

**NATIONAL UNIVERSITY  
FACULTY OF ADMINISTRATIVE SCIENCES  
POST GRADUATE STUDIES**

**A PROPOSAL FOR:**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

March 2016

**NATIONAL UNIVERSITY- SUDAN  
FACULTY OF ADMINISTRATIVE SCIENCES  
POST GRADUATE STUDIES**

**A PROPOSAL FOR:  
MASTER OF BUSINESS ADMINISTRATION (MBA)**

**IN THE FOLLOWING SPECIALIZATIONS:**

- 1) MBA (GENERAL)**
- 2) MBA (HUMAN RESOURCES)**
- 3) MBA (MARKETING)**
- 4) MBA (PROJECT MANAGEMENT)**
- 5) MBA (HOSPITAL MANAGEMENT)**
- 6) MBA (FINANCE)**
- 7) MBA (ENTREPRENEURSHIP)**

January 2016

## **1-1 committee formation:**

According to the vice chancellor directions the dean of administrative sciences formed a committee to design and build a consolidated and integrated syllabus to MBA from the following:

- 1) Dr. Abdalazim Suleiman, Dean (Head of committee)
- 2) Dr. Motaz Suleiman ALjubail, Accounting (Head of Acc. Department) (Member)
- 3) Dr. Sharif Mahgoub, head of Business Administration dept. member
- 4) Dr. Ali Habib, Head of dept. (Member) Marketing
- 5) Dr. Mohamed Ahmed Osman (Economics) (Member)
- 6) Ms. Mayson Zakarya, Accounting (Member)
- 7) Ms. Noon Siddeg, Business Administration (Member)

## **1-2 Introduction:-**

Sudan is classified as one of the richest countries in the world in terms of natural resources, we have unemployed resources and unemployed persons, which is very rare all over the world, to exploit these resources we need the arm of private sector which consists about 70% of the Sudanese economy, when we did our economic liberalization in February 1992, we have to follow it by structural changes in most fields, the private sector will play an increasing role in Sudan economy in the near future, therefore we need to educate and train our candidates for this, we need a professional management candidates since most of our past projects have failed as a result of lack of professional management personnel. This MBA tends to qualify candidates to carry out administrative transformation, from traditionalism to modernity; it gradually moves our students from the academic interests to the professional. Therefore this program is very important not only to Sudan but also to the countries within our region. It is also important to the national university as a young institution expecting to find its path in the field.

This program also is very important to the student from different disciplines, medicine, engineers, agricultural, arts who will join the program from the 1<sup>st</sup> semester (60 credit hours) while business graduates join it from the 2<sup>nd</sup> semester (45 credit hours), i.e. non business students have four semesters while business students have only three semesters, there is no complementary research but there are a lot of applications and projects. The

graduates from MBA should not wait any more for the government post he/she has to start his own business.

There are seven specializations, 1) MBA General, 2) MBA Marketing, 3) Human resources, 4) project management, 5) Hospital management, 6) finance 7) Entrepreneurship; all these fields are highly recommended not only in Sudan but also in the Arab rich states.

The specialists may have achieved more in this chosen field but the vision for the future is to bring people together and to lead them from an executive position. However the lack specific skills to make this dream a reality. They need to acquire an ability to see the "bigger picture" and make the most effective decisions. This program aims to provide and develop all these skills.

### **1-3 THE NATIONAL UNIVERSITY - SUDAN**

NUSU is located in the South East end of the capital Khartoum, 10 Km from the city centre, two Km to the East of Africa International University, and 3 Km West of the American Embassy [Location Map]. It occupies about 30,000 M<sup>2</sup>, currently has two building a 4 and 10 floor, each with a built area of 1500 M<sup>2</sup>. It has a number of peripheral buildings for services and large classrooms. NUSU is the first and only higher education institution which is ISO-9001-2008 certified and the British Accreditation Council (BAC) in 2015

The webpage of NUSU is [www.nu.edu.sd](http://www.nu.edu.sd) containing information on the various programs: mission, vision, characteristics of the graduate and general outline of the curriculum. The front page has spaces for the contacts and daily news. A staff member has to have a look at the site, once per day at least. It is important to see first the VISION, MISSION and VALUES of the institution

The VISSION of the National University is to be a world-class leading provider of higher education in the Sudan. This is to include the following aspects: (1) elegance of environment and structures, (2) excellence of curricula and learning strategies, (3) quality of management systems, (4) commitment of employees to customer satisfaction (students, relatives and regulators), (5) distinguished graduates in academic, ethical standards, (6) professionalism, (7) original research, (8) internationalization and (9) social accountability

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 place facilities and innovating new quality output, services and relationships, with international standards

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 behavior, (3) fair treatment of all citizens and employees, with no discrimination on the basis of morphology or ideology (4) promotion of democracy 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 readiness for accountability towards the community in service and environmental problems and concerns

It is important to assume that common ethical sense is always tested and followed by the institution and discussed with faculty and students.

Although everybody has the right to express views freely, the final decision of the institution should not confront the values of the society, and the social accountability of the University. NUSU is committed to the prevailing Laws of the Sudan.

#### **1-4 A graduate of MBA should be able to:**

1. Adopt the strategies of the University and abide by its objectives and rules stated in its constitution.
2. Observe in his/her practice, the ethical codes of the profession, which agree with the Sudanese values, beliefs and norms, and maintain good and honest peaceful relations with every possible person or entity.
3. Appreciate the value of diversity and multi-ethnicity in solving management problems with emphatic, humane and fair practice.
4. Detect and manage problems of management including business administration, projects management, human resources, financial management, hospital management , entrepreneurship, marketing at their level and pay attention to those which affect the individuals and groups in the country.
5. Integrate basic and applied knowledge and common sense in solving the business administration problems between individuals, communities and countries.
6. Use scientific knowledge in the interpretation and management of problems, according to known methods of logical thinking and problem solving.
7. Accepts to work in all settings according to needs, and act to improve the service delivery systems both quantitatively and qualitatively.
8. Encourage community participation and act in recruiting various sectors in defining problems of developmental, administrative origin and planning, and providing suitable solutions, recognizing the community beliefs, ethics, and traditional practices.
9. Adhere to "team approach", acting as an efficient member, and ensuring both effectiveness and homogeneity among the members.

10. Manage and administrate units, business or chapter efficiently according to scientific, social, statistical, economic and legal bases.
11. Continue to consider elements of efficiency, costing and economic implications in his/her diagnostic and interventional choices, particularly the financial abilities of his/her clients
12. Acquire the skills of teaching, learning and communication efficiently to carry out his/her duties in educating others and in winning the confidence of the learners and trainees and their societies.
13. Acquire the skills of self education (self-directed learning), and contribute to availing opportunities for planning and implementing continuous education activities to upgrade his/her own abilities and those of his/her colleagues in the professional team.
14. Carry out business administration research in his field, alone or with a professional team, using scientific methods known in such activities, involving multidisciplinary groups, and utilizing the experience of national and international financial or managerial organizations and NGOs.
15. Use computer in word processing, statistics and graphics to achieve success in other objectives of his/her career, and skills of computer-assisted presentations.
16. Acquire high professional qualification in the discipline of his/her choice, recognizing the needs of the society for certain specialties, particularly in marketing HR ,hospital management, project management ,financial management, and entrepreneurship.

### **1-5 Methodology:-**

- We investigate similar programs in Malaysia, USA, Europe, Arab universities and Sudan.
- We consult different organizations and various institutions about the program and their needs within the coming decades.
- We hold many meetings.

### **1-6 objectives of the program:-**

\*To qualify highly educated and well trained personnel in the field of business administration:

- In the field of marketing
- In the field of HR
- The field of project management
- In the field of hospital management
- in the field of finance
- in the field of entrepreneurship

\*These graduates are able to carry out efficiently these instructional jobs, innovate new and integrated solutions, better allocation of resources, they are able to do something out of nothing , they can lead the others to prosperity and success.

\*To enhance the managerial skills of mid-career executives who are moving toward senior management responsibilities and of senior executives who wish to improve their managerial effectiveness and build on their current experience.

- \* To enhance self-confidence and ability to evaluate the performance of business firms from an academic, practical and initial perception.
- \* To provide a strong knowledge base in any specialized fields of management.

***Earmarks of the program:-***

- \*The MBA is a four-semester program for non-business graduates and three-semester for business graduates. The duration of each semester is 15 weeks.
- \*The medium of instruction is English and Arabic languages.

**Admission Requirements:-**

**Admission according to the laws & regulations of the ministry of higher education, and laws & regulations of Faculty of Postgraduate Studies-National University-Sudan.**

**Candidates should have at least good in their BSC.**

**Those who score pass must have at least three years' experience.**

**A/ administrative sciences graduates:** BSc in AS fields or a post graduate diploma in (A S) .will be admitted in the 2<sup>nd</sup> semester i.e. he/she will study only three semesters.

**B/ non-business:**

- \* BSc in any non-business domain will be admitted in the first semester i.e. he/she will study four semesters.
- \* For those who register in semester 1, a minimum GPA of 2.5 out of 4 points (grade C+) is required by the end of semester 2 in order to proceed to semester 3 advanced registration.
- \* Those who score a GPA between ( 2 to 2.49) will be awarded a post graduate diploma in business administration.
- \* All candidates shall be subjected to a semi-structured interview before final approval for admission.

**Examinations:**

- Candidates should score at least GPA of 2.4 from semester to another semester.
- Candidates who score GPA 2 they can have three subjects as supplementary.
- candidates should attend not less than 75% of the total lectures per semester.

**Evaluation:-**

According to the laws & regulations of the Faculty of Post graduate Studies and laws & regulations of National University-Sudan

Methodology vary but include; lecture, seminar and presentation, case method, team base approval, active learning, group research, assignments, report writing, guest speakers.