



الجامعة الوطنية - السودان
National University - Sudan

**Post-graduate
Diploma in
Business
Administration**





Introduction

The Post-graduate Diploma in Business Administration is designed to equip graduates with the fundamental knowledge and practical skills required for successful careers in business, accounting, finance, and management. The program responds to the growing demand for competent professionals ca-

pable of supporting organizations in both the public and private sectors. It provides students with a solid foundation in accounting, economics, management, finance, marketing, and organizational behavior while developing analytical and decision-making abilities necessary in today's dynamic business environment.

General Objectives

The program aims to:

- Provide graduates with a strong foundation in business administration.
- Develop analytical and quantitative skills for business decision-making.
- Enhance students' understanding of accounting, economics, finance, and management principles.
- Prepare graduates for employment in business organizations and governmental institutions.
- Develop ethical, professional, and managerial competencies.
- Prepare students for advanced postgraduate studies.

Specific Objectives

Upon completion of the program, graduates should be able to:

- Apply accounting principles in recording and reporting business transactions.
- Analyze economic factors affecting business organizations.
- Utilize statistical techniques in business decision-making.
- Demonstrate managerial and leadership skills.
- Apply financial management techniques to organizational decisions.
- Understand organizational behavior and workplace dynamics.
- Develop effective marketing strategies.
- Apply cost and management accounting techniques for planning and control.

Expected Learning Outcomes

Graduates of the program will be able to:

- Demonstrate knowledge of fundamental business disciplines.
- Prepare and interpret financial statements.
- Analyze business problems using quantitative methods.
- Apply management principles to organizational situations.
- Evaluate financial performance and investment decisions.
- Explain individual and group behavior in organizations.
- Develop appropriate marketing strategies.
- Communicate business information effectively.
- Work efficiently in teams while maintaining professional ethics.

Admission requirements

Applicant must satisfy the general regulations set by the faculty of graduate studies of the National University for registration for High diploma program.

Eligible candidates are:

- (a) Holders of B.Sc. (Honors/General) in any specialization rather than Administrative Sciences with grade PASS minimum.
- (b) Holders of B.Sc. (General) in administrative sciences with grade PASS minimum.

Study Program

Semester One

Code	Course	Credit Hours	Lectures	Tutorials
ACC 611	Financial Accounting	3 (2+1)	2	2
ECO 612	Foundations of Economics	3 (2+1)	2	2
MGT 613	Essentials of Management	3 (2+1)	2	2
STA 614	Business Statistics	3 (2+1)	2	2

Semester Two

Code	Course	Credit Hours	Lectures	Tutorials
ACC 621	Cost & Management Accounting	3 (2+1)	2	2
MGT 622	Organizational Behavior	3 (2+1)	2	2
FIN 623	Financial Management	3 (2+1)	2	2
MKT 624	Marketing Management	3 (2+1)	2	2

Course Contents

ACC 611 Financial Accounting

- Understand the accounting cycle and accounting concepts.
- Record business transactions using the double-entry system.
- Prepare journals, ledgers, trial balances, and financial statements.
- Analyze and interpret financial statements.
- Apply accounting principles in business organizations.

ECO 612 Foundations of Economics

- Explain the basic principles of microeconomics and macroeconomics.
- Understand demand, supply, and market equilibrium.
- Analyze consumer and producer behavior.
- Explain inflation, unemployment, and economic growth.
- Understand government policies and international trade.

MGT 613 Essentials of Management

- Explain management theories and functions.
- Understand planning, organizing, leading, and controlling.
- Analyze organizational structures.
- Develop leadership and decision-making skills.
- Apply management principles in organizations.

STA 614 Business Statistics

- Apply descriptive statistical methods.
- Organize and summarize business data.
- Understand probability distributions.
- Apply sampling and estimation techniques.
- Use statistical methods for business decision-making.

ACC 621 Cost & Management Accounting

- Understand cost concepts and classifications.
- Apply costing methods for products and services.
- Prepare budgets and variance analysis.
- Use cost information for planning and control.
- Support managerial decision-making through accounting information.

MGT 622 Organizational Behavior

- Understand individual and group behavior.
- Explain motivation and leadership theories.
- Analyze organizational culture.
- Manage teamwork and communication.
- Address conflict and organizational change.

FIN 623 Financial Management

- Understand financial objectives of organizations.
- Analyze financial statements.
- Apply capital budgeting techniques.
- Evaluate financing alternatives.
- Understand working capital management and financial planning.

MKT 624 Marketing Management

- Understand marketing concepts and strategies.

- Analyze consumer behavior.
- Conduct market segmentation and targeting.
- Develop the marketing mix.
- Evaluate digital and relationship marketing practices.

Human Resources and Facilities

Teaching Staff

- Associate Professors
- Assistant Professors
- Lecturers with specialization in Business Administration, Accounting, Finance, Economics, Marketing, and Statistics.

Facilities

- Smart classrooms
- Computer laboratories
- Business simulation laboratory
- University library
- E-library

Internet facilities

Duration of the Program:

Two Semesters

Each semester consists of 15 weeks of teaching.

Teaching Methods

- Lectures
- Tutorials
- Case Studies
- Group Discussions

- Presentations
- Practical Exercises
- Assignments
- Projects

Teaching Language

English

Examination Regulations

- Students shall comply with the Graduate Studies Regulations of the University.
- Continuous Assessment: 30%
- Final Examination: 70%
- Students obtaining less than 60% in any course shall sit for a supplementary examination.
- Students failing the supplementary examination shall repeat the course.

Grading System

Grade	Percentage
A+	≥90
A	80–89
B+	75–79
B	70–74
C+	65–69
C	60–64
F	<60

Award of the Diploma

The Scientific Council of the University, based on the recommendation of the Faculty of Graduate Studies, shall award successful candidates the:

Post-graduate Diploma in Business Administration



NU.EDU.SD



Better Education
Better **World**

www.nu.edu.sd