2B</li> <li>• E-marketing</li> <li>• E-retailing</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ E-Business and E-commerce management: strategy, implementation and practice (4<sup>th</sup> edition)</li> </ul>

<b>Course name</b>	<b>Marketing research</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	<p>This course is designed with the following goals:</p> <p>1/ Enable students to collect to use and to analyze marketing information for the purpose of improved decision making in marketing management</p> <p>2/ Equip students with a methodological background</p> <p>3/ Apply facilitation skills in conducting qualitative research</p>
<b>Course contents:</b>	<ul style="list-style-type: none"> <li>• The role of marketing research in management</li> <li>• Types of research</li> <li>• Primary and secondary data</li> <li>• The concept of measurement attitude and scales</li> <li>• Sampling issues</li> <li>• Data processing and data analysis</li> <li>• Communicating the research results</li> <li>• Research Ethics</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Jones and George latest edition: marketing research, Mc Graw Hill.</li> <li>❖ Other references :</li> <li>❖ Management by Koontz latest edition</li> <li>❖ Management by Stephen p. Robbins and Mary Coulter latest edition</li> </ul>

<b>Course Title</b>	<b>Negotiation Skills and Conflict Management</b>
<b>Credit hours</b>	3
<b>Course description and Objectives</b>	The course is aimed at developing analytical and communication skills that are necessary for successful business negotiations. The course combines both theoretical knowledge of leading negotiation scholars and practical experience through learning by doing. Understand conflict management and how it is used and the use of techniques to take the emotional response out of the conflict.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Conflict management definition</li> <li>• Main sources of conflict</li> <li>• Understanding types of conflict and typical causes</li> <li>• Understand difference approaches to conflict management</li> <li>• Inter-group conflict</li> <li>• Tools of conflict analysis</li> <li>• Identify your personal conflict management style</li> <li>• Determine the best approach to each of the conflict management styles</li> <li>• Positive and negative emotions in conflict</li> <li>• Separating people from the problem</li> <li>• Preparing the negotiations process</li> <li>• Types of negotiation</li> <li>• Administrative arrangements</li> <li>• Purpose of negotiation</li> <li>• Negotiation strategies and processes</li> <li>• Stages of negotiation</li> <li>• Negotiation strategies and styles</li> <li>• The four pillars of a negotiation</li> <li>• Conflict resolution &amp; negotiation steps</li> <li>• Behaviour and conduct during negotiations</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Thompson, L. L. (2012). The mind and heart of the negotiator. Upper Saddle River: Prentice Hall</li> <li>❖ Fisher, R., Ury, W.L., &amp; Patton, B. (1991). Getting to Yes: Negotiating an Agreement without Giving in. Boston: Houghton Mifflin</li> </ul>

<b>Course Title</b>	<b>Islamic Banking and Finance</b>
<b>Credit hours</b>	3
<b>Course Description/Objectives</b>	This course focuses on Islamic banking and finance and comparing it with the conventional financial system. Moreover, the course covers the various modes of Islamic finance and investment and the techniques of risk management in Islamic financial institutions.
<b>Course content</b>	<ul style="list-style-type: none"> <li>• Basis of Islamic Banking and Finance</li> <li>• Origins and historical overview of Islamic banking and finance</li> <li>• Components of the Islamic Banking and Finance Industry</li> <li>• Lawful earning under the Shariah</li> <li>• Islamic contract law</li> <li>• Classifications of contract in Islamic Law</li> <li>• Forbidden contracts in Islamic transactions: Riba and Bay' al-Gharar</li> <li>• Sources and uses of funds by Islamic Banks</li> <li>• Concept of exchange-based contracts</li> <li>• Murabahah (cost-plus or mark-up sale)</li> <li>• Istisna' (manufacturing contract)</li> <li>• Salam or Bay al-Salam (forward sale)</li> <li>• Bay al-Dayn (sale of debt) - Bay al-Inah (sale with immediate repurchase)</li> <li>• Tawriq (securitization)- Sarf (sale of currency) - Tawarruq (cash financing or reverse Murabahah)</li> <li>• Concept of service-based contracts: Ijarah - Ujrah (Fees) - Ju'alah (Reward)</li> <li>• Partnership contracts in Islamic finance</li> <li>• The concept of equity-based contracts</li> <li>• Supporting contracts- Hawalah (transfer of debt) - Rahn (collateral)- Muqasah (offsetting)</li> <li>• Kafalah (guarantee) - Wakalah (agency)- Wadi'ah (safekeeping)</li> <li>• Islamic asset and fund management</li> <li>• Sukuk (Islamic Bonds)</li> <li>• Risk management in Islam</li> </ul>
<b>References</b>	❖ M. Kabir Hassan, Rasem N. Kayed and Umar A. Oseni: Introduction to Islamic Banking & Finance Principles and Practice, Pearson Education Limited

<b>Course Title</b>	<b>Supply Chain Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course aims at providing an understanding of supply chain management concepts as a system approach to managing the entire flow of information, materials and services from raw material and provides new keys to productivity and competitiveness of manufacturing and service enterprises.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The supply chain strategic importance</li> <li>• Core concepts of supply management</li> <li>• Bill of materials</li> <li>• Materials requirement planning (MRP)</li> <li>• Supply markets and potential supplier</li> <li>• Procurement strategies</li> <li>• Bidding, short listing, selecting and tendering</li> <li>• Vendors performance and management and Evaluation</li> <li>• Role of inventory in supply chain management</li> <li>• Inventory types and characteristics</li> <li>• Warehousing</li> <li>• logistics</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Essentials of supply chain management by Michael Hugos.</li> <li>❖ Logistics and supply chain by Martin Ehrivilopeher.</li> <li>❖ Supply chain strategy, Planning and operation by Sunil Chopra.</li> </ul>

<b>Course Title</b>	<b>Total Quality Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is designed to develop a strategy for implementing total quality management in an organizations explain the principles and concepts inherent in a total quality management as well describing the various quality tools for identifying appropriate process improvement
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Total quality management basics</li> <li>• Evolution of quality</li> <li>• Foundations for TQM</li> <li>• TQM culture</li> <li>• Quality gurus</li> <li>• The quality problems</li> <li>• Quality performance measurement</li> <li>• Quality certification</li> <li>• ISO organization and KIZEN programme</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Fundamentals of Total Quality Management ( Feb 4 , 2005) by jens j. Dahlgaard Kai Kristeensen and Ghopal K. Khanji</li> </ul>

<b>Course Title</b>	<b>Risk Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The main objectives of this course are to recognize and ey concepts relating to risk management Compare and Contrast the mean of risk management Standards Use the main approaches to the analysis and evaluation of risk. and introduces Risk treatment and control techniques
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Approaches to defining risk</li> <li>• Impact of risk management</li> <li>• Types of risk</li> <li>• Principle and aims of risk management</li> <li>• General risk management standards</li> <li>• Introduction to risk management analysis</li> <li>• Risk likelihood and impact</li> <li>• Risk evaluation and risk appetite</li> <li>• Introduction to risk treatment and risk response</li> <li>• Response options</li> <li>• Risk control techniques</li> <li>• Monitoring and review</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Risk management process and implementation, American system corp.2003.</li> <li>❖ Principle of risk management and insurance, by George E.Rejda and Michael Mc / Mara.</li> <li>❖ Enterprise risk management, by James Lam.</li> </ul>

<b>Course Title</b>	<b>Knowledge management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The objective of this course is developing a basic understanding of the importance of knowledge as a resource in knowledge based economies. Identifying and applying approaches in managing individual, group and organizational level knowledge processes. Practice of communication skills, especially of discussion and presentation methods.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Concepts of knowledge management</li> <li>• Knowledge in Organizations</li> <li>• Managing Knowledge in Organizations</li> <li>• Types of knowledge</li> <li>• Models in knowledge management</li> <li>• Integrative Framework: technology, person, organization</li> <li>• Organizational Learning &amp; “The Learning Organization”</li> <li>• Knowledge based view of the firm</li> <li>• Tools and methods for knowledge workers</li> <li>• The “knowledge worker“</li> <li>• Knowledge Tools for Individuals, Groups and Organizations</li> <li>• Institutional Support for Knowledge Economies</li> <li>• Introducing the building blocks of Knowledge Management</li> <li>• “Knowledge Market”</li> <li>• Incorporating Knowledge Management</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Irma Becerra- Fernandez; Raju Sabhewal: Knowledge management systems and processes, (2010). M.E Sharpe. Inc.</li> <li>❖ Kimiz Dalker : Knowledge management in theory and practice, Elsevier.</li> <li>❖ Probst, G.; Raub, S.; Romhardt, K. (2000): Managing Knowledge. Building Blocks for Success. Chichester U.A.: Wiley. North, K.;</li> <li>❖ Kumta, G. (2014): Knowledge Management: Value Creation Through Organizational Learning. Berlin et. al.: Springer</li> </ul>



<b>Course Title</b>	<b>Innovation Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	<p>This course sets scenarios for inventive managerial styles &amp; practices to favourably affect organizational performance. Innovation in management is seen as a multiple set of practices through which organizations create new ways/ideas &amp; put them into practice. Those new ways/ideas need not be initiated by organizations' membership alone but rather as a result of continuous engagement of organizations with their environmental networks &amp; associations.</p> <ul style="list-style-type: none"> <li>•</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The concept, nature &amp; importance of innovation management.</li> <li>• Innovation and competitive advantage</li> <li>• The process of innovation management.</li> <li>• Types of innovation</li> <li>• Product and process</li> <li>• Requisites of innovation management.</li> <li>• Balancing exploration &amp; exploitation in innovation management.</li> <li>• Approaches to managing innovation</li> <li>• Measurement of innovation</li> <li>• Practices of innovation management in Sudan (case studies from Sudanese public &amp; private businesses.</li> <li>• The legal, socio-cultural, economic &amp; political impediments of innovative management practice.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Joe Tidd; John Bessant ; Keith Pavitt: Managing innovation: integrating technological, market and organizational change. John Wiley &amp; Sons.Ltd</li> <li>❖ Alexander gerybadye; Ulrich Hommel; Hans Wireiners; Dieter Thomaschewski: Innovation and international corporate growth. Springer</li> <li>❖ Shlomo, M., &amp;D.V.R.Seshardi, Innovation Management: strategies, concepts&amp; tools for Growth and Profit, Response Books, India, 2007</li> </ul>

<b>Course Title</b>	<b>International Business Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course will examine the environment for international firms, particularly the political, social, economic, technological and other configurations that support cross-border trade and investment. Amongst others, we will look at the role of national policies, cultures and business systems and the evolution of international markets in goods, services and finance. The course will then probe international firms: their strategies and organizational design, their entry modes into international enterprise, and their behavioral and control systems
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Globalization drivers,</li> <li>• internationalization,</li> <li>• entry strategies,</li> <li>• Foreign direct investment and the multinational enterprise.</li> <li>• Strategy:</li> <li>• International business strategy.</li> <li>• strategic tasks,</li> <li>• services versus products,</li> <li>• global, multinational and transnational strategies</li> <li>• organisation:</li> <li>• Cross-border management of business functions</li> <li>• Transnational leadership,</li> <li>• Transnational company's value system as well as inter-firm relationships.</li> </ul>
<b>References</b>	❖ Charles W. L .Hill, 2016, International Business: Competing in the Global Marketplace, McGraw hill

<b>Course Title</b>	<b>Computer Applications in Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course gives basic business aspects and applications throughout the business world include commercial business, government, education, and health services. The major characteristics, opportunities and limitations of this form of business are explored. Students study various issues and risks that exist in the rapidly changing world of e-commerce.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Internet Consumers and Market Research</li> <li>• B2B</li> <li>• E-marketing</li> <li>• E-retailing</li> </ul>
<b>References</b>	❖ E-Business and E-commerce management: strategy, implementation and practice (4 <sup>th</sup> edition)

<b>Course Title</b>	<b>Research Project</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The course focuses on the analysis of business problems and the use of scientific research as a problem-solving tool. This encompasses the understanding and application of appropriate research designs, research statistics, and the use of the computer for data analyses, and report writing and presentation. Students are assigned to complete exercises expected to invigorate their understanding on topics discussed in the lectures
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Syllabus and Introduction to research</li> <li>• Scientific investigation</li> <li>• The research process: Steps 1 to 3: problem definition</li> <li>• The research process: Steps literature review</li> <li>• The research process: hypotheses development</li> <li>• Measurement of variables</li> <li>• Measurement: Scaling, reliability, validity</li> <li>• Data collection methods</li> <li>• Sampling</li> <li>• Data analysis and interpretation</li> <li>• The research report</li> <li>• Citation and referencing</li> </ul>
<b>References</b>	❖ Sekaran, U: Research methods for business: A skill building approach, John Wiley and Sons, Inc. New Jersey (latest edition)

### E. Marketing Specialization Requirements:

<b>Course Title</b>	<b>Marketing Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course gives the students the main concepts in marketing and explores the main functions of marketing management and the environment in which marketing activities take place and explain the marketing mix and the main the differences between the marketing of services and marketing of goods
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The role and understanding of marketing</li> <li>• The marketing environment</li> <li>• The marketing process?</li> <li>• Consumer value and satisfaction</li> <li>• Different types of markets: consumer markets, b2c, industrial markets, b2b, service markets.</li> <li>• Market analysis.</li> <li>• B2c markets and consumer buying behaviour</li> <li>• Services Marketing research</li> <li>• Marketing management in Emerging markets: The impact of Emerging markets on marketing development</li> <li>• Operational marketing</li> <li>• Strategic Marketing</li> <li>• Contemporary marketing practices</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Kotler .P.Armstrong .G.(2012)principles of marketing (14ed)Global Edition :Pearson</li> <li>❖ Internet website in marketing</li> </ul>

<b>Course Title</b>	<b>Product and Brand Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	The course considers how companies introduce and manage product portfolios and individual brands so as to meet the needs of consumers and the strategic goals of the organisation. It provides students with insights into the management of products/services throughout their life cycles, including new product development, and the use of branding strategies through a consideration of the relevant literature and real-life examples in a variety of sectors. Moreover, the course encompasses analytical tools and practices, which help students to gain a better understanding of the management of the product/service offering and the challenges facing marketers in the present business climate.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Brands and product management</li> <li>• Customer-based branding equity</li> <li>• Brand positioning</li> <li>• Product design and management</li> <li>• Choosing brand elements to build brand equity</li> <li>• Designing marketing campaigns to build brand equity</li> <li>• Integrating marketing communications to build brand equity</li> <li>• Developing a brand equity measurement and management system</li> <li>• Designing and implementing branding strategies</li> <li>• Introducing and naming new products and brand extensions</li> </ul>
<b>References:</b>	❖ Keller, K. L. (1998). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Upper Saddle River, NJ: Prentice-Hall Inc.

<b>Course Title</b>	<b>Consumer behavior</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	The objective of this course is to describe the reasons for the development of consumer behavior as an academic discipline and an applied science. It discusses the importance of consumer behavior as an academic discipline and an academic discipline and applied science. It discusses the importance of consumer behavior research to marketers.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Consumer Behaviour: Its Origins and Strategic Applications</li> <li>• Market segmentation</li> <li>• Market research</li> <li>• The consumer as an individual</li> <li>• Consumer personality and attitude</li> <li>• The consumer in their own settings</li> <li>• Consumer decision making process</li> </ul>
<b>References:</b>	❖ Leon G. Schiffman and Leslie Lazar Kanuk. Latest edition. Consumer Behavior, 9th edition, Prentice Hall, Inc.

<b>Course Title</b>	<b>Sales management</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course is designed to be a hands-on introduction to selling and sales management. The objective is to develop skills and abilities that allow you to manage your sales territories as your own business. The unique tools that you will develop will enable you to build successful sales and management careers.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Personal selling</li> <li>• Sales forces</li> <li>• Selling process</li> <li>• Recruiting sales force</li> <li>• Selecting and hiring sales force</li> <li>• Forecasting sales</li> <li>• Evaluating sales</li> </ul>
<b>References:</b>	❖ Management of Sales Force. 11th edition (2003). Irwin/McGraw-Hill. Spiro, Stanton & Rich

<b>Course Title</b>	<b>Integrated Marketing Communications</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course is designed with the following goals: 1/ To developing and understanding the concepts of advertising and promotion 2/ To developing and understanding the concepts of consumers behaviours 3/ To developing and understanding the effect of advertising by social media
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Review of marketing elements</li> <li>• Analyze marketing opportunities and planning</li> <li>• Promotion mix</li> <li>• Types of advertising</li> <li>• Promotion and advertising by social media</li> <li>• The relationship between advertising and market share</li> </ul>
<b>References:</b>	❖ Advertising and promotion ( Feb 4 , 2005) by jens j. Dahlgaard Kai Kristeensen and Ghopal K. Khanji

<b>Course Title</b>	<b>Project Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	To deliver a project successfully, it's important to start by a clearly identifying what the project is and what its outcome will be. To learn how step by step to plan, scope. Schedule, cost and manage project from the beginning to end.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The characteristics of project</li> <li>• Identify skills necessary to manage a project</li> <li>• The features of the project</li> <li>• The process of the project</li> <li>• Project planning process</li> <li>• Scope, scheduling and costing a project</li> <li>• Potential project input and risks</li> <li>• Project internal and external stakeholder</li> <li>• Effective project team</li> <li>• Effective communication with team and project stakeholder</li> <li>• Measure the progress of project</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Project management absolute beginners by Georgary Horine</li> <li>❖ Project management by Horid Kernzer.</li> <li>❖ Guide to project management by Paul Roberts.</li> </ul>

<b>Course Title</b>	<b>Marketing Channels Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	Distribution channels bring the product or service available for consumption to customers at their convenient place of purchase. The course shall build the foundation concepts of sales and channel management. Channels Management shall provide framework for understanding channel design and structures, and its correlation to other components of marketing mix.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Distribution channel concepts and systems</li> <li>• Designing Channel systems – Channel Strategy and Channel Design</li> <li>• Product positioning and channel management</li> <li>• Product Line expansion and channel management</li> <li>• Role of channels in returns, warranty and other services</li> <li>• Channel pricing structures</li> <li>• Channel Pricing Strategies</li> <li>• Promotions through channels</li> <li>• Channel Marketing, Motivation and Channel Programs</li> <li>• Legal and ethical issues related to channels</li> <li>• Evaluating channel members performance</li> <li>• Emergence of E-channels</li> <li>• Designing E-channel strategy</li> <li>• Trends in E-channels</li> <li>• International channel management</li> <li>• Building channel strategy and design in global market place</li> </ul>
<b>References</b>	❖ Rosenbloom, B. 2012, Marketing channels: A management view (8th ed), Southwestern Cengage, Mason, Ohio.

<b>Course Title</b>	<b>Marketing research</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course is designed to enable students to collect, use and to analyze marketing information for the purpose of improved decision making in marketing management and equips students with a methodological background and the facilitation skills in conducting qualitative research
<b>Course contents:</b>	<ul style="list-style-type: none"> <li>• The role of marketing research in management</li> <li>• Types of research</li> <li>• Primary and secondary data</li> <li>• The concept of measurement attitude and scales</li> <li>• Sampling issues</li> <li>• Data processing and data analysis</li> <li>• Communicating the research results</li> <li>• Research Ethics</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Jones and George latest edition: marketing research, Mc Graw Hill.</li> <li>❖ Management by Stephen p. Robbins and Mary Coulter latest edition</li> </ul>



<b>Course Title</b>	<b>Services Marketing</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	The course introduces the student to the various aspects of service marketing in order to develop skills in the identification, analysis and solution of opportunities and problems likely to be encountered in the area. It also enables students to recognize the service aspects of their organizations and the ways in which service can be used as a source of competitive advantage.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Introduction to Services Marketing and Frameworks for Understanding Services</li> <li>• Consumer behaviour related to services</li> <li>• Services marketing mix I and II</li> <li>• Marketing implementation I and II</li> </ul>
<b>References:</b>	❖ John E.G. Bateson and K. Douglas Hoffman (1999), Managing Services Marketing, 4 <sup>th</sup> edition, London: Dryden Press.

<b>Course Title</b>	<b>E-Marketing</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is designed to develop students, skill in using the social media in marketing and allow them to make support the website of the companies and the relationship with consumers and provide them with the knowledge of how to design the websites of companies
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Review of marketing elements</li> <li>• Analyze marketing opportunities and planning</li> <li>• Marketing activates throe the internet</li> <li>• Social media</li> <li>• Promotion and advertising by social media</li> <li>• The managing of consumer relationship</li> <li>• Throe the internet</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Jones and George latest edition: Contemporary Management, Mc Graw Hill.</li> <li>❖ Management by Koontz latest edition</li> <li>❖ Management by Stephen p. Robbins and Mary Coulter latest edition</li> </ul>

<b>Course Title</b>	<b>Supply Chain Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course aims at providing an understanding of supply chain management concepts as a system approach to managing the entire flow of information, materials and services from raw material and provides new keys to productivity and competitiveness of manufacturing and service enterprises.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The supply chain strategic importance</li> <li>• Core concepts of supply management</li> <li>• Bill of materials</li> <li>• Materials requirement planning (MRP)</li> <li>• Supply markets and potential supplier</li> <li>• Procurement strategies</li> <li>• Bidding, short listing, selecting and tendering</li> <li>• Vendors performance and management and Evaluation</li> <li>• Role of inventory in supply chain management</li> <li>• Inventory types and characteristics</li> <li>• Warehousing</li> <li>• logistics</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Essentials of supply chain management by Michael Hugos.</li> <li>❖ Logistics and supply chain by Martin Ehrivilopeher.</li> <li>❖ Supply chain strategy, Planning and operation by Sunil Chopra.</li> </ul>

<b>Course Title</b>	<b>Total Quality Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is designed to develop a strategy for implementing total quality management in an organizations explain the principles and concepts inherent in a total quality management as well describing the various quality tools for identifying appropriate process improvement
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Total quality management basics</li> <li>• Evolution of quality</li> <li>• Foundations for TQM</li> <li>• TQM culture</li> <li>• Quality gurus</li> <li>• The quality problems</li> <li>• Quality performance measurement</li> <li>• Quality certification</li> <li>• ISO organization and KIZEN programme</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Fundamentals of Total Quality Management ( Feb 4 , 2005) by jens j. Dahlgaard Kai Kristeensen and Ghopal K. Khanji</li> </ul>

<b>Course Title</b>	<b>Strategic Marketing</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. This course is a capstone course that ‘pulls together’ what has been learned in earlier marketing courses and introduces marketing decision making and planning frameworks in the global environment.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Exploring strategy options</li> <li>• Opportunity analysis</li> <li>• Strategy setting and implementation</li> <li>• Forecasting and contextual possibilities</li> <li>• Product-market definition</li> <li>• Relationships with channels of distribution</li> <li>• Relationships with customers</li> <li>• Competitive analysis</li> <li>• Financial models for marketing strategists</li> <li>• Strategic assessment of offerings</li> <li>• Marketing strategy implementation systems.</li> </ul>
<b>References</b>	❖ Walker, O., Gountas, J., , Mavondo, F., Mullins, J., Marketing Strategy: A Decision-Focused Approach. McGraw-Hill, 2015 (or an earlier version).

<b>Course Title</b>	<b>Innovation Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course sets scenarios for inventive managerial styles & practices to favourably affect organizational performance. Innovation in management is seen as a multiple set of practices through which organizations create new ways/ideas & put them into practice. Those new ways/ideas need not be initiated by organizations' membership alone but rather as a result of continuous engagement of organizations with their environmental networks & associations.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The concept, nature &amp; importance of innovation management.</li> <li>• Innovation and competitive advantage</li> <li>• The process of innovation management.</li> <li>• Types of innovation</li> <li>• Product and process</li> <li>• Requisites of innovation management.</li> <li>• Balancing exploration &amp; exploitation in innovation management.</li> <li>• Approaches to managing innovation</li> <li>• Measurement of innovation</li> <li>• Practices of innovation management in Sudan (case studies from Sudanese public &amp; private businesses.</li> <li>• The legal, socio-cultural, economic &amp; political impediments of innovative management practice.</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Joe Tidd; John Bessant ; Keith Pavitt: Managing innovation: integrating technological, market and organizational change. John Wiley &amp; Sons.Ltd</li> <li>❖ Alexander gerybadye; Ulrich Hommel; Hans Wireiners; Dieter Thomaschewski: Innovation and international corporate growth. Springer</li> <li>❖ Shlomo, M., &amp;D.V.R.Seshardi, <u>Innovation Management: strategies, concepts&amp; tools for Growth and Profit</u>, Response Books, India, 2007</li> </ul>

<b>Course Title</b>	<b>International Marketing</b>
<b>Credit hours</b>	<b>3</b>
<b>Course description and objectives</b>	This course attempts to equip students with the tools and terminology to explore and understand marketing practices in a global environment. The course introduces the field of international marketing and addresses the complex environment of international marketing and the need to investigate its various economic, social, political, cultural and legal dimensions from conceptual, methodological and applications perspectives. The basic objective of this class is to facilitate your understanding of the nature, structure, and distinct characteristics of international marketing.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The Scope and Challenge of International Marketing</li> <li>• Global Economic Environment</li> <li>• The Dynamic Environment of International Trade &amp; Cultural Dynamics in Assessing Global Market</li> <li>• Culture, Management Style, and Business Systems</li> <li>• The Political Environment: Critical Concern &amp; The International Legal Environment: Playing by the Rules</li> <li>• Developing Global Vision through Marketing Research</li> <li>• Importing, Exporting, and Sourcing</li> <li>• Global Market Entry Strategies</li> <li>• Global Brand &amp; Product Decisions</li> <li>• Global Pricing Decisions</li> <li>• Global Distribution Decisions</li> <li>• Global Communication Decisions</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Cateora, P., Gilly, M. &amp; Graham, J. (2011). International Marketing, 15th edition</li> <li>❖ Global Marketing (8/e) by Keegan and Green (2014) Upper Saddle River, NJ: Prentice Hall.</li> </ul>

<b>Course Title</b>	<b>Marketing Information Systems</b>
<b>Credit hours</b>	<b>3</b>
<b>Course description and objectives:</b>	This course focuses on how new information technologies are changing the nature of marketing management. It specifically addresses foundations of electronic customer relationship management, one-to-one marketing and personalized communication. From an applied perspective, the course explores how state-of-the-art Web technologies, point of sale data gathering and electronic market research can improve decision-making and provide a competitive advantage in global markets
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Marketing decision making and analysis</li> <li>• Marketing information system applications</li> <li>• Marketing IS design and development</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Zikmund, W.G., McLeod, Raymond, Gilbert, Faye W. (2003): Customer Relationship Management: Integrating Marketing Strategy and Information Technology. John Wiley &amp; Sons. ISBN 0-47127-137-3</li> </ul>

<b>Course Title</b>	<b>Research Project</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The course focuses on the analysis of business problems and the use of scientific research as a problem-solving tool. This encompasses the understanding and application of appropriate research designs, research statistics, and the use of the computer for data analyses, and report writing and presentation. Students are assigned to complete exercises expected to invigorate their understanding on topics discussed in the lectures
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Syllabus and Introduction to research</li> <li>• Scientific investigation</li> <li>• The research process: Steps 1 to 3: problem definition</li> <li>• The research process: Steps literature review</li> <li>• The research process: hypotheses development</li> <li>• Measurement of variables</li> <li>• Measurement: Scaling, reliability, validity</li> <li>• Data collection methods</li> <li>• Sampling</li> <li>• Data analysis and interpretation</li> <li>• The research report</li> <li>• Citation and referencing</li> </ul>
<b>References</b>	❖ Sekaran, U: Research methods for business: A skill building approach, John Wiley and Sons, Inc. New Jersey ( <b>latest edition</b> )

## F- Management Information System Specialization Requirements:

<b>Course Title</b>	<b>System Analysis &amp; Design I</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course will give a clear understanding of the types of business needs that can be addressed using information technology based solutions. It will also demonstrate ability to Initiate, specify, and prioritize information systems projects and determine various aspects of feasibility of these projects
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Introduction to Systems Analysis and Design Environment</li> <li>• What types of IT/IS Projects and role in organizations?</li> <li>• Who are Stakeholders in IT/IS Projects and their roles?</li> <li>• Why is Systems Analysis and Design important?</li> <li>• What do Systems Analysts do?</li> <li>• What Methodologies ,Techniques and Tools (Approaches to Systems Development</li> </ul>
<b>References:</b>	❖ Donald Yeates and Tony Wakefield (2004), Systems Analysis and Design, Prentice Hall James Cadle and Donald Yeates (2004)

<b>Course Title</b>	<b>Structured Programming</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	In this course the student will gain a broad understanding of modern computer programming. The student will acquire introductory skills in problem analysis, solution design, and program construction . Through practical programming activities, the student will gain an appreciation of the nature and history of computer programming.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Introduction to computer programming</li> <li>• Generations of computer languages</li> <li>• Interpreted and compiled languages</li> <li>• Program design and development process</li> <li>• Problem definition</li> <li>• Pseudo-code</li> <li>• Flowcharting</li> <li>• Code modularization</li> <li>• Coding, testing, and debugging</li> <li>• Sequence, selection, and iteration patterns</li> <li>• Array processing</li> <li>• File processing</li> </ul>
<b>References:</b>	❖ Discovering Computers: Fundamentals, Fifth Edition (Shelly Cashman Series) by Gary B. Shelly and Misty E. Vermaat

<b>Course Title</b>	<b>Human Resource Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The primary objective of this course is to orient students that managing human resources at the work place is a matter of central concern to all types of managers in whatever type of organization. Students by the end of this course should gain great knowledge and practice the techniques of managing HR.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Hr planning</li> <li>• Job design</li> <li>• Recruitment and selection</li> <li>• Training and development</li> <li>• Appraisal programs</li> </ul>
<b>References</b>	❖ Human resource management by Robbins latest edition

<b>Course Title</b>	<b>Database Systems</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	The purpose of this course is to provide a comprehensive introduction to the use of data management systems for applications. Some of the topics covered are the following: data models (relational and JSON), query languages (SQL, datalog, etc.), transactions, parallel data processing, and database as a service
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Relational database management systems: data definition, data manipulation using SQL, system catalog, views, database</li> <li>• Logical database design: entity-relationship models, normal forms, normalization</li> <li>• Relational data model: formal definition, integrity rules, relational algebra and Operational issues: transaction management, recovery and concurrency, security and integrity, database products</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ [SKS] A. Silberschatz, H. Korth and S. Sudarshan, Database System Concepts, 4th edition, Mcgraw Hill, 2001.</li> <li>❖ [R] R. Ramakrishnan, and Johannes Gehrke, Database Management Systems, 3rd edition, WCB McGraw Hill, 2003.</li> </ul>



<b>Course Title</b>	<b>Project Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	To deliver a project successfully, it's important to start by a clearly identifying what the project is and what its outcome will be. To learn how step by step to plan, scope. Schedule, cost and manage project from the beginning to end.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The characteristics of project</li> <li>• Identify skills necessary to manage a project</li> <li>• The features of the project</li> <li>• The process of the project</li> <li>• Project planning process</li> <li>• Scope, scheduling and costing a project</li> <li>• Potential project input and risks</li> <li>• Project internal and external stakeholder</li> <li>• Effective project team</li> <li>• Effective communication with team and project stakeholder</li> <li>• Measure the progress of project</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Project management absolute beginners by Georgary Horine</li> <li>❖ Project management by Horid Kernzer.</li> <li>❖ Guide to project management by Paul Roberts.</li> </ul>

<b>Course Title</b>	<b>Object Oriented Programming</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	Students are introduced to the programming tools required to solve a more advanced set of problems. Students further develop their knowledge of the principles of object-oriented design and programming, including the use of interfaces and inheritance, and learn the fundamentals of sorting data and data structures.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Inheritance</li> <li>• Polymorphism</li> <li>• Exceptions</li> <li>• Recursion</li> <li>• Introduction to Collections - Stacks</li> <li>• Searching and Sorting</li> </ul>
<b>References:</b>	❖ Chase, J, Lewis, J, and DePasquale, P. Java Foundations: Introduction to Program Design & Data Structures. 4th edition. Pearson, (2017).

<b>Course Title</b>	<b>System Analysis &amp; Design II</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course will give a advanced understanding of the types of business needs that can be addressed using information technology based solutions. It will also demonstrate ability to Initiate, specify, and prioritize information systems projects and determine various aspects of feasibility of these projects
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Managing IS Projects</li> <li>• Conceptualization of IS Projects</li> <li>• Feasibility of IS Projects</li> <li>• IS Project Management</li> <li>• Analyzing Business Requirements</li> <li>• Information Gathering</li> <li>• Methods for Information Gathering</li> <li>• Systems Requirements</li> <li>• Document Analysis</li> <li>• Communicating Requirements</li> <li>• Modelling Requirements</li> <li>• Why Models?</li> <li>• Types of Models</li> <li>• Approaches to Models is SA Φ ( Traditional, OO)</li> </ul>
<b>References:</b>	❖ Donald Yeates and Tony Wakefield (2004), Systems Analysis and Design, Prentice Hall James Cadle and Donald Yeates (2004)

<b>Course Title</b>	<b>Information Security</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	Information security is a comprehensive study of the principles and practices of computer system security including operating system security, network security, software security and web security. Students shall be able to understand what are the common threats faced today, what are the foundational theory behind information security, what are the basic principles and techniques when designing a secure system.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• An overview of information security: confidentiality, integrity, and availability</li> <li>• Understanding the Threats</li> <li>• Security policies</li> <li>• Confidentiality policies</li> <li>• Integrity policies</li> <li>• Block and stream ciphers</li> <li>• Cryptographic hash functions, Message Authentication</li> <li>• Public and private key systems</li> <li>• Message digests. Approximate strength of ciphers</li> <li>• Authentication and password system</li> <li>• Network Security- Software Security</li> <li>• Web Security - Legal and Ethical Issues</li> </ul>
<b>References:</b>	❖ Computer Security: Art and Science (2nd version)

<b>Course Title</b>	<b>Computer Network</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	The objective of this course is to develop in students an understanding of the fundamentals of modern network and Internet technologies and to combine them with applications and practices related to a business environment.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Computer networks</li> <li>• Internet connectivity</li> <li>• Internet communication models</li> <li>• IP address and routing</li> <li>• DNS</li> <li>• Need for security</li> </ul>
<b>References:</b>	❖ Networks & Communications Course Pack Forouzan, B., 2003, Business Data Communications McGraw Hill, 1 ed.,

<b>Course Title</b>	<b>Database Management Systems</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	The objective of this course is to initiate and develop the knowledge and skills required to develop business software applications.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Database objects</li> <li>• views</li> <li>• Other database objects (sequence ,index, synonym)</li> <li>• Curser</li> <li>• pl/sql programming</li> <li>• Named block</li> <li>• Nonamed block</li> <li>• Function , procedure</li> <li>• Midteram</li> <li>• Package , trigger</li> <li>• Oracle developer</li> <li>• Form builder</li> <li>• Report builder</li> <li>• Database objects</li> <li>• Views</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Oh, B.W., Lee, S.Y., Kim, M.S., and Yang, Y.K.: Spatial Applications Using 4S</li> <li>❖ Technology for Mobile Environment, Proc. of IGARSS 2002 IEEE Int. (2002)</li> </ul>

<b>Course Title:</b>	<b>Internet Technology</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	Web-based applications offer numerous advantages, such as instant access, automatic upgrades, and opportunities for collaboration on a massive scale. Web applications involve the integration of numerous technologies. This course will introduce the Web technologies and give experience in creating Web applications. The course introduces markup languages, scripting languages, network protocols, interactive graphics, event-driven programming, and databases.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Programming using a scripting language, including objects, methods, control structures, data types and collections;</li> <li>• Programming for the internet, including forms, application logic, database programming, and interaction with other applications using Web 2.0 technology such as Google Maps.</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Head First Servlets and JSP: Passing the Sun Certified Web Component Developer Exam by Bryan Basham (Author), Kathy Sierra (Author), Bert Bates</li> <li>❖ Java EE 7: The Big Picture By Dr. Danny Coward</li> </ul>

<b>Course Title</b>	<b>Total Quality Management</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	This course is designed to develop a strategy for implementing total quality management in an organizations explain the principles and concepts inherent in a total quality management as well describing the various quality tools for identifying appropriate process improvement
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Total quality management basics</li> <li>• Evolution of quality</li> <li>• Foundations for TQM</li> <li>• TQM culture</li> <li>• Quality gurus</li> <li>• The quality problems</li> <li>• Quality performance measurement</li> <li>• Quality certification</li> <li>• ISO organization and KIZEN programme</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>❖ Fundamentals of Total Quality Management ( Feb 4 , 2005) by jens j. Dahlgaard Kai Kristeensen and Ghopal K. Khanji</li> </ul>

<b>Course Title</b>	<b>Software Engineering</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	The course Introduces the software engineering discipline. It also provides an overview of the entire Software Engineering process emphasizing the underlying concepts and rationale of the Software Engineering process. It places the content of other modules on analysis, design, and implementation in context within the software development lifecycle.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Introduction to Software engineering</li> <li>• Software Process</li> <li>• Project Management</li> <li>• Risk Management</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Sommerville. Software Engineering, 6th ed, Addison-Wesley, 1996.</li> <li>❖ T. Quatrani. Visual Modeling using Rational Rose and UML. Addison-Wesley, 2000.</li> </ul>

<b>Course Title</b>	<b>Operating System</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	Introduction to the principles of operating system design and implementation. Topics include interrupt service, process states and transitions, spooling, management of memory and disk space, virtual storage, scheduling processes and devices, and file systems.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Operating Systems overview</li> <li>• Interrupt Systems and Device Programming</li> <li>• Concurrency Problems and Solutions</li> <li>• Deadlock and Resource Conflict</li> <li>• Process and Thread management</li> <li>• Memory Management</li> <li>• Virtual Storage Management</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Silberschatz, Galvin, &amp; Gagne, Operating Systems Concepts, Seventh Edition, Wiley, 2005.</li> </ul>

<b>Course Title:</b>	<b>Web Design</b>
<b>Credit hours</b>	3
<b>Course description and objectives:</b>	This course builds on the previous course so that you can build more complex database driven web applications using a suitable framework to guide you. This also continues to round out your computing science craftsmanship skills with more emphasis on learning appropriate practices such as version source control, testing and group collaboration, so that you can build good habits, which will help your further during your degree.
<b>Course content:</b>	<ul style="list-style-type: none"> <li>• Advanced programming using a scripting language, including top-down design, reading and writing to files,</li> <li>• Inheritance and other relationships between classes,</li> <li>• Event handling, error handling, testing, data structures and algorithmic structures</li> <li>• Advanced programming for the internet, including searching, security, and plug-ins</li> </ul>
<b>References:</b>	<ul style="list-style-type: none"> <li>❖ Head First Servlets and JSP: Passing the Sun Certified Web Component Developer Exam by Bryan Basham (Author), Kathy Sierra (Author), Bert Bates</li> <li>❖ Java EE 7: The Big Picture By Dr. Danny Coward (Author)</li> </ul>

<b>Course Title</b>	<b>Data Communication and Transmission</b>
<b>Course Title</b>	3
<b>Course Title</b>	The primary objective of this course is to give students an understanding of how to design, manage and secure computer networks and systems. It further examines how network managers and security engineers can strategically use different techniques to capture, collect and analyze network and system data to create a competitive advantage.
<b>Course Title</b>	<ul style="list-style-type: none"> <li>• Internetworking Design Basics</li> <li>• Designing the IP subnet space</li> <li>• Designing Switched LAN</li> <li>• Internet works</li> <li>• Managing Redundant Links</li> <li>• Designing WAN</li> <li>• Devise management</li> <li>• Designing scalable routing policy</li> </ul>
<b>Course Title</b>	<ul style="list-style-type: none"> <li>❖ CCDA by Cisco Press Network management principles and practice by ManiSubramanian</li> <li>❖ Interconnecting Cisco Networking Devices (ICND) by Cisco Press</li> </ul>

<b>Course Title</b>	<b>Research Project</b>
<b>Credit hours</b>	3
<b>Course description and objectives</b>	The course focuses on the analysis of business problems and the use of scientific research as a problem-solving tool. This encompasses the understanding and application of appropriate research designs, research statistics, and the use of the computer for data analyses, and report writing and presentation. Students are assigned to complete exercises expected to invigorate their understanding on topics discussed in the lectures
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Syllabus and Introduction to research</li> <li>• Scientific investigation</li> <li>• The research process: Steps 1 to 3: problem definition</li> <li>• The research process: Steps literature review</li> <li>• The research process: hypotheses development</li> <li>• Measurement of variables</li> <li>• Measurement: Scaling, reliability, validity</li> <li>• Data collection methods</li> <li>• Sampling</li> <li>• Data analysis and interpretation</li> <li>• The research report</li> <li>• Citation and referencing</li> </ul>
<b>References</b>	❖ Sekaran, U: Research methods for business: A skill building approach, John Wiley and Sons, Inc. New Jersey (latest edition)