



الجامعة الوطنية - السودان
National University - Sudan

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





Introduction

Success in business, not like ever before, requires an innovative thinking and apt skills to comply with the imperatives and conditions of the era of knowledge, globalization and international trade. This implies an involvement of highly qualified personnel in business vis-à-vis:

- Business Administration General
- Projects Management

- Human Resource Management
- Financial Management
- Hospital Management
- Entrepreneurship
- Marketing

For this the National University offers a program in business administration (MBA) coping with community needs as due to graduate self-employment in light of the limited and rare government job opportunities. The MBA program also targets bridging the gap in university teachers, and researchers in business administration.

General objectives

- Provide training opportunities at master level in management for university staff and for seekers of professionalism.
- Familiarize the potential candidacy of the program with concepts and principles of management
- Empower the business sector in Sudan with qualified personnel in management
- Prepare the Sudanese industry for competitive globalization and international trade.

Specific objectives

The program qualifies the candidates to:

- Communicate professionally to bridge diverse perspectives, cultures, and disciplines.
- Analyze ethical implications in business practices.
- Apply quantitative problem-solving methods in business.
- Assess global opportunities and challenges facing business growth.
- Behave and collaborate as a business leader.

Expected learning outcomes

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

- Identify and solve organizational problems by systematic and analytical decision-making approaches.
- Identify personnel values and their effect on decision-making within an organization.
- Evaluate the compliance of plans and actions with the organization's values.
- Manage personnel to meet changing organizational needs in business environment.
- Evaluate the implications of changing environment on organization's choices.

Admission requirements

Applicant must satisfy the general regulations set by the faculty of graduate studies of the National University for registration for master degrees.

Eligible candidates are:

- (a) Holders of B.Sc. (Honors) in Administrative Sciences with grade PASS minimum.
- (b) Holders of B.Sc. (General) with grade PASS minimum plus a Postgraduate Diploma in business administration.

Study program

Semester One

Code	Course	Credit hours	Contact hours	
			Lectures	Seminars
MGT 611	Human Resource Management	3(2+1)	2	2
PRO 612	Project Management	3(2+1)	2	2

MKT 613	Marketing Strategies	3(2+1)	2	2
FIN 614	Corporate Finance	3(2+1)	2	2

Semester Two

Code	Course	Credit Hours	Contact hours	
			Lectures	Seminars
MGT 621	Production and Operations Management	3(2+1)	2	2
ECO 623	Managerial Economics	3(2+1)	2	2
INF 624	Management Information Systems	3(2+1)	2	2
MGT 622	Supply Chain Management	3(2+1)	2	2
ENT 625	Entrepreneurship and Innovation Management	3(2+1)	2	2

Semester Three

Code	Course	Credit hours	Contact hours	
			Lectures	Seminars
MGT 631	Total Quality Management	3(2+1)	2	2
MGT 632	International Business Management	3(2+1)	2	2
MGT 633	Leadership and Change Management	3(2+1)	2	2
MGT 634	Strategic Management	3(2+1)	2	2

Courses Contents

MGT 611 Human Resource Management

- Identify the major HRM functions and processes of strategic HRM planning for each function
- Define strategic HR planning
- Recall the wide range of sources for attracting and recruiting talents.
- Recognize emerging trends, opportunities and challenges in performance appraisal

PRO 612 Project Management

- Understand and articulate the importance of Project Management in any business project
- Define project objectives
- Develop a manageable project schedule
- Use tools and techniques to manage a project during execution

MKT 613 Marketing Strategies

- Establish the integrity and the concepts of marketing management
- Give students an overall view of marketing management process steps, such as market analysis, development strategies and the use of marketing mix.
- Drive students' attention to the most significant strategic problems of marketing management in modern business as opposed to discussing basic concepts of marketing.

FIN 614 Corporate Finance

- Introduces students to the techniques used in financial decision making in the modern corporation.
- Covers basic models of valuation of corporate capital.
- Describes how the corporation in the business environment appraises investment opportunities
- Explains the different sources of raising funds

MGT 621 Production and Operations Management

- understand the relationship between operations management and

productivity

- explain the importance of and how to develop an operations strategy to achieve a competitive advantage
- understand how to manage resources to achieve superior quality
- understand the methods involved in forecasting demand and capacity planning

ECO 623 Managerial Economics

- Enhance students' understanding of how markets operate.
- Develop capability of students in making economic predictions about market outcomes.
- Serve as a foundation for further studies in management, accounting, finance, and marketing.

INF 624 Management Information Systems

- Introduce basic concepts of information system and information technology
- Explore how technology can be used to create business value.
- Examine the potential benefits and limitations of information technology
- Increase the awareness of managerial issues raised by the use of information technology.

MGT 622 Supply Chain Management

- Introduces and studies logistics/supply chain operations.
- Gives students the opportunity to critically describe, analyze, and recommend improvements in logistics and supply chain operations.
- Enables students to analytically solve problems related to inventory management and supply chain optimization.
- Prepares students to utilize computer resources to research and analyze supply chain operations.

ENT 625 Entrepreneurship and Innovation Management

- Provide students with the knowledge and skills needed to manage the development of innovations,

- Enable students to recognize and evaluate potential opportunities
- Help students plan specific and detailed methods to exploit opportunities, and acquire the resources necessary to implement these plans

MGT 631 Total Quality Management

- Understand the philosophy and core values of total quality management (TQM);
- Determine the voice of the customer and the impact of quality on economic performance and long-term business success of an organization;
- Apply and evaluate best practices for the attainment of total quality

MEP-525 Entrepreneurship and Innovation Management

- Understand the philosophy and core values of total quality management (TQM); Determine the voice of the customer and the impact of quality on economic performance and long-term business success of an organization;
- Apply and evaluate best practices for the attainment of total quality

MGT 632 International Business Management

- Describe the foundation of international business
- Acquire knowledge and understanding of business and its functional fields.
- Define the various forms of foreign involvement.
- Explain and discuss international trade theory.
- Develop knowledge and understanding of the various dimensions of international business.

MGT 633 Leadership and Change management

- Explain the different models of leadership
- Understand the role of leaders in initiating and managing change
- Understand the major drivers of organizational change.
- Understand the role leadership plays in anticipating, planning and navigating organizational change
- Describe the importance of effective change management.

- Examine the motivation of business leaders.
- Gain foundational knowledge to help to make managerial decisions based on business data.

MGT 634 Strategic Management

- Provide an integrative framework that will allow students to synthesize knowledge from other business courses into a comprehensive understanding of competitive advantage.
- Provide a basic understanding of the nature and dynamics of the strategy formulation and implementation in
- Encourage students to think critically and strategically.
- Develops the ability to identify strategic issues and design appropriate courses of action.

Human resources and facilities

Teaching staff:

- One professor
- Five associate professors
- Five assistant professors

Facilities:

- Four lecture rooms: 200 seats
- Two computer labs: 150 seats
- National University main library: 400 seats
- E-library: 250 seats

Duration of program:

Three semesters: 15 weeks each

Teaching modules

Lectures; Seminars and Presentations; Case studies; Group research; Assignments; Report writing, Guest speaks.

Teaching language: English

Examinations regulations

- Abide by the examination's rules of the general regulations of the graduate studies of the National University-Sudan.
- A student scoring less than 60% in any subject should sit for a supplementary examination.
- A student failing any supplementary examination should repeat the course.

Assessment:

- Continuous assessment 30%
- Final examination 70%

Grading system:

A⁺ (≥ 90) A (80 – 89) B⁺ (75 – 79) B (70 – 74) C⁺ (65-69)

C (60-64) F (60 <)

Award of the degree

The Scientific Council of the National University, based on the of recommendation of the board of the Faculty of Graduate Studies, shall award the successful candidate

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