

FACULTY OF
ADMINISTRATIVE
SCIENCES



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Undergraduate & Graduate
PROSPECTUS

National University - Sudan

5TH EDITION JULY 2024 - JUNE 2028

National University

5th Edition July 2024 - June 2028

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1 National University-Sudan - Directory.

A. Title

B. Qurashi M. Ali (E.D)

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Welcome

Note from The President of NUSU

[www.nu.edu.sd]



This is the 5th Edition of the PROSPECTUS of the National University-Sudan (NUSU). In this document registered students will find information about the mission, vision and values of NUSU, and all programme details and activities. This edition includes both UNDERGRADUATE and GRADUATE course outlines. NUSU aims at high-class education in medical, technological and social sciences. This is reflected in this comprehensive outline. It describes the basis of NUSU's educational philosophies, programme objectives including the characteristics of the graduate, strategies and methods, degree structure, semester duration and credit hour load, and brief outline of content. This represent a narrow window into the complex organization of NUSU. More information on the rationale of modules, behavioural objectives, and assessment can be found in the curriculum of each Faculty. The calendars, year plans and timetables are issued for each semester with the exact dates for teaching sessions, other learning opportunities, assessment, feedback, and holidays.

NUSU is now 19 years old. It is still developing, and trying to set traditions of availing all activities in its publications, that may remain relevant for 3-4 years, before new editions are issued. The councils and committees of NUSU, while compiling this, are drawing their experience from lo-

cal and worldwide, up-to-date educational practices. Concurrently, other documents (Student Manual, Staff Handbook, Induction packages, and policies and procedures) are re-written and updated, in view of the emerging concerns about student welfare, environment, students with special needs, and virtual online educational resources.

There is a strong focus on synergy between modern education, developmental needs, and employment market requirements. This has laid down a wide area of maneuvers in the choice of specific disciplines and modules. In each discipline, a detailed career advice has been added in this edition to show students the opportunities available if they choose to be employed or opt to start their own business to employ others.

The reputability of NUSU has attracted students from about 25 countries and all continents. This representation requires quality of premises and services, as well as understanding of diversity, inclusiveness, and considerations for non-discrimination in the educational activities and campus life. International students and the Sudanese students whose families are living outside Sudan, receive special induction, supervision, and directives by the Deanship of Student Affairs, and regular courses shown in this prospectus as Sudanese Studies.

It is my pleasure to invite all qualified students to join NUSU's exciting new and innovative educational programmes. Students, parents, and sponsors are welcome to visit the campus. They will receive guidance from the HELP DESK at the Main Gate. They will be escorted to buildings and connected with the leadership of the university or faculties. Our primary target is to create guest satisfaction. Your comments and feedback are important for us to continue improvement to meet our goals.

Last, but not least, we would like to invite our higher education colleagues, inside and outside the Sudan, to read this publication. Our special request: please have a critical look at this and show us our faults. You may suggest means of correcting them, and tell others about the positive and bright spots of this attempt. Your advice will be highly appreciated.

Prof. Qurashi M. Ali PhD, MD, FRCPE
President, National University, Sudan

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Worldwide, the overall innovations and their modifications stem from the efforts of Professor Bashir Hamad. Every page of our documents could not be finalized, or brought to fruition, without his fatherly approval and comments or traces of his educational spirit. His direct and indirect contributions to the curriculum of this University and continuous encouragement are gratefully acknowledged, particularly those related to educational strategies, instruction, and evaluation. The following have reviewed and reorganized the final versions of this prospectus: Prof. A/Rahman Eltom MD, PhD, Prof. A Rahman Biri MD FRCP, Prof. Elthami Abdul Mageed PhD, (medicine), Hassan M. Ali PhD, Dr. Ahmed Abusham PhD and Dr. Salah Ibrahim PhD, and Dr. Fatma Mukhtar MSc. (pharmacy), Dr. Kamal Khalil MD, Dr. Elfatih A Mageed MD (physiotherapy), Dr. M. A. Siddiq PhD, Prof. Awad Haj Ali PhD. (computer and health informatics program), Prof. Ibrahim Ghandor and Dr. Abdalla Darous, Dr. Enas Badawi PhD, Dr. Arif Affan (dentistry), Prof. Sayda H. Elsafi MD, PhD and Dr. Nihal Mirza MD, Dr. M. Sirelkhatim, Dr. M. Abdelgadir, Dr. Maha Magoub (medical laboratory sciences), Dr. Abdel Moneim Saeed PhD, Dr. M. A. Elsheikh PhD, Dr. Elsir Ali Saeed PhD, Dr. M. Elfadiil PhD, Prof. Maha Esmeal (imaging technology), Prof. Awatif Ahmed PhD, and Ms. Fatma Bhruddin MSc, Dr. Sumia Ibrahim PhD (nursing and midwifery), Prof. Salih Faghiri PhD, Prof. Omer Elmagli PhD, and Prof. Hassan Kamal PhD, Dr. M. A. Osman, Dr. Mutaz Suliman, Dr. A Azim Almahal PhD, and Prof. A Gadir M. Ahmed PhD (management sciences). The contributions of Dr. Nadir Hasanain {Engineering} , Prof. A Latif Elboni and Dr. Ibrahim Mirghani (International Relations) are outstanding. The list, of those who, knowingly or unknowingly, contributed curricular details or ideas registered in Editor's memory or documents, is exhaustive. Our thanks are to the following professors: A/Hameed Lutfi, M.Y. Sukkar, Elbagir Ali El Faki, Amir El Mubarak, Omar Abdul Aziz, Othman Taha, Othman Khalafalla, Ali Habbour, Omar A. Mirghani, Awadelseed Mustafa, Mubarak Majzoub, M. Awadalla Salih, Hafiz El Shazali, Jaafar M. Malik, Othman Hamour, Ali Karar, A/Alla A/Wahid, El Tayeb Abdul Rahman, Eisa Othman El Amin, Mamoun Homeida, Hassan M. Ahmed, Ali Abdul Rahman Barri, Ibrahim M. A/ Rahim, Ahmed A. Muhammadani, Mukhtar El-Khatim, A/Rahman A/Hafeez, Sayed M. Ahmed, Awad A/Rahman El-Awad, M. Elamin El-Sharif, Kamal Zaki, A/Rahman El-Tom, Ghazi Salahuddin, Bakri Osman Saeed, Mohyiddin Majzoub, Jamal Suleiman, Abbas ElKarib, ElGamri ElRadi, Salah M. Omer, Majid Mustafa, Muzamil Hassan A/Qadir, M. A/Rahim A/AAI, Khalid Musa, Bakri Musa Abdul Karim, Tahir Othman Ali, Omar Siddiq, Fathel Rahman Ahmed Ali, A.Moneim Sahal, Omar Habbal, Mickell Seefldt, Ara Tekian, Margaret Uguroglu, Saleh A. Al Damegh, Zeinel Ab-

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Most of the "Dentistry Curriculum" has been adapted, with permission, from experts all over the world, mainly deans and heads of departments in the Sudanese dental colleges, and institution in dental sciences. The outstanding effort of professors Ibrahim Ghandour, Yahya Eltayeb, Ibrahim Elkamil, Osman Elgindi, Ahmed Suliman, Abbas Ghariballa, Nadia A. Yahia, Elnur Ibrahim and the improvements made by Enas Badawi, Eman Khair, and Suha A/Gadir is gratefully acknowledged.

The Engineering curriculum has been designed by committees headed by Dr. Nadir Hasanain as dean and head of civil department, and valuable contributions by Prof. Seifeldin Sadig. The International Relations and diplomatic studies curriculum has been written first by Dr. Ibrahim Mirghani and has been edited and adapted to the national requirements by Prof. A Latif Albouni and Bakri A/Karim.

The whole idea could not have seen the light without the encouragement of the Investors' Corporation and Board of Trustees of the National University, who spend days every week responding to routine and emerging issues of financing. On their behalf, I would like to thank the genius and friendly contribution of Mr. Zahir Twahry for his artistic preparation of the 3rd and 4th editions and other NUSU publications. The final editing of most of the undergraduate manuscripts has been skillfully and patiently carried out by Prof. A Rahman Osman Beeri Former Secretary of Academic Affairs. The graduate prospectus has been compiled by Prof. M. M. A. Abulnur, Dean of Graduate Studies and Scientific Research, and Dr. M. Abd Al Kader and Dr. Hatem Al Rufaai.

WHAT IS THE NATIONAL UNIVERSITY?



1. MISSION, VISION AND VALUES

The **VISION** of the National University is to be a world-class leading provider of private higher education in the Sudan, in the aspects of elegance of environment and structures, excellence of curricula and learning strategies, quality of management systems, commitment of investors and employees to customer satisfaction (students, relatives, and regulators), distinguished graduates in academic achievements, general ethical standards, and concern with professionalism and original research production.

The **MISSION** is to: (1) constantly strive to provide efficient and best-in-class professionals, in their specialties, (2) meet and exceed our customer needs and expectations, and (3) stay ahead of the competition by creating safe and rewarding workplace facilities and innovating new quality output, services, and relationships in transparent, honest, and fair business.

The **VALUES** are: (1) obligations to treat the public and one another with personal and professional integrity, consideration, and mutual respect, (2) commitment to honesty, truthfulness, respect for human dignity, and professional ethical behaviour, (3) fair treatment of all citizens and employees, with no discrimination on the basis of morphology or ideology (4) promotion of democratic values, hard work, perseverance, commitment to success, accepting responsibility and accountability for one's conduct and obligations, and (5) creating and maintaining a respected reputation and positive image in the community as a trusted partner through excellent care of the individual and family, and responsibility towards the community and environmental problems and concerns.

2. DOCUMENTS

The legal documents of the University include: (1) the University Charter, (2) Academic Regulations (3) Rules of Activity and Conduct (4) Study Fees' Regulations, (5) Employment Regulations, (6) National Employment Penalty Regulations, (7) Contracts and Salary Scale, (8) Job Descriptions, (9) Staff Handbook, (10) Students' Manual, (11) Quality Manual, (12) Teaching, Learning and Assessment Policy, (13) Prospectus and Curricula, (14) Organizational Chart, (15) Committee Structure, (16) Log-books of students' skills and activities, (17) Year Plans, (18) Academic Calendars, (19) Programme Evaluation Forms, (20) Portfolio of Architectural and Structural Designs of Buildings, (21) External Examiners' Appointment, Reporting and Response documents and (22) numerous policies and procedures in areas of quality, safety, and non-discrimination.

3. BOARD OF TRUSTEES

The Board of Trustees (BOT) is formed according to the Charter to include the investors, the academicians, the representative of the Ministry of Higher Education, and public figures of interest in education or eminent individuals involved in social accountability issues of universities. The current BOT is chaired by Dr. Taha Eltayeb A. Elimam, and includes in its membership: Prof. Qurashi M. Ali, Dr. Amin O. Sidahmed, Dr. M. Sirelkatim Ali, Prof. A-Rahman Osman Beeri, Prof. Osama A-rahman Elamin, Eng. M. Awadelkarim Elgasim, Dr. Saad Subahi, Dr. Elhadi Bakheet, Eng. Yousif A. Yousif, Prof. A-Moneim Algousi, Dr. Ismail Qurashi, Prof. Hassan M. Ali, Deans of faculties, and representatives appointed by the Ministry of Higher Education and approved by the President of the Sudan.

4. RIGHTS

4.1 GENDER RIGHTS

Throughout this manual (and the webpage) every effort has been made to use he/she, his/her, him/her. It may not be possible to assure that this fair use has been consistent. Any such unintended mistake should be taken to mean both sexes. Females have been addressed in situations of special concerns, in gender-specific issues, mainly out of respect for their specialized roles.

4.2 EXCLUSION OF LIABILITY AND DISCLAIMER

Throughout this manual (and the webpage) every effort has been made to ensure that expert, accurate, and up-to-date guidance has been included. The administrative and academic authority continuously updates the NUSU data and academic regulations to satisfy the emerging needs, more quickly than publications would reflect. Approved changes are shown at the official noticeboards of the University. Accordingly, neither the Ministry of Higher Education, nor the NUSU administration, shall be liable to any person or entity with respect to any loss or damage caused or alleged to be caused by the information contained or omitted from this manual (or the webpage).

4.3 COPYRIGHTS

- a. The curriculum timetable and course details resemble many of those (or may contain parts) in other colleges in which the "President of NUSU" has been the main or essential member in the bodies responsible for curriculum design and evaluation. In many institutions he has been one of the driving forces for innovation. These institutions include: University of Gezira (Sudan), Sultan Qaboos University (Oman), Omdurman Islamic University, Alzaeim Al-Azhari University, University of Medical Science and Technology, African International University, National Ribat University, Al-Razi University (Sudan), and Al Qassim University (Saudi Arabia). Major innovations have been added to improve on the experience of the above institutions. This manual (and the webpage), in addition to comprehensive compilations in each program document (to be given to each student) is an entity of its own. Therefore, the total set of details, which is not available in any other institution so far, may not be

copied or published without written permission from the National University- Sudan.

- b. The teaching material available in the webpage, and other published material in the University notes, is original and should not be reproduced for commercial use, in any form without written permission of the National University- Sudan. Non-profitable teaching purposes are allowed. Our teachers and colleagues, who are mentioned in the “Acknowledgements”, are free to use this material because it is all from them, we could not single out what is ours from theirs.

5. ENTRANCE REQUIREMENTS

- A. Applications must be through the Ministry of Higher Education (Sudan) Admission Directorate, based on passing a fresh Sudan (or equivalent) School Certificate or equivalent qualification (please see relevant booklets provided at that office). Older 5-10 years’ School Certificates may be considered, if vacancies are there, and details are approved by the Admission Office. The newly introduced online application dismiss disqualified applicants automatically.
- B. Direct applications are welcome, but will be entered online by the University to the Admission Directorate for approval.
- C. International applications will be processed similarly, but candidates are advised to follow the application procedure in the webpage, and wait for a response, before arriving in the Sudan. The NUSU Administration takes 5 working days (after receipt of application) to finalize acceptance. Electronic communication is preferred. For security reasons. A student who is granted acceptance by the NUSU will NOT be allowed by the Ministry of Internal Affairs to transfer to any other university after arrival, except after studying and passing, at least, one academic year..
- D. Mature students qualified with a previous health science professional degree may be considered. In this case early application is recommended (6 months before national intake in September every year), because of the time it may take for the approval of the School Certificate by Ministries of General Education and Higher Education, Sudan.
- E. Final decision on acceptance depends on the results of an interview to confirm if the student has the aptitude to join a specialty, and is free from physical and psychological inabilities that are not compatible with the responsibilities of a specific or hardship profession. But individuals with special needs are welcome and will find NUSU a conducive environment of values against discrimination.
- F. Transfer NUSU from other universities may be considered for enrollment in Semesters 2, 3, 4 or 5 only, based on the approval of the General Directorate of Admission in the Ministry of Higher Education.

6. STAFF AND RECRUITMENT

Academic and administrative staff interested in joining the National University-Sudan, may show their intention by filling the e-recruitment form included in the webpage. A response will be sent

by e-mail within 48 hours, and further instructions will follow. Appointment of academic staff is based on academic excellence in the areas of research and teaching. Academic applicants with no research records or grants will not be considered for full-time positions in this university. Full- and part-time staff list may be looked up in [Academic Staff](#) section of the webpage.

Applicants interested in joining other private educational institutions in the Sudan can reach them through our web-page. The [employment conditions](#) and [salary scale](#) are not (currently) available in this manual or website.

7. LOCATION AND MAPS

A. The Country: The best advantage of this National University is that it is located in Sudan, an Afro-Arab country with rich human and natural life resources. The inhabitants are either Arabs or Africans.. The Sudan educational institutions are known, worldwide, for their academic excellence, ethical heritage and professional teaching perfection. A Sudanese national, wherever he/she may be is unique in considerateness, courtesy, and hospitality. In almost 80% of the country, it is the safest in the world. A single lady can jog in Khartoum, or any other city, in the middle of the night unbothered. Sudanese abide voluntarily by strong moral codes and respect for females as foreigners. The media-nourished concepts of North-South or West-East conflicts have largely exaggerated the reality. The color of people has no significance in this country, maybe the only country in the world where color has never and can never be a real cause of conflict. Media are prototyping other countries' dilemmas on a local setup that has got some developmental problems. It is interesting that the Arabs in this country are mainly non-white, and the non-Arabs are not necessarily black, contrary to what the media have publicized. The luckiest person in the world, any moment, is the one who has been received by a Sudanese host.



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- B. The City: The capital is Khartoum, a city made up of three cities striding the White Nile, Blue Nile as they join to form the River Nile. This has given it unique panoramic landscapes and scenery. There are about 4-6 million inhabitants, mostly in traditional houses, known for their spacious yards. Khartoum city is the official capital crowded with governmental offices, ministries, embassies and international organizations. There are some affluent districts where the price of a house may be as expensive as in New York or Tokyo, and other areas of modest housing. Therefore students have a wide range of choice. Transportation used to be a problem, now it is quite easy, but still, students are advised to find accommodation as near as possible to the University premises.
- C. Premises and Environment : (See map). The National University permanent building is located in the Eastern part of Khartoum called Al Raqi District, near the Khartoum-Medani Highway, in an affluent newly established residential area. This region has an interlacing and frequent network of transport, yet the wide roads give no impression of crowdedness, or noise pollution. This accessibility is an invaluable asset for an educational institution. The University block, a purpose-built structure, assumes a masterpiece of architectural innovation (see pictures). The National University is open to students and staff for 18 hours on weekdays and 6 hours on weekends. The library, self-directed learning facilities are available for registered students and staff. Limited access to research laboratories is allowed for certain students who are involved in staff's research projects. Certain sport facilities (Basket- ball and volleyball) are within the premises. In-door recreational facilities are available in the Cafeteria. The source of pride for the University is the design of its beautiful, environmentally friendly, and durable facilities that support its mission. Students and employees are expected to respect and work towards achieving that. Directives from them to their visitors are very important to maintain and improve the level of standards of perfection we intend to reach. There are few similar, or near, buildings of excellence of space and quality, so far, in higher education institutions in the Sudan.
- A 10-floor teaching hospital building stands next to the main University block and accommodates over 300 beds with full tertiary care facilities. A 5-floor building accommodate the Faculty of Engineering. NUSU owns a 35000 M2 area in Albagair Suburban Area, in which a new campus is being built. It includes a rural hospital.

8. PROGRAMME FEES

A list of tuition fees is published by the MHESR every year. Private institutions keep updating such list, but a student accepted in one particular academic year will NOT be charged with the fees published for fresh students. Fees cover teaching and administrative activities of the University including laboratories and in-campus training. Accommodation and food subsidies are NOT included. Transportation to and from the University or off-campus training sites is NOT included, but the University tries to provide that for selected activities. Additional fees are variable for compensations of absence or failure. Students pay for all courses Training outside the campus and examinations [substitute or supplementary], scheduled in the Summer or Holidays, based on the credit hour load of the courses. Fees for such compensations are usually not published in Academic Calendar, but requested by students or their sponsors.



Background

Started as an Administrative Sciences Programme at the National College in (2008) to offer a four-year Bachelor of Science Administrative Sciences in:

- Accounting
- Business
- In 2010 Marketing specialization was introduced
- In 2015 Management Information Systems.

Upgraded to the Faculty of Administrative Sciences when the National College was promoted to the National University-Sudan in 2012.

In 2017, all B.Sc. Administrative Sciences Programmes were upgraded to B.Sc., Honours after approval from the Ministry of Higher Education and Scientific Research.

The Faculty of Administrative Sciences at the National University – Sudan is a dynamic academic unit dedicated to developing future leaders in business, accounting, marketing, and management information systems. Committed to academic excellence and societal impact, the faculty provides high-quality education, professional training, and research opportunities that align with both national development goals and global business trends.

Since its establishment, the faculty has prioritized student-centered learning, ethical leadership, and innovation in business practices. Through strategic partnerships, accredited curricula, and a qualified academic staff, NUSU-FAS continues to foster critical thinking, entrepreneurship, and the advancement of administrative sciences in Sudan and beyond.

In 2015, NUSU- Faculty of Administrative Science has been accredited by the British Accreditation Council (BAC). These accreditations have enhanced the institution's international reputation and standing.

Our Vision

The Faculty of Administrative Sciences at the National University – Sudan aims to To be a leading center of excellence in high-quality administrative education, innovative research, and impactful community engagement that contributes to sustainable development and prepares students for academic and professional leadership locally, regionally and globally.

Our Mission

The Faculty of Administrative Sciences at National University – Sudan is committed to delivering advanced academic programs in Business Administration, Accounting, Marketing, and Management Information Systems, in accordance with quality and accreditation standards. The faculty focuses on equipping students with scientific and practical knowledge, enabling them to obtain internationally recognized professional certifications, meet labor market demands, and contribute effectively to community service and sustainable development.

Our Objectives:

- Develop outstanding academic programs aligned with quality assurance and accreditation standards that meet the needs of both local and international labor markets.
- Prepare students to obtain globally recognized professional certifications, by integrating certification content into curricula and providing academic support.
- Strengthen the research capacity of students and faculty members to produce applied research addressing developmental and economic challenges.
- Utilize modern technologies in teaching and administration to enhance the quality and efficiency of the educational process.
- Promote continuous learning, innovation, and entrepreneurship skills among students across all disciplines.
- Establish effective partnerships with professional institutions, accreditation bodies, and private sector organizations to support student training and employment opportunities.
- Install professional, ethical, and social responsibility values within the educational environment and in graduate practices.
- Invest in the continuous development of academic and administrative staff to ensure high-quality education and institutional excellence.

Our Values

At the Faculty of Administrative Sciences – National University – Sudan, we are guided by a set of core values that shape our identity, drive our mission, and reflect our commitment to excellence in education, research, and service:

Quality:

controlling the educational quality we ensure the complementarity between academic and industry work; in the additions of mobilisation of resources by academics; and insuring the partner selection by industry.

Integrity

We uphold honesty, transparency, and ethical conduct in all academic and professional activities.

Excellence

We strive for the highest standards in teaching, learning, research, and community engagement.

Transparency:

We apply various transparency tools that are considered part of a recently emerging governance paradigm in higher education a paradigm that explicitly acknowledges the diverse information needs of a wide variety of stakeholder groups.

Innovation

We embrace creativity, continuous improvement, and the use of technology to enhance learning and administrative practices.

Team work and team spirit

We promote a culture of mutual respect, diversity, and inclusivity among students, staff, and partners.

Institutional Collaboration

We value teamwork and strategic partnerships that contribute to academic and professional success.

Social Responsibility

We are dedicated to contributing to sustainable development and addressing the needs of our local and national communities.

Administration

Dr. Maysoon Z. Elshaikh Ahmed

Faculty Dean

Assistant Professor of Accounting & Finance

Ms. Sulafa Hassan Ahmed

Registrar

engineersulafa@gmail.com

Departments

The Faculty of Administrative Sciences at the National University – Sudan is structured around four interrelated academic departments. Each department contributes to a multidisciplinary education in the fields of business, finance, and information systems, aiming to equip students with theoretical foundations, practical skills, and ethical awareness essential for success in both local and global environments.

These departments collaborate to deliver comprehensive programs that integrate teaching, research, and community engagement, while promoting innovation, critical thinking, and life-long learning.

The departments are:

- Business Administration.
- Accounting
- Marketing
- Management Information Systems (MIS).

Department of Business Administration

The Department of Business Administration is the cornerstone of the faculty, offering a dynamic and interdisciplinary approach to business education. It prepares students to become competent, ethical, and visionary leaders capable of navigating the complexities of today's global and digital economy.

Students gain a deep understanding of core business functions including strategic management, organizational behavior, human resource management, operations, leadership, and entrepreneurship. The curriculum integrates theory with real-world applications through case studies, simulations, and interactive workshops.

The department promotes innovation, sustainability, and responsible leadership, encourag-

ing students to engage in business projects, startup initiatives, and consultancy work. Faculty members are actively involved in research covering a wide range of topics including business strategy, innovation, and entrepreneurship.

Key Features:

- Comprehensive curriculum aligned with international standards
- Focus on leadership, ethics, and sustainability
- Practical engagement through projects and business competitions
- Strong ties with industry and opportunities for internships
- Preparation for postgraduate studies and professional development

Teaching Programmes:

- Courses in organizational behavior, strategic and operations management, entrepreneurship, and Total Quality Management
- Case-based and experiential learning methods
- Integration of innovation and ethics into business decision-making

Research & Development:

- Research in business strategy, innovation, and entrepreneurship
- Student participation in research, consultancy, and competitions
- Industry partnerships to solve real business challenges

Department of Accounting

The Department of Accounting plays a vital role in educating future accountants and financial professionals with strong technical, analytical, and ethical foundations. It offers a comprehensive curriculum that combines academic rigor with real-world relevance.

Students are trained in financial accounting, cost accounting, auditing, taxation, international comparative accounting, and managerial accounting. They also gain practical skills through accounting software, ERP systems, and financial analysis tools.

The department supports research in areas such as financial reporting, audit quality, corporate governance, and emerging fields like digital accounting and ESG reporting.

Key Features:

- Curriculum aligned with IFRS and international best practices
- Emphasis on ethics, accountability, and transparency
- Use of modern technologies in accounting education
- Field training and industry collaboration opportunities

- Support for certifications such as CPA, ACCA, CMA, and SOCPA

Teaching Programmes:

- Core courses in financial, managerial, and cost accounting, auditing, and taxation
- Applied learning through accounting systems and software
- Professional certification preparation

Research & Engagement:

- Research in financial transparency and audit quality
- Workshops and seminars on IFRS, ethics, and digital accounting
- Collaboration with professional bodies and regulators

Department of Marketing

The Department of Marketing is committed to developing creative, analytical, and ethically responsible marketing professionals. It focuses on preparing students for careers in sales, brand management, digital marketing, and market research.

The curriculum blends traditional marketing concepts with modern digital tools, covering areas such as consumer behavior, services marketing, integrated marketing communications, and e-marketing. Students engage in real-life campaigns, market research, and strategic branding projects.

The department also fosters research on marketing trends, consumer insights, and social media strategies. It maintains strong connections with industry through guest lectures, consultancy, and internships.

Key Features:

- Balanced curriculum combining traditional and digital marketing
- Practical exposure to real-world marketing scenarios
- Emphasis on ethical branding, creativity, and consumer value
- Career pathways in marketing, sales, digital media, and advertising
- Industry partnerships and community outreach

Teaching Programmes:

- Courses in marketing principles, digital marketing, consumer behavior, and brand strategy
- Market research and campaign development using simulation tools
- Emphasis on creativity and customer-centricity

Research & Industry Engagement:

- Research in branding, customer experience, and social media
- Collaboration with local businesses and Non-Governmental Organizations (NGOs).
- Activities promoting entrepreneurship and SME marketing access

Department of Management Information Systems (MIS)

The Department of MIS serves as a bridge between business processes and information technology. It aims to prepare students to lead digital transformation and manage complex information systems that enhance organizational efficiency and innovation.

The department offers a robust curriculum covering systems analysis, database design, enterprise systems, cybersecurity, and business intelligence. It also introduces students to AI, data analytics, and programming tools relevant to business environments.

Students work on real-world projects and simulations, developing the ability to translate business needs into technical solutions. The department fosters innovation and research in areas such as e-governance, digital strategy, and smart systems.

Key Features:

- Integrated business and IT education tailored to industry needs
- Hands-on experience with databases, ERP, and analytics tools
- Focus on cybersecurity, AI applications, and digital innovation
- Career readiness in business analysis, IT consulting, and data science
- Collaborations with tech firms, startups, and innovation hubs

Teaching Programmes:

- Courses in systems design, database management, ERP, and cybersecurity
- Training in business software, programming, and data analysis
- Emphasis on strategic IT alignment and digital transformation

Research & Innovation:

- Research in AI, data-driven decision-making, and e-government
- Support for student-led system development and tech incubation
- Industry collaboration for applied innovation and digital solutions

Staff :

| Name | Academic Rank | E-Mail |
|---|---------------------|--------------------------------|
| Faculty Dean | | |
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| Department of Accounting | | |
| Prof. Sayed Abbas Ahmed Eltayeb | Professor | sy_abbas@yahoo.com |
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Semester 2 [23 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|-------------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | English Language II | ENG 122 | 2 | 4 | 4 | - | 6 |
| 2 | Islamic Modes of Transactions | ISLM 123 | 2 | 2 | 2 | - | 3 |
| 3 | Computer Applications | INFO 124 | 15. | 1 | - | 3 | 2 |
| 4 | Business Mathematics II | MATH 125 | 2 | 2 | 2 | - | 3 |
| 5 | Principles of Management | BUS 126 | 2 | 2 | 2 | - | 3 |
| 6 | Financial Accounting II | ACCT 127 | 15. | 2 | 2 | - | 3 |
| 7 | Microeconomics | ECON 128 | 2 | 2 | 2 | - | 3 |
| | | | | 15 | 14 | 3 | 23 |

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

SUMMAR 1 AND ELECTIVES.

1. Write 1500 words on a current international economic crisis, or "language of administration"
"internet sources of management studies" (ID-SUM-131) 2 CHs,

2.Repeat courses or examinations for late comers and failures.

Semester 3 [20 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|---|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Intermediate Accounting I | ACCT-211 | 15 | 2 | 2 | - | 3 |
| 2 | Business Statistics I | STAT-212 | 2 | 2 | 2 | - | 3 |
| 3 | Principles of Marketing | MKT-213 | 2 | 2 | 2 | - | 3 |
| 4 | Macroeconomics | ECON-214 | 2 | 2 | 2 | - | 3 |
| 5 | Communication Skills | BUS-215 | 2 | 2 | 2 | - | 3 |
| 6 | Business Law | BUS-216 | 2 | 2 | 2 | - | 3 |
| 7 | Business Ethics and corporate Social Responsibility | BUS-217 | 2 | 2 | - | - | 2 |
| | | | | 14 | 12 | - | 20 |

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

Semester 4 [21 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|--------------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Intermediate Accounting II | ACCT-221 | 15. | 2 | 2 | - | 3 |
| 2 | Business Statistics II | STAT-222 | 2 | 2 | 2 | - | 3 |
| 3 | Organizational Behavior | BUS-223 | 2 | 2 | 2 | - | 3 |
| 4 | Principles of Finance | FINA-224 | 2 | 2 | 2 | - | 3 |
| 5 | Principles of Insurance | FINA-226 | 2 | 2 | 2 | - | 3 |
| 6 | Cost Accounting | ACCT-227 | 2 | 2 | 2 | - | 3 |
| 7 | Management Information Systems | INFO-228 | 2 | 2 | 2 | - | 3 |
| | | | | 14 | 14 | - | 21 |

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

SUMMAR 2 AND ELECTIVE MODULES

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

BUSINESS ADMINISTRATION SPECIALIZATION

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

Semester (5) Business Administration Specialization [21 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|---------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Managerial Economics | ECON-311 | 2 | 2 | 2 | - | 3 |
| 2 | Marketing Management | MKT-313 | 2 | 2 | 2 | - | 3 |
| 3 | Operations Research | BUS-314 | 2 | 2 | 2 | - | 3 |
| 4 | Corporate Finance | FINA-315 | 2 | 2 | 2 | - | 3 |
| 5 | Managerial Accounting | ACCT-316 | 2 | 2 | 2 | - | 3 |
| 6 | Financial Institutions | FINA-317 | 2 | 2 | 2 | - | 3 |
| 7 | Human Resource Management | BUS-318 | 2 | 2 | 2 | - | 3 |
| | | | | 14 | 14 | - | 21 |

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

Repeat courses or examinations for late comers and failures.

Semester (6) Business Administration Specialization [18 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|--|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Productions and Operations Management | BUS-321 | 2 | 2 | 2 | - | 3 |
| 2 | Business Entrepreneurship | BUS-322 | 2 | 2 | 2 | - | 3 |
| 3 | Change Management and Organizational Development | BUS-323 | 2 | 2 | 2 | - | 3 |
| 4 | Project Management | BUS-324 | 2 | 2 | 2 | - | 3 |
| 5 | E-Commerce | BUS -325 | 2 | 2 | 2 | - | 3 |
| 6 | Research Methodology | BUS-326 | 2 | 2 | 2 | - | 3 |
| | | | | 12 | 12 | - | 18 |

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

SUMMAR 3 AND ELECTIVES

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

Semester (7) Business Administration Specialization [21 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|--|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Marketing Research | MKT-411 | 2. | 2 | 2 | - | 3 |
| 2 | Negotiation Skills and Conflict Management | BUS-412 | 2 | 2 | 2 | - | 3 |
| 3 | Islamic Banking and Finance | FINA-413 | 2 | 2 | 2 | - | 3 |
| 4 | Supply Chain Management | BUS-414 | 2 | 2 | 2 | - | 3 |
| 5 | Total Quality Management | BUS-415 | 2 | 2 | 2 | - | 3 |
| 6 | Risk Management | BUS-416 | 2 | 2 | 2 | - | 3 |
| 7 | Knowledge Management | BUS-417 | 2 | 2 | 2 | - | 3 |
| | | | | 14 | 14 | - | 21 |

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

Repeat courses or examinations for late comers and failures.

Semester (8) Business Administration Specialization [18 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|-------------------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Research Project | BUS-424 | 15. | - | 6 | - | 3 |
| 2 | Innovation Management | BUS-421 | 2 | 2 | 2 | - | 3 |
| 3 | Computer Applications in Management | BUS-422 | 2 | 2 | - | 3 | 3 |
| 4 | International Business Management | BUS-423 | 2 | 2 | 2 | - | 3 |
| 5 | Strategic Management | BUS -425 | 2 | 2 | 2 | - | 3 |
| | | | | 8 | 12 | 3 | 15 |

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

2. Repeat courses or examinations for late comers and failures.

GRADUATION

MARKETING SPECIALIZATION

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

Semester (5) Marketing Specialization [21 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|------------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Managerial Economics | ECON-311 | 2 | 2 | 2 | - | 3 |
| 2 | Marketing Management | MKT-313 | 2 | 2 | 2 | - | 3 |
| 3 | Operations Research | BUS-314 | 2 | 2 | 2 | - | 3 |
| 4 | Product and Brand Management | MKT-315 | 2 | 2 | 2 | - | 3 |
| 5 | Managerial Accounting | ACCT-316 | 2 | 2 | 2 | - | 3 |
| 6 | Financial Institutions | FINA-317 | 2 | 2 | 2 | - | 3 |
| 7 | Consumer Behavior | MKT-317 | 2 | 2 | 2 | - | 3 |
| | | | | 14 | 14 | - | 21 |

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

Repeat courses or examinations for late comers and failures.

Semester (6) Marketing Specialization [21 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|--------------------------------------|---------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Production and Operations Management | BUS-321 | 2 | 2 | 2 | - | 3 |
| 2 | Business Entrepreneurship | BUS-322 | 2 | 2 | 2 | - | 3 |
| 3 | Sales Management | MKT-323 | 2 | 2 | 2 | - | 3 |
| 4 | Project Management | BUS-324 | 2 | 2 | 2 | - | 3 |
| 5 | Integrated Marketing Communications | MKT-324 | 2 | 2 | 2 | - | 3 |
| 6 | Research Methodology | BUS-326 | 2 | 2 | 2 | - | 3 |
| 7 | Marketing Channels Management | MKT-325 | 2 | 2 | 2 | - | 3 |
| | | | | 14 | 14 | - | 21 |

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

Repeat courses or examinations for late comers and failures.

SUMMAR 3 AND ELECTIVES

1. Training in a company or bank (MS-SUM-331) 2 CHs Block 2 weeks
2. Elective (E332): A 1000 work essay on a current managerial crises 1CH

Semester (7) Marketing Specialization [18 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|--------------------------|---------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Marketing Research | MKT-411 | 2 | 2 | 2 | - | 3 |
| 2 | Service Marketing | MKT-412 | 2 | 2 | 2 | - | 3 |
| 3 | E-Marketing | MKT-413 | 2 | 2 | 2 | - | 3 |
| 4 | Supply Chain Management | BUS-414 | 2 | 2 | 2 | - | 3 |
| 5 | Total Quality Management | BUS-415 | 2 | 2 | 2 | - | 3 |
| 6 | Strategic Marketing | MKT-416 | 2 | 2 | 2 | - | 3 |
| | | | | 12 | 12 | - | 18 |

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

Repeat courses or examinations for late comers and failures.

Semester (8) Marketing Specialization [15 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|------------------------------|---------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Research Project | MKT-424 | 15. | - | 6 | - | 3 |
| 2 | Innovation Management | BUS-421 | 2 | 2 | 2 | - | 3 |
| 3 | International Marketing | MKT-422 | 2 | 2 | 2 | - | 3 |
| 4 | Marketing Information System | Mkt-423 | 2 | 2 | 2 | - | 3 |
| 5 | Strategic Management | BUS-425 | 2 | 2 | 2 | - | 3 |
| | | | | 8 | 14 | - | 15 |

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

Repeat courses or examinations for late comers and failures.

GRADUATION**ACCOUNTING SPECIALIZATION**

Accounting is the process of identifying, measuring and communicating economic information about an organization for the purpose of making decisions and informed judgments. Accounting courses integrate the study of the theory and current practice of accounting with research and computer applications. Students will be able to use business and accounting concepts to make decisions about difficult issues. They will be trained as problem solvers who critically evaluate alternatives and examine which approach will be best for a business when more than one approach can be logically supported. Users of accounting information include the management of the entity or organization, the owners of the organization, employees, and various other agencies that are concerned with regulatory and tax matters. Students will learn the theoretical and applied aspects of accounting, the fundamentals of auditing and taxation, as well as the latest and greatest technical skills needed to improve business decisions. and gain an overall understanding of how businesses and markets work, with an emphasis on ethics and social responsibility, so can navigate future career with confidence and integrity.

Semester (5)**Accounting Specialization [21 CHs-18 weeks]**

| | Title | Code | Weeks | Units | | | CH |
|---|---------------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Managerial Economics | ECON-311 | 2 | 2 | 2 | - | 3 |
| 2 | Advanced Financial Accounting I | ACCT-312 | 2 | 2 | 2 | - | 3 |
| 3 | Operations Research | BUS-314 | 2 | 2 | 2 | - | 3 |
| 4 | Corporate Finance | FINA-315 | 2 | 2 | 2 | - | 3 |
| 5 | Managerial Accounting | ACCT-316 | 2 | 2 | 2 | - | 3 |
| 6 | Financial Institutions | FINA-317 | 2 | 2 | 2 | - | 3 |
| 7 | Human Resource Management | BUS-318 | 2 | 2 | 2 | - | 3 |
| | | | | 14 | 14 | - | 21 |

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

Repeat courses or examinations for late comers and failures.

Semester (6) Accounting Specialization [18 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|--|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Production and Operations Management | BUS-321 | 2 | 2 | 2 | - | 3 |
| 2 | Business Entrepreneurship | BUS-322 | 2 | 2 | 2 | - | 3 |
| 3 | Taxation Accounting | ACCT-323 | 2 | 2 | 2 | - | 3 |
| 4 | Advanced Financial Accounting II | ACCT-324 | 2 | 2 | 2 | - | 3 |
| 5 | Accounting for Government And NOT- for- Profit Organizations | ACCT-325 | 2 | 2 | 2 | - | 3 |
| 6 | Research Methodology | BUS-326 | 2 | 2 | 2 | - | 3 |
| | | | | 12 | 12 | - | 18 |

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

SUMMAR 3 AND ELECTIVES

1.Training in a company or bank (MS-SUM-331)2 CHsBlock 2 weeks

2. Elective (E332): A 1000 work essay on a current managerial crises 1CH

3. Repeat courses or examinations for late comers and failures.

Semester (7) Accounting Specialization [21 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|--|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Zakat Accounting | ACCT-411 | 2 | 2 | 2 | - | 3 |
| 2 | Audit I | ACCT-412 | 2 | 2 | 2 | - | 3 |
| 3 | Islamic Banking and Finance | FINA-413 | 2 | 2 | 2 | - | 3 |
| 4 | Advance Managerial Accounting | ACCT-414 | 2 | 2 | 2 | - | 3 |
| 5 | Accounting for Banking and Insurance Companies | ACCT-415 | 2 | 2 | 2 | - | 3 |
| 6 | International Comparative Accounting | ACCT-416 | 2 | 2 | 2 | - | 3 |
| 7 | Accounting Theory | ACCT-417 | 2 | 2 | 2 | - | 3 |
| | | | | 14 | 14 | - | 21 |

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

Repeat courses or examinations for late comers and failures.

Semester (8) Accounting Specialization [15 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|--------------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Research Project | ACCT-424 | 15. | - | 6 | - | 3 |
| 2 | Oil and Gas Accounting | ACCT-421 | 2 | 2 | 2 | - | 3 |
| 3 | Audit II | ACCT-422 | 2 | 2 | 2 | - | 3 |
| 4 | Accounting Information Systems | ACCT-423 | 2 | 2 | - | 3 | 3 |
| 5 | Strategic Management | BUS-425 | 2 | 2 | 2 | - | 3 |
| | | | | 8 | 12 | 3 | 15 |

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

Repeat courses or examinations for late comers and failures.

GRADUATION

MANAGEMENT INFORMATION SYSTEMS SPECIALIZATION

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

Semester (5)

Management Information Systems Specialization [21 CHs-18 weeks]

| | Title | Code | Weeks | Units | | | CH |
|---|------------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Managerial Economics | ECON-311 | 2 | 2 | 2 | - | 3 |
| 2 | System Analysis and Design I | INFO-312 | 2 | 2 | 2 | - | 3 |
| 3 | Operations Research | BUS-314 | 2 | 2 | 2 | - | 3 |
| 4 | Structured Programming | INFO-315 | 2 | 2 | - | 3 | 3 |
| 5 | Managerial Accounting | ACCT-316 | 2 | 2 | 2 | - | 3 |
| 6 | Financial Institutions | FINA-317 | 2 | 2 | 2 | - | 3 |
| 7 | Human Resources Management | BUS-318 | 2 | 2 | 2 | - | 3 |
| | | | | 14 | 12 | 3 | 21 |

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

Repeat courses or examinations for late comers and failures.

Semester (6)**Management Information Systems Specialization [21 CHs-18 weeks]**

| | Title | Code | Weeks | Units | | | CH |
|---|--------------------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Production and Operations Management | BUS-321 | 2 | 2 | 2 | - | 3 |
| 2 | Business Entrepreneurship | BUS-322 | 2 | 2 | 2 | - | 3 |
| 3 | Database Systems | INFO-323 | 2 | 2 | - | 3 | 3 |
| 4 | Project Management | BUS-324 | 2 | 2 | 2 | - | 3 |
| 5 | Object Oriented Programming | INFO-325 | 2 | 2 | - | 3 | 3 |
| 6 | Research Methodology | BUS-326 | 2 | 2 | 2 | - | 3 |
| 7 | System Analysis Design II | INFO-327 | 2 | 2 | - | 3 | 3 |
| | | | | 14 | 8 | 9 | 21 |

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

SUMMAR 3 AND ELECTIVES

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

Semester (7)**Management Information Systems Specialization [18 CHs-18 weeks]**

| | Title | Code | Weeks | Units | | | CH |
|---|-----------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Information Security | INFO-411 | 2 | 2 | - | 3 | 3 |
| 2 | Computer Network | INFO-412 | 2 | 2 | - | 3 | 3 |
| 3 | Database Management Systems | INFO-413 | 2 | 2 | - | 3 | 3 |
| 4 | Internet Technology | INFO-414 | 2 | 2 | - | 3 | 3 |
| 5 | Total Quality Management | BUS-415 | 2 | 2 | 2 | - | 3 |
| 6 | Software Engineering | INFO-416 | 2 | 2 | - | 3 | 3 |
| | | | | 12 | 2 | 15 | 18 |

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

Semester (8)**Management Information Systems Specialization [15 CHs-18 weeks]**

| | Title | Code | Weeks | Units | | | CH |
|---|-------------------------------------|----------|-------|-------|------|-------|----|
| | | | | Lect. | Tut. | Prac. | |
| 1 | Research Project | INFO-424 | 15. | - | 4 | 3 | 3 |
| 2 | Operating System | INFO-421 | 2 | 2 | - | 3 | 3 |
| 3 | Web Design | INFO-422 | 2 | 2 | - | 3 | 3 |
| 4 | Data Communication and Transmission | INFO-423 | 2 | 2 | - | 3 | 3 |
| 5 | Strategic Management | BUS-425 | 2 | 2 | 2 | - | 3 |
| | | | | 8 | 6 | 12 | 15 |

- 1.Examination of longitudinal courses (+re-sits) 2week
- 2.Repeat courses or examinations for late comers and failures.

GRADUATION**COURSE OUTLINE**

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

SEMESTER 1

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------|-------------|--------------------------|----------------|
| Arabic Language | ARAB 111 | 1/Block | 3 |

This is Introduction to fundamentals of Modern Standard Arabic, Focuses on the development of students' oral proficiency in Arabic, with attention to communicative skills in a variety of contexts. Introduces students to the differences between Modern Standard Arabic and various regional dialects, including basic grammar, pronunciation and writing system. Emphasis on development of basic language skills: reading, writing, speaking, listening and comprehension. It includes (1) the basics of Arabic language grammar that would allow students to read and write correctly, (2) pronunciation and punctuation of an Arabic text, (3) summarizing and abridging a lengthy Arabic text, (4) abstracts of Arabic poetry, (5) principles of translation of text between Arabic and English languages.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------|-------------|--------------------------|----------------|
| English Language I | ENG 112 | 1/ Block | 6 |

English is the language of business internationally. The course is aims at providing the stu-

dents with: (1) knowledge of management, economical, and financial terms and idioms in the English language, (2) the ability to read and comprehend texts and reference books in English, (3) the ability to communicate with the outside world of business especially with the advent of globalization, (4) the ability to express her/himself fluently and in proper English in their daily and work activities, (5) the ability to translate text between English and Arabic easily, (6) the ability to navigate and obtain information from the internet.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------------|-------------|--------------------------|----------------|
| Political & Social Studies | SOCL 113 | 1/ Block | 2 |

This course introduces students to the fundamental concepts of political science and social studies, providing an understanding of political systems, social structures, governance, and the interrelationship between politics, society, and the economy. Students will explore both historical and contemporary political issues, social movements, political ideologies, and the role of government in shaping societal norms. The course aims to foster critical thinking about political and social systems and how they impact individuals and societies globally.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------------|-------------|--------------------------|----------------|
| Fundamentals of Computer | INFO 114 | 1/ Block | 2 |

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.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------------|-------------|--------------------------|----------------|
| Business Mathematics I | MATH 115 | 1/ Block | 3 |

Business Mathematics is designed to teach students how mathematics could be used in solving problems in the contemporary business world. Therefore, the course is structured to expose students to the skills required in order to attain a level of proficiency in business management. This course focuses on an integrated treatment of mathematics and covers five major topics such as algebra, matrices and simultaneous equations, differential calculus, multivariate functions, Integral calculus, and modelling techniques with an emphasis on application in commerce.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------|-------------|--------------------------|----------------|
| Principles of Economics | ECON 117 | 1/ Block | 3 |

The course studies the market as a whole and how an economy functions focusing on aggregate relationships. It develops measures and theories of economic performance to study such issues as unemployment, inflation, and business cycles. Areas of study include aggregate supply and demand, fiscal policy, money and banking, monetary policy, economic growth, impacts

of government budget and deficit financing, and consequences of international trade and finance, and the level of national production. Examines government policies designed to correct for unemployment and inflation with close attention to the use of fiscal and monetary policies

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------------|-------------|--------------------------|----------------|
| Financial Accounting I | ACCT 118 | 1/Longitudinal | 3 |

This is an introductory financial accounting course that aims to provide the students with basic understanding of principles & concepts of accounting as well as accounting practices, financial reporting & analysis which intend to provide a strong foundation for advance courses in financial accounting with ability to apply these for the preparation of financial & related information to meet internal needs & external obligations. The course outlines the framework of accounting – its nature, purposes, definition of accounting, users of accounting information, accounting concepts and principles, accounting equation, measuring and recording of business transactions, adjusting entries, completing the accounting cycle, classified financial statements, accounting for merchandising operation, inventories, and accounting for receivables, plant assets, natural resources & intangible assets. and the contexts/environment in which it is practiced.

Semester 2

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------|-------------|--------------------------|----------------|
| English Language II | ENG 122 | 2/ Block | 6 |

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

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------------|-------------|--------------------------|----------------|
| Islamic Modes of Transactions | ISLM 123 | 2/ Block | 3 |

The course is aimed at exposing the students to the Islamic theories of contract. and getting more insight about specific Sharia texts and their proper implementation regarding the developing daily transactions and dealings, it discusses the essential elements needed for the formation of contracts in Islamic law such as offer and acceptance, the subject matter, and the parties to the contract, and other related aspects such as the importance of intention and its effect to the validity of contract. The subject also deals with the contract of qard (loan), and some principles that are of special relevance to Islamic law such as khiyar (options), riba and gharar (uncertainty).

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------------|-------------|--------------------------|----------------|
| Computer Applications | INFO 124 | 2/ Block | 2 |

This course investigates the role and impact of computer applications on computer information systems in general and specifically as applied to business requirements. It will introduce the students to basic computer hardware and processing concepts using Windows based applications. The course will include a basic computer literacy and Windows unit, the basics of two different software packages that are included in Microsoft Office, Microsoft Excel (spread sheet software), Word, PowerPoint, Publisher, and Microsoft Access (database management software) as well as other web software. Spreadsheet software is the second largest selling category of business software, surpassed only by word processing. People in business use spreadsheets for budgets and other financial applications.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------|-------------|--------------------------|----------------|
| Business Mathematics II | MATH 125 | 2/ Block | 3 |

In this course, students will develop their skills and understanding of business mathematics involving interest calculations, compound interest, annuities, loan financing, bonds and investment decision making.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------------|-------------|--------------------------|----------------|
| Principles of Management | BUS 126 | 2/ Block | 3 |

This course provides an introduction to the fundamental principles of management, focusing on the key functions of management: planning, organizing, leading, and controlling. It explores the roles and responsibilities of managers in organizations and the various challenges they face in today's dynamic business environment. The course emphasizes the application of management theories and practices, with real-world case studies to help students develop a deeper understanding of effective management techniques.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------|-------------|--------------------------|----------------|
| Financial Accounting II | ACCT 127 | 2/Longitudinal | 3 |

This Course covers the preparation of financial statements from the trial balance for various types of entities including sole traders, partnerships, limited companies, and non-for-profit entities. The module uses the International Financial Reporting Standards as reference. Introduction to the basic accounting cycle, accounting transaction analysis, preparation of journal entries, trial balance, worksheets, financial statements, and analysis of accounts receivable, notes payable, notes receivable, merchandise inventory, property, plant, equipment, and long-term bonds. Accounting for sole proprietorships is emphasized, including special journal accounting procedures.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------|-------------|--------------------------|----------------|
| Microeconomics | ECON 128 | 2/ Block | 3 |

Microeconomics is the branch of economics that focuses on the behavior of individual consumers, firms, and industries in making decisions regarding the allocation of resources. This course will cover the fundamentals of microeconomic theory, including supply and demand, consumer behavior, production theory, market structures, and the role of government in regulating markets. Through this course, students will develop an understanding of how markets operate and how economic forces influence decision-making at both the individual and firm levels.

Semester 3

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------------|-------------|--------------------------|----------------|
| Intermediate Accounting I | ACCT-211 | 3/ Longitudinal | 3 |

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.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------------|-------------|--------------------------|----------------|
| Business Statistics I | STAT-212 | 3/ Block | 3 |

This course is an introductory course on statistical inference with an emphasis on business applications. Coverage includes descriptive statistics, random variables, probability distributions, sampling and sampling distributions, statistical inference for means and proportions using one and two samples, and linear regression analysis. It's a 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.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------|-------------|--------------------------|----------------|
| Principles of Marketing | MKT-213 | 3/ Block | 3 |

This course introduces students to the fundamental concepts, strategies, and practices of marketing. It covers the principles of marketing in both domestic and global contexts, focusing on the identification and understanding of customer needs, creating value, and communicating that value to targeted markets. Topics such as market segmentation, product development, pricing strategies, distribution, and promotional techniques will be explored. The course aims to develop a comprehensive understanding of how businesses create, communicate, and de-

liver value to their customers.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------|-------------|--------------------------|----------------|
| Macroeconomics | ECON-214 | 3/ Block | 3 |

Macroeconomics is the branch of economics that studies the performance, structure, and behavior of the economy as a whole. It focuses on aggregate indicators such as GDP, unemployment rates, inflation, and national income. This course introduces students to the key concepts, models, and policies that shape macroeconomic outcomes. Students will examine the role of government policy, central banking systems, and global economic factors that affect national economies. The course aims to equip students with the theoretical tools to analyze the performance of national and global economies and understand the complexities of economic management.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------|-------------|--------------------------|----------------|
| Communication Skills | BUS-215 | 3/ Block | 3 |

This course is designed to give students a comprehensive view of communication, provides students with the opportunity to explore and develop the presentation skills necessary for success within the context of business through a study of communication and theory. Includes informative, persuasive, and small group presentations, as well as an emphasis on critical thinking, listening, non-verbal and technological presentation skills. Explores the role of argumentation and public speaking in public engagement in contemporary society. Includes analysis and application of various theories and methods of argumentation in public settings through oral and written communication. Areas include identification of fallacies, refutation, forms of argument and formal and informal logic. Criticism and critical listening skills are also emphasized.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------|-------------|--------------------------|----------------|
| Business Law | BUS-216 | 3/ Block | 3 |

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. A review of the legal and related ethical issues that commonly arise in the business environment, with emphasis on the Sudanese legal system and litigation, corporate responsibility, the changing nature of contracts and employment, torts and products liability, consumer law and business crimes. Nature and function of law in business society. Obligations arising out of agency, contract formation and breach, crimes, torts, warranty, regulation of competition, and international aspects thereof.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---|-------------|--------------------------|----------------|
| Business Ethics and corporate Social Responsibility | BUS-217 | 3/ Block | 2 |

This course examines the impact of business on society, and the impact of ethical and societal

issues on business, and the social responsibility of business organizations, to improving the student's ability to recognize and identify ethical issues, placing ethical issues in an organizational context, and improving the student's ability to reason toward a satisfactory resolution. It's an Introduction to the descriptive, normative and prescriptive elements of moral theory and their application to business. Students will gain familiarity with classical theories of right and wrong, good and bad, distributive justice and rights.

Analyzes the range of public debates about the social responsibilities of corporations. Topics include the following: sorts of public communication practices commonly taken to hinder or promote corporate social responsibility, the ethical implications for civic life of corporations' internal communication practices, how do corporations manage their ethical relations with communities, non-governmental organizations and other stakeholders? groups have historically participated in public controversies over corporate social responsibility.

Semester 4

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------------|-------------|--------------------------|----------------|
| Intermediate Accounting II | ACCT-221 | 4/Longitudinal | 3 |

This course intended to develop understanding of different company and partnership accounts, discussion of the development of accounting standards and the conceptual framework underlying financial accounting. An in-depth review of the income statement and the balance sheet. Recognition, measurement and reporting of cash, receivables, inventories, property, plant and equipment, intangible assets, liabilities and investments.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------------|-------------|--------------------------|----------------|
| Business Statistics II | STAT-222 | 4/ Block | 3 |

statistical and business analytic methods used in the analysis of business decisions. This course covers issues involving data and data collection, descriptive statistics and data visualization issues. Reviews the use of probability and probability distributions in business decisions. Introduction to sampling and sampling distributions, development of statistical estimation and statistical inference, including confidence intervals for means and proportions, analysis of variance, and various hypothesis tests. Develops correlation, simple linear regression and introduces simple time series analysis and decision analysis methods

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------|-------------|--------------------------|----------------|
| Organizational Behavior | BUS-223 | 4/ Block | 3 |

Organizational Behavior (OB) is the study of individual and group behavior in organizational settings. This course explores how people behave within organizations and how organizations can be structured and managed to enhance productivity, motivation, and overall employee satisfaction. The course examines various aspects of organizational behavior, such as leader-

ship, communication, decision-making, conflict management, and organizational culture. Through case studies, research, and practical examples, students will develop insights into how to manage and influence behavior within organizations effectively.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------------|-------------|--------------------------|----------------|
| Principles of Finance | FINA-224 | 4/ Block | 3 |

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. Principles and methods of corporate finance, valuation, analysis and management. Evaluation of business projects (capital budgeting) using financial criteria and different financing choices (capital structure) for these projects are reviewed. Introduction to the financial markets and both investment and financing instruments available to corporations and individuals. Emphasis placed on the framework and methodology involved in financial decision making.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------|-------------|--------------------------|----------------|
| Principles of Insurance | FINA-226 | 4/ Block | 3 |

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. The topics to be discussed include underwriting, marketing, rate making, loss adjustment, regulation and the legal characteristics of insurance contracts.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------|-------------|--------------------------|----------------|
| Cost Accounting | ACCT-227 | 4/Longitudinal | 3 |

This course intended to develop an in depth understanding of what is cost, elements of cost and cost allocation methods, Industrial cost accounting systems, job order and process costing, standard costs, and variance analysis. Procedures for measuring managerial performance and enforcing budgets. Problems conveying the importance of accounting information in planning and controlling a business. Reinforces and builds on the language and concepts of management accounting. Emphasizes different models for product costing and examines their effects on profit planning, budgeting, motivation, and control.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------------------|-------------|--------------------------|----------------|
| Management Information Systems | INFO-228 | 4/ Block | 3 |

This course is to provide a foundation to prepare students, as future managers, to play leading roles in the application and management of IT, explores how information systems are developed, deployed, and adapted considering architectures, value propositions, infrastructure, and organizational factors. Explores both classic and agile application design and development

approaches and tasks, tools and methods of system developers and automation tool users. Introduce students to the field of information management. Topics include information systems technology, the strategic role of IT, the business applications of networks, databases and Internet technologies, and the development and implementation of information systems. Use relational database models to design a real-world case study.

Semester 5

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------|-------------|--------------------------|----------------|
| Managerial Economics | ECON-311 | 5/ Block | 3 |

Managerial Economics is the application of economic theory and methodology to business decision-making. This course provides students with the tools and techniques necessary for analyzing business problems and making informed decisions. Topics covered include demand analysis, production and cost analysis, pricing strategies, market structures, and game theory. The course emphasizes the role of managerial decision-making in improving business efficiency and profitability.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------------------|-------------|--------------------------|----------------|
| Advanced Financial Accounting I | ACCT-312 | 5/ Block | 3 |

This course focuses on the Recognition, measurement and reporting of stockholders' equity, retained earnings and dilutive securities. An examination of financial reporting issues; earnings per share, income taxes, pensions, leases, accounting changes and errors. A further elaboration of financial statement preparation: statement of cash flows, interim reporting, segment reporting and reporting for inflation. Also, accounting for partnerships.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------|-------------|--------------------------|----------------|
| Operations Research | BUS-314 | 5/ Block | 3 |

This course helps in solving problems in different environments that needs decisions. The module covers topics that include: linear programming, Simplex maximizing example for similar limitations, Mixed limitations Transportation, Assignment, and CPM/ MSPT techniques. Analytic techniques and computer packages will be used to solve problems facing business managers in decision environments.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------|-------------|--------------------------|----------------|
| Corporate Finance | FINA-315 | 5/ Block | 3 |

This course focuses on the application of financial theory on managerial decision. Topics include: the areas of risk, valuation, capital structure, mergers and acquisitions, and investment decisions.

These issues are addressed through case studies of successful and unsuccessful financial strategies.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------------|-------------|--------------------------|----------------|
| Managerial Accounting | ACCT-316 | 5/ Block | 3 |

This is an introductory course intended to develop an understanding of the basic managerial accounting techniques in planning, controlling and performance evaluation, Structuring data to aid management decisions. Internal control, budgeting, break-even analysis, standard costing, variable costing, ratio analysis, inventory control, capital budgeting and transfer pricing.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------------|-------------|--------------------------|----------------|
| Financial Institutions | FINA-317 | 5/ Block | 3 |

This course explores the function, pricing, and institutional structures of financial markets. Its intent is to understand the differences between these instruments and the institutions that operate in today's financial markets. Understanding the economic foundations of these intermediaries, in addition to the institutional instruments, and developing students analytical and research skills, Topics include valuation of financial assets and the characteristics of financial instruments in money and capital markets. analyze the relationships among financial institutions, monetary policy and the stability of the economy as a whole.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------------|-------------|--------------------------|----------------|
| Human Resource Management | BUS-318 | 5/ Block | 3 |

This course Examines the role of HRM activities in organizational strategy design and execution. Focuses on two themes: 1) how to think systemically and strategically about managing an organization's human capital resources, and 2) how the management of human capital resources can provide an organization with a distinct competitive advantage in the marketplace. Specific topics include identification of human capital as a firm resource, alignment of HR systems with business strategies and configuration of HR practices. Issues concerning the effective use and equitable treatment of employees. How human resource management activities are influenced by the economy, laws, unions, organizational strategies and human behavior. The analysis of management activities such as recruitment and selection, training and development, pay and benefits, labor relations, performance assessment, discipline and due process. How these activities affect the attraction, retention, performance and satisfaction of employees.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------------------|-------------|--------------------------|----------------|
| Product and Brand Management | MKT-315 | 5/ Block | 3 |

This course considers the theories and concepts of products/services and brands and the implications of this for marketing managers. 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 organization. Topics includes: The elements of product & brand management, the product strategies can firms pursue, deriving new product ideas, design & develop new products, test & commercialize products, manage the product life cycle, naming new products, branding strategies, managing brand equity.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------|-------------|--------------------------|----------------|
| Marketing Management | MKT-313 | 5/ Block | 3 |

Marketing Management is a course that examines the role and importance of marketing in the firm and other organizations. topics includes: marketing plans/strategies, marketing research, market segmentation, retailing, advertising, pricing, Internet marketing, etc.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------|-------------|--------------------------|----------------|
| Consumer Behavior | MKT-317 | 5/ Block | 3 |

This course designed to learn about the factors that influence consumers' purchasing decisions of services and products. Behavioral science concepts will be examined including perception, motivation, learning, self-concept, personality, attitudes and attitude change, culture, social class, reference groups and the family unit. Application of behavioral concepts (from psychology, sociology, anthropology and economics) to marketing management and marketing research problems, including diffusion of innovations (new products), brand loyalty, consumer satisfaction and consumer decision-making models.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------------------|-------------|--------------------------|----------------|
| System Analysis and Design I | INFO-312 | 5/ Block | 3 |

This course introduces the students to the concepts and skills of system analysis and design. It includes expanded coverage of data flow diagrams, data dictionary, and process specifications. it introduces students to embedded systems, the types of hardware that can support such systems, and the interfacing used in embedded systems. The course is a combined laboratory and lecture course, which directly applies the embedded systems techniques using hardware description and assembly languages to field programmable gate array technology.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------------|-------------|--------------------------|----------------|
| Structured Programming | INFO-315 | 5/ Block | 3 |

This course is an introduction to programming language. It contents Computer architecture, program execution, software, software life cycle, Programming languages, compilers, Structured programming principles, algorithms, Introduction to the C programming language, input-output, libraries, Data representation, variables, data types, Control and loop structures Pointers, Arrays, strings, Matrices, Functions-recursion, Structures, unions, Files, Memory allocation

Semester 6

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------------------------|-------------|--------------------------|----------------|
| Production and Operations Management | BUS-321 | 6/ Block | 3 |

This course emphasizes the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. It is designed to highlight the practical and applied techniques which can improve the organization's quality and productivity. The course draws upon the student's knowledge of accounting, science, mathematics, management and statistics. The course contains, capacity planning, process selection and facility layout, location planning and analysis, quality and quality control, design of work system.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------------|-------------|--------------------------|----------------|
| Business Entrepreneurship | BUS-322 | 6/ Block | 3 |

This course emphasizes the Consistent with Marquette's mission of concern for the whole person. Students individually craft business models for new ventures (for-profit or non-for-profit) that meet underserved needs. also learn to communicate their venture concepts to potential resources providers. Topics include evaluating entrepreneurial capabilities, creativity, business plan creation, opportunity assessment and feasibility analysis, business implementation, new product introduction, and seeking funds.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------|-------------|--------------------------|----------------|
| Taxation Accounting | ACCT-323 | 6/ Block | 3 |

This course is designed to align with the Sudanese Tax Act for the year 1986, The focus of this course is basic tax issues for taxpayers including individuals and businesses. The topics include the economy of the Sudan, the revenue structure, basic income tax computation, income definition, property transactions, taxes and investment and financing decisions, VAT rules, Other direct and indirect taxes. The purpose is to provide a basic understanding of the role of taxes in decision-making.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------------------|-------------|--------------------------|----------------|
| Advanced Financial Accounting II | ACCT-324 | 6/ Block | 3 |

This course is designed to produce concepts and practices in financial reporting with special emphasis on business combinations, consolidated financial statements and financial reporting issues and practices for governmental and other not-for-profit entities. In addition, the course will examine current topics and emerging issues in financial reporting.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---|-------------|--------------------------|----------------|
| Accounting for Government And NOT-for- Profit Organizations | ACCT-325 | 6/ Block | 3 |

This course is introducing students to the basic concepts and techniques of fund accounting and the financial reporting for governmental and not-for-profit entities. The course focuses on the structure and utilization of financial information as it relates to Government And NOT- for-Profit Organizations, including the following: applying and identifying correct reporting and accounting standards for GNP; preparing fund basis and

government-wide statements for local and state governments; and preparing financial statements for private not-for-profit organizations.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------|-------------|--------------------------|----------------|
| Research Methodology | BUS-326 | 6/ Longitudinal | 3 |

This course aims to extend and deepen the understanding of different research approaches and methodologies in the areas of public administration and policy to develop skills for applying different research methods in the broad range of management disciplines. This course will prepare students for undertaking an independent research study and examining key steps in developing a research strategy and their research projects or full research papers. The course will provide students with knowledge and skills to guide them through a literature review, develop research questions, consider and assess different theoretical approaches to research and choose a theoretical perspective that will inform the methodology, selection of research strategy/design, and the application of particular research methods. Research design, The population of the study, sample and sampling techniques, research instrument for data collection, validity and reliability of the instrument, data collection procedure, method of data analysis, ethical consideration

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--|-------------|--------------------------|----------------|
| Change Management and Organizational Development | BUS-323 | 6/ Block | 3 |

This course is introducing students to Investigates the impact of human behavior on organizations and investigates how managers can predict and influence such behavior. Begins by focusing on the individual, then the group, and finally the organization as a whole. Provides an in-depth study of evidence-based organizational development (OD) processes and interventions aimed at improving organizational performance. Emphasizes planning and implementation team, inter-team and organization-wide interventions. Values, ethics and the role of the OD professional/change agent are described. Topics include: interpersonal perception, motivation, conflict, leadership, corporate culture and organizational change.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------|-------------|--------------------------|----------------|
| Project Management | BUS-324 | 6/ Block | 3 |

This course is a fundamental understanding of how to manage a project using concepts and tools, while leveraging best practices, is essential. It provides a holistic view of project management. Focuses on impact of effective project management on myriad aspects of the organization and includes the following topics: alignment of projects with organizational strategy; project elements, organization, and structure; estimating project times and costs; developing a project plan; risk management; resource and project scheduling and management; being an effective project manager, managing project teams; managing inter-organizational relationships; progress and performance measurement and evaluation; managing international projects and project teams; vendor management; management of cross-functional project teams.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------|-------------|--------------------------|----------------|
| E-Commerce | BUS -325 | 6/ Block | 3 |

This course emphasizes the major concepts and activities of e-commerce. It presents an e-commerce framework. Various topics are covered including electronic payment systems, order fulfillment, electronic customer relationship management, e-auctions, business to business e-commerce, selling and buying in private e-markets, e-supply chains, collaborative commerce, corporate portals, mobile commerce and pervasive computing.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------|-------------|--------------------------|----------------|
| Sales Management | MKT-323 | 6/ Block | 3 |

This course introduces students to the dynamic world of relationship selling. Organized around developing ethical sales skills that will lead to long-term relationships between buyers and sellers. Students learn and practice concepts on preparing for and completing a sales call, focusing on customer analysis, networking, question development, handling objections, negotiations and closing the sale. Classes are highly interactive and designed to develop selling concepts, skills and self-confidence through experiential exercises, role-plays and presentations

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------------------|-------------|--------------------------|----------------|
| Integrated Marketing Communications | MKT-324 | 6/ Block | 3 |

The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics: the role of integrated marketing communications, organizing for advertising and promotion, consumer behavior perspective, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, PR and publicity, personal selling, international promotion,

business-to-business promotions, and regulations and ethics.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------------|-------------|--------------------------|----------------|
| Marketing Channels Management | MKT -325 | 6/ Block | 3 |

This course introduces the design, structure, and ongoing management of marketing channels as inter-organizational systems involved in the flow of goods and services from creation to the consumer. Topics include: manufacturing, wholesaling, retailing, facilitating agencies, supply chain logistics, and B2B relationship management as they apply to the distribution of goods and services through marketing channels.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------|-------------|--------------------------|----------------|
| Database Systems | INFO-323 | 6/ Block | 3 |

This course introduces the core principles and techniques required in the design and implementation of database systems. Topics include database concepts and architecture, data modeling, formal query languages such as relational algebra, commercial query language SQL, database access from application programs and a brief examination of advanced concepts including transactions, distributed databases, security and XML.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------------------|-------------|--------------------------|----------------|
| Object Oriented Programming | INFO-325 | INFO-325 | 3 |

This course is intended to presents advanced software engineering concepts in the context of object-oriented analysis and design. Topics include: concept of object-orientation, UML modeling techniques, use of CASE tools, use-case requirement analysis, modeling with classes, object-oriented design, design patterns, software quality, testing and correctness, software reuse and aspect-oriented software engineering, Software development using Java and interfaces as design patterns, the Java API, current object-oriented design methodologies.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------------|-------------|--------------------------|----------------|
| System Analysis Design II | INFO-327 | 6/ Block | 3 |

This course is intended to give students a solid foundation in systems analysis and design using an object-oriented approach. Students will learn best practices. Topics include business modeling, project management, Unified Process and Agile methodologies, advanced design principles, user and system interface design, and security.

33Semester 7

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------|-------------|--------------------------|----------------|
| Zakat Accounting | ACCT-411 | 7/ Block | 3 |

This course includes definition of the rules and accounting systems of Zakat, as well as the foundations and accounting systems of Zakat system and their application in Sudan, Students learn Characteristics of Zakat, Main difference between Zakat and Taxes, Accounting for cash Zakat, Accounting for Zakat crops and fruits, Accounting for Zakat gain work, Accounting for Zakat liberal professions and crafts, Accounting for Zakat livestock, Accounting for Zakat exploited.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------|-------------|--------------------------|----------------|
| Audit I | ACCT-412 | 7/ Block | 3 |

The course is designed to provide in-depth study of auditing principles, concepts, and practices as it applies mainly to business and investors. Further, it will provide the student with a working knowledge of auditing procedures and techniques, standards, ethics and legal environment, statistical audit tools as well as audit reports. Topics include the differences between auditing and accounting, the importance of auditing in reducing information risk, the causes of information risk and how this can be reduced, assurance services and distinguish audit services from assurance services, types of audits.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------------------|-------------|--------------------------|----------------|
| Islamic Banking and Finance | FINA-413 | 7/ Block | 3 |

This course covers the spirit, theory and application of canonical Islamic laws to modern financial transactions. It begins with the fundamental guidelines in Islam for the economic systems, dealings (Muamlaat) and covers how they compare with the modern-day financial systems. It inculcates transactions how some financial transactions or banking methods can in fact be in accordance with the laws of Islam and the need for such Shariah complaint, financial products today. The course covers Shariah governance framework. Role of international Islamic financial institutions in developing the Islamic finance, Islamic economics, profit sharing and loss bearing (Mudarabah), safekeeping (Wadiah), joint ventures (Musharaka), cost plus (Muraabah), leasing (Ijara), etc.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------------|-------------|--------------------------|----------------|
| Advance Managerial Accounting | ACCT-414 | 7/ Block | 3 |

Students use management accounting information to design reports for decision making. Using a case-based approach, students perform analyses to support managerial decisions, design and implement effective management control systems, and take into account the ethical responsibilities of a management accountant. Topics include overview of managerial ac-

counting and cost concepts, cost control tools and techniques, management incentives and performance measures, budgeting and transfer pricing, Job-order costing, process costing, cost behavior and cost-volume-profit relationships, absorption costing and variable costing, activity-based costing, performance measurement in decentralized organizations.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--|-------------|--------------------------|----------------|
| Accounting for Banking and Insurance Companies | ACCT-415 | 7/ Block | 3 |

This course to provide the students basic knowledge about the accounting practices in banking & insurance businesses. Accounting in Banking is an introduction to books, ledgers and registers of banking companies; calculation-rebate on bills discounted, NPAs and capital adequacy ratio; format of financial statements of banking companies.

Accounting in insurance companies is an introduction to classes of insurance business; insurance terminologies; format of financial statement of insurance companies.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------------------------|-------------|--------------------------|----------------|
| International Comparative Accounting | ACCT-416 | 7/ Block | 3 |

This course is an overview of accounting issues faced by multinational corporations or firms involved in international business. Issues include the diversity of worldwide accounting principles and the prospects for uniform international accounting standards, foreign currency transactions and translation, inflation, various technical accounting methods and the implications of their application, financial disclosures, analysis of financial statements, auditing, investment analysis, risk management, management information systems, performance evaluation, methods of financing, transfer pricing and taxation.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------|-------------|--------------------------|----------------|
| Accounting Theory | ACCT-417 | 7/ Block | 3 |

This course explores some of the theoretical issues that underlie the discipline of financial accounting and some of the practical consequences of these issues. In this course students evaluate how organizations process and report accounting information in adherence to ethical standards and generally accepted accounting principles. Topics include accounting literature related to the accounting cycle, adjusting and closing entries, ethics, financial reporting & analysis, international accounting, auditing, taxation, and governance.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------|-------------|--------------------------|----------------|
| Marketing Research | MKT-411 | 7/ Block | 3 |

This course examines key concepts and methods of marketing research to allow students to understand how to apply methodological tools to solve real-life business problems.

Topics include research analysis, research design, sampling analysis, data collection methods, data storage methods, univariate and bivariate statistical analysis, report writing and the integration of research and marketing management.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--|-------------|--------------------------|----------------|
| Negotiation Skills and Conflict Management | BUS-412 | 7/ Block | 3 |

In this course, students will gain an understanding of different negotiation styles and conflict resolution in the workplace, and develop strategies and skills to deal with different situations. Topics include negotiation and its components; personality; Conflict Resolution Strategies; negotiation style and temperaments; communication; interest and goals in negotiation; perception and power in negotiation; principles of persuasion; negotiation process; and styles, techniques and strategies.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------|-------------|--------------------------|----------------|
| Supply Chain Management | BUS-414 | 7/ Block | 3 |

The course has strong emphasis on providing analytical skills, critical thinking, and managerial insights. Topics include: just-in-time systems, Supply chain strategy: strategic fit, network design, global dual sourcing, managing supply chain risks: risk-sharing contracts, risk pooling, risk hedging, coordinating supply chain: sales & operations planning, bullwhip effect, total quality management, sourcing and logistics, technology transfer, and risk management. Emphasis will be given to globalization of operations.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------------|-------------|--------------------------|----------------|
| Total Quality Management | BUS-415 | 7/ Block | 3 |

This course introduces students to the concepts, tools, and techniques used in Total Quality Management, quality cultures, effective team structures, measurement of quality, productivity, and competitiveness in an industrial environment. also connects leadership, supplier-customer relationships, employee engagement, data collection and analysis, productivity, statistical process control, and other topics to quality and customer satisfaction.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------|-------------|--------------------------|----------------|
| Risk Management | BUS-416 | 7/ Block | 3 |

This course is to provide an introduction to the principles and concepts of risk and risk management. The history of risk management is explored as a means of understanding the current drivers of enterprise risk management, and the development and impact of international standards. Topics include Risk Management Activities, Assessing Risk, Responding to Risks.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------|-------------|--------------------------|----------------|
| Knowledge Management | BUS-417 | 7/ Block | 3 |

This course focuses on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a firm. The tools and techniques for knowledge acquisition, assessment, evaluation, management, organization and dissemination. Topics include knowledge generation, knowledge coordination and codification, knowledge transfer and reuse, technologies and knowledge management and knowledge management strategies, KM systems and its application in knowledge generation and transfer, and in the representation, organization, and exchange of knowledge, knowledge codification and system development, its testing, KM tools and portals, and finally ethical, managerial and legal issues in knowledge management.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------|-------------|--------------------------|----------------|
| Service Marketing | MKT-412 | 7/ Block | 3 |

This course to provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Issues include The Customer Experience Segmentation, Targeting and Positioning (STP) Analysis, Strategic Issues: Managing Demand, Creating & Delivering Services: Adding Value, The Marketing Mix: Cost & Price Strategies, The Marketing Mix: Communication & Promotion of services, Service Quality and Service Productivity, Communications Across Borders, Managing Customer Services, Implications for HRM, Services and Globalization.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------|-------------|--------------------------|----------------|
| E-Marketing | MKT-413 | 7/ Block | 3 |

This course Examines modern marketing trends, techniques and technologies. Topics include search and display advertising, search engine optimization, social media and virality, content marketing, online reputation management, online experimentation, mobile marketing and others. Special emphasis is placed on the impact of digital marketing on consumer privacy.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------|-------------|--------------------------|----------------|
| Strategic Marketing | MKT-416 | 7/ Block | 3 |

This course to provide students with the necessary tools and frameworks to enable them to make proactive marketing decisions that take best advantage of the conditions in which the firm finds itself. Topics included are marketing management for a turbulent era, the marketing fit with corporate and business strategies, capturing key marketing environmental insights, customer insights and customer connections, capturing marketing insights for demand measurement, market segmentation and target marketing, branding and positioning, marketing strategies for competitive and market scenarios, The integrated marketing mix, organizing, planning, delivering and measuring market performance.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------|-------------|--------------------------|----------------|
| Information Security | INFO-411 | 7/ Block | 3 |

This course is an Introduction to the important issues in computer security, including cryptography, program security, operating system security, database security, and network security. Also discusses the legal, ethical and privacy issues that arise in computer security, security risk mitigation methods and procedures such as access control, identity management, intrusion prevention and detection, network and physical security. Reviews Information Systems (IS) security topics in both the operational and strategic context of the business. Addresses several IS governance and IS security frameworks within which the various security concepts, aspects, policies and procedures.

Beside several well-regarded and well-used IT and IT security governance frameworks which can be used to apply and govern security policies and protocols in organizations. Explores System and Organization Control (SOC) IT auditing.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------|-------------|--------------------------|----------------|
| Computer Network | INFO-412 | 7/ Block | 3 |

This is an introductory course in computer networks. In particular, it concentrates on the Internet technology. It introduces the OSI and TCP/IP network architecture models, the implementation principles and design issues at each layer of these models. Lecture topics include: OSI and TCP/IP models, data transmission basics, data-link protocols, local area networks, wide area networks, Internet structures, TCP/IP protocol suite, and application Layer protocols.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------------------|-------------|--------------------------|----------------|
| Database Management Systems | INFO-413 | 7/ Block | 3 |

This course is to provide students with the background to design, implement, and use database management systems, including the fundamentals of database management systems, techniques for the design of databases, and principles of database administration. This course emphasized database concepts, developments, use and management in three main sections: database concepts, practice, and emerging trends, beside the relational database systems, object- oriented databases, practical design of data-bases and developing database applications using modern software tools.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|---------------------|-------------|--------------------------|----------------|
| Internet Technology | INFO-414 | 7/ Block | 3 |

This course introduces the various technologies used in Internet, the advanced operation of PC and Internet, and the web page using web-authoring tool and programming languages. application of Internet technologies in different business applications, such as Ecommerce, database and Intranet/Extranet, also include the basic concepts and essential knowledge of the applications and technology of the Internet and World Wide Web. It provides a conceptual

framework to understand the operation of the Internet and to understand how computers connect and communicate with each other, and analytical ability in network technology.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------|-------------|--------------------------|----------------|
| Software Engineering | INFO-416 | 7/ Block | 3 |

This course in software engineering, covering the software life cycle, proper selection of data structures and algorithms, and the availability and choice of programming paradigms for appropriate design and implementation of well-engineered software. This course introduces students to the different software development lifecycle (SDLC) phases used in developing, delivering, and maintaining software products. Students will also acquire basic software Development skills and understand common terminology used in the software engineering profession. Students will also learn and practice using traditional coding standards/guidelines.

Semester 8

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------------|-------------|--------------------------|----------------|
| Oil and Gas Accounting | ACCT 421 | 8/ Block | 3 |

This course is an introduction to oil and gas accounting with emphasis on accounting for costs incurred in the acquisition, exploration, development, and production of oil and natural gas using full cost accounting methods; also covers joint interest accounting, gas pipeline accounting, required disclosures for oil and gas activities, and analysis of oil and gas companies' financial statements.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------|-------------|--------------------------|----------------|
| Audit II | ACCT 422 | 8/ Block | 3 |

This course is to provides understanding and hands-on experiences on the use of data analytics in the financial statement audit, including how to identify potential audit risks. Incorporates the use of analytics software to access data sources, clean and prepare data, perform a variety of analyses and then deploy the results to operationalized in the audit context. Working with a popular programming language and learning how it can be used to perform specific financial statement audit procedures.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------------------------|-------------|--------------------------|----------------|
| Accounting Information Systems | ACCT 423 | 8/ Block | 3 |

This course is an introduction to Accounting Information Systems: their role in organizations, particularly in support of strategic and operational decision-making and problem-solving, as well as operations support and management. Systems thinking; systems design & development; management perspectives on the IT support role to business (particularly security & ethics); trends, issues and concerns in IS; and end-user application software including accounting

packages, reporting, Overview of Transaction Processing & ERP, - Control and Accounting Information Systems; COSO, ERM, COBIT Relational Databases and database management, Systems Documentation Techniques.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|----------------------|-------------|--------------------------|----------------|
| Strategic Management | BUS 425 | 8/ Block | 3 |

This course gives an overview of all essential aspects of business policy and strategic management. The intention is to provide students with strategy insights; reflect on strategic dilemmas; and practice strategy tools to enable students to become strategic thinkers. The course will cover strategy analysis, formulation of strategies at different levels of the organization, and Strategic Implementation, Renewal and Change, Resources and Capabilities: Opportunities or Constraints, Strategy and Institutional Context the purpose of organizations, their governance, and their role towards shareholders, stakeholders and society in general.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------------|-------------|--------------------------|----------------|
| Innovation Management | BUS-421 | 8/ Block | 3 |

This course Introduces practices and experiences necessary for delivering on two aspects of innovation and leadership: 1) delivers on frameworks, such as design thinking and tools, that are useful for stimulating innovation and creative problem solving through critical analysis of the problem domain, imagination, and inventive thought and action. Provides the means to become more aware of how creativity and innovation affects the organizational work and role. Addresses the innovation processes that transform ideas into practical and sustaining goods and services. 2) develops practical experiences on innovation leadership that are necessary to create an organizational environment that develops a culture of innovation across all functional areas. in addition to learn how to inspire innovative thinking among peers/employees, how to manage innovation-driven organizational change, and how to perpetuate processes that lead to continuous improvement and innovation across all departments.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------------------|-------------|--------------------------|----------------|
| Computer Applications in Management | BUS-422 | 8/ Block | 3 |

This course is aimed at beginning to intermediate computer users. It teaches a range of computer skills from the basics of using Windows, to basic internet literacy, to creating projects using Microsoft Office. include integration across Microsoft Word, Excel, PowerPoint, and Access.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-----------------------------------|-------------|--------------------------|----------------|
| International Business Management | BUS-423 | 8/ Block | 3 |

In this course global business operations and global business decision making and strategy are integrated in a theoretically sound and practically useful manner. The focus of this course

is to explore various aspects of business entry and sustenance into the global marketplace. Contents include contemporary issues in international management such as management of cross-border mergers, acquisitions and alliances; transfer of best practices across organizational and national boundaries, Integrated view of international business including current patterns of international business, socioeconomic and geopolitical systems within countries as they affect the conduct of business, major theories explaining international business transactions, financial forms and institutions that facilitate international transactions, and the interface between nation states and the firms conducting foreign business activities.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------|-------------|--------------------------|----------------|
| International Marketing | MKT-422 | 8/ Block | 3 |

This course is an integrated approach to marketing from a managerial point of view. Makes use of economic, quantitative and behavior concepts in analyzing and developing a framework for the decision-making and implementation of the firm's marketing program. Special emphasis is given to marketing across the globe. It takes theoretical, strategic, and ethical approaches to evaluate and understand organizational behaviors; economic, political, cultural and technological developments at local, regional and global levels; country market selection, market entry strategies (exporting, licensing and foreign direct investments) and marketing mix strategies (product, price, supply chain, and integrated marketing communication). Issues related to global market segmentation, targeting and positioning are also included.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------------------|-------------|--------------------------|----------------|
| Marketing Information System | MKT-423 | 8/ Block | 3 |

This course covers introduction to marketing information systems and its basic functions, develop students' knowledge regarding MIS in the light of Automation and data support systems for decision making. The module is aimed to provide advanced interdisciplinary knowledge and augmented skills for creating enterprise information systems able to support marketing management processes and to provide information, which could meet the needs of marketing management specialists. The teaching module introduces creation principles and variety of concepts used for building marketing information systems (MkIS). The course provides knowledge of the functional components and structure of MkIS, develops ability to distinguish and apply methods of marketing management, including marketing planning, modelling and customer relationship management domains. The students get acquainted and acquire practical skills of marketing analytics by using intelligent computational tools, cloud-based applications, functional modules of the integrated systems, market games, and applied software for marketing decision-making, planning and control. The module also aims to deepen scientific writing skills and apply methods of virtual team learning for fulfilment of assignments in MkIS area.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------|-------------|--------------------------|----------------|
| Operating System | INFO-421 | 8/ Block | 3 |

This course Introduces the fundamental concepts of operating systems together with the basics of networking and communications including: virtual memory and memory management, concurrent processing, mass storage systems and device control and management, file systems, networking, security and system performance, process control and scheduling, concurrency and synchronization, file systems and device control, kernel data structures interposes communication and synchronization; protection and security; and protection and virtualization; evaluation and prediction of performance.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|--------------|-------------|--------------------------|----------------|
| Web Design | INFO-422 | 8/ Block | 3 |

This course focuses on designing and developing Web-based applications using a variety of programming languages and tools. Students are exposed to Internet application development architecture. Class projects include developing business-to-consumer (B2C) and business-to-business (B2B) applications, among others. Upon completion, students understand the challenges, technologies, and issues in developing and deploying Web-based applications.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|-------------------------------------|-------------|--------------------------|----------------|
| Data Communication and Transmission | INFO-423 | 8/ Block | 3 |

This is an introductory course in Data Communications and Transmission. It familiarizes the students with the basics of data communications, OSI model and techniques, applications and control of modern data communications networks. Topics included are network models and principles, digital and analog transmission, multiplexing, circuit and packet switching. Transmission Control Protocol/Internet Protocol, naming an addressing (Domain Name System), data encoding/decoding techniques, link layer protocols, routing protocols, transport layer services, congestion control, quality of service, network services, Software Defined Networks (SDNs), programmable routers and overlay networks, wireless and mobile networking, security in computer networks, multimedia networking, and network management.

| <i>Title</i> | <i>Code</i> | <i>Semester/Duration</i> | <i>Credits</i> |
|------------------|--|--------------------------|----------------|
| Research Project | INFO-424 MKT-424 BUS-424 ACCT 424 | 8/Longitudinal | 3 |

The research project is the capstone experience for the Bachelor degree in administrative Sciences (Honours). In this course, students work in small groups to solve authentic administrative problems with an emphasis on professional project management and communication. In each faculty specialization (business administration, marketing, accounting or management

information systems) topic chosen by the student in consultation with Academic supervisors. Projects involve technical components including theoretical analyses, simulations, and experiments, collection of data, interpretation of results, and/or analysis of a research question. The outcome product of the course may be a thorough review of the literature or meta-analysis, case study, case series, or involvement in a study that is suitable for publication or professional presentation.



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National University Sudan

Undergraduate & Graduate **PROSPECTUS** National University - Sudan 5TH EDITION JULY 2024 - JUNE 2028



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