

**National University Sudan
Faculty of Graduate Studies and Scientific Research
Faculty of Administrative Sciences**



Master of Business Administration: Entrepreneurship



Master of Business Administration Entrepreneurship

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:

- Identify entrepreneurial opportunities: types of markets.
- Employ technologies to create new markets.
- Invent and develop ideas to invent new products and services.
- Suggest new ways of doing business comprising infrastructures and industries.

Expected learning outcomes

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

- Use analytical and problem-solving skills in decision making.
- Identify differences among global economies, institutions, cultures and their implications on global management.
- Recognize and analyze ethical and legal problems related to business.
- Assume a leadership role as appropriate.
- Produce coherent written statement and oral presentations of complex business issues.
- Acquire knowledge and skills necessary to achieve the set professional goals.

Admission requirements

- Applicant must satisfy the general regulations set by the faculty of graduate studies and scientific research of the National University for registration for master degrees.
- Eligible candidates are:
 - (a) Holders of B.Sc. with grade good minimum
 - (b) Holders of B.Sc. with grade pass plus a Postgraduate Diploma.
 - (c) Holders of B.Sc. with grade pass plus three years of experience at least.

Study program

Semester One

Code	Course	Credit hours	Contact hours	
			Lectures	Seminars
ACC-511	Cost and Management Accounting	3(2+1)	2	2
MAR-512	Marketing Management	3(2+1)	2	2
MIS-513	Management Information Systems	3(2+1)	2	2
FIN-514	Financial Management	3(2+1)	2	2
MOB-515	Organizational Behavior	3(2+1)	2	2

Semester Two

Code	Course	Credit Hours	Contact hours	
			Lectures	Seminars
MHR-521	Human Resources Management	3(2+1)	2	2
PRO-522	Project Management	3(2+1)	2	2
ETP-523	Business Ethics and Social Responsibility	3(2+1)	2	2
MAG-524	Production and Operation Management	3(2+1)	2	2
MEP-525	Entrepreneurship	3(2+1)	2	2

Semester Three

(Three Elective Courses+ ENP -531 Strategic Management and ENP -537 Research Paper)

Code	Course	Credit hours	Contact hours	
			Lectures	Seminars
ENP-531	Strategic Management	3(2+1)	2	2
ENP-532	Innovation Management	3(2+1)	2	2
ENP-533	Entrepreneurial Finance	3(2+1)	2	2
ENP-534	Small and Medium Enterprises Management	3(2+1)	2	2
ENP-535	Strategic Alliances	3(2+1)	2	2
ENP-536	New Venture Planning	3(2+1)	2	2
ENP-537	Research Paper	3(0+3)	0	6

Courses contents

ACC-511 Cost and Management Accounting

Introduction to management accounting; Management accounting and financial accounting; Cost and volume-profit analysis; Break-even analysis for multiple products; Budgeting and budgetary control; Departmental budgets; Capital budgeting; Standard costing; Pricing of products and services; Management accounting and business decisions

MAR-512 Marketing Management

Market determination Customer value and satisfaction; Product planning and development; Strategic marketing decisions; Marketing of services; Branding packaging and labeling; Product policy; Pricing; Channels of distribution, promotion, Wholesaling and retailing.

MIS-513 Management Information Systems

Concepts of information systems; Managers information needs; Types of information systems: Planning and development; Tools and methods of building information systems, Information system success and failure; Privacy and security of information systems; Ethical and social aspects related to information systems; Information systems departments (ISD).

FIN-514 Financial Management

Introduction; Objectives of financial management; Financial management environment; Interest rates and required rate of returns; Financial statements: taxes, depreciation and cash flow; Risk and rates of return; Future and present value; Ordinary annuity; Annuity due and perpetuity; Effective annual interest rate (EAR); Cost of capital; Payback period; Net present value(NPV); Internal rate of return (IRR); Modified internal rate of return (MIRR); Payback period; Net present value internal rate of return (IRR); Modified internal rate of return (MIRR); Cash flow estimation and risk analysis; Capital structure and leverage; Financial statement analysis; Distributions to shareholders: Dividends and share repurchases.

MOB-515 Organizational Behavior

Introduction; Individual behavior: Personality and values; Individual perception and learning; Motivation and rewards; Decision making; Decision making and ethics, Ethics and conflicts, Negotiations; Communication in teams and with organizations.

MHR-521 Human Recourses Management

Introduction to human recourse management; HRM planning; Job design cycle; Recruitment and selection; Performance management system; Employees counseling; Development programs; Motivation; Compensation; Turnover program; Global HRM; Presentations.

PRO-522 Project Management

Introduction; Information system project environment; ISPM features; ISPM conflicts; Project communication; Alternate organization structures; Requirement analysis; Software development standards; Project applications.

ETP-523 Business Ethics and Social Responsibility

Introduction to business; Introduction to business ethics; Ethics in business; Good life as the goal of ethics; Finding Ethics in Business; Business values; Ethics and legal professionals; Trust and Truth; Advertising and consumer manipulation; Competition and self-control.

MAG-524 Production and Operation Management

Introduction; Location planning; Capacity Planning; Facilities layout; Inventory control; Materials required for Planning; Project control with PERT/CPM; Behavioral issues in operations management; International issues in operations management; Service operations management; Quality management.

MEP-525 Entrepreneurship

Introduction; Entrepreneurial Process; Entrepreneurship and creativity; Entrepreneurial assessment; Starting own business; Business plan development; Business plan writing; Presenting business plan; Business problem-solving for the Entrepreneur; Marketing plan development; Customer service for new business start up; Basic website development; Advanced website development; Entrepreneurship in practice; Applications: Introduction to eBay®; Developing business opportunities and plans; Taking innovation to market; Financing entrepreneurial operations.

ENP-531 Strategic Management

Introducing Strategic Management; Leading strategically; Examining internal context of strategy; Exploring external environment: Macro and industry dynamics; Crafting business strategy; Crafting Business Strategy for dynamic contexts; Looking at international strategies; Alliances and cooperative strategies; Employing strategy implementation levers; Employing strategy implementation levers.

ENP-532 Innovation Management

Introduction; Context of innovation and role of the state; Managing intellectual property; Building innovative organization; Sources of innovation; Innovation networks; Decision making under uncertainty; Developing an innovation strategy; Managing organizational knowledge; Managing R&D projects; Managing a new product development team; Group project presentations; Exploiting new ventures; Capturing benefits of innovations.

ENP-533 Entrepreneurial Finance

Introduction; Concepts of valuation for entrepreneurial ventures and possible funding sources Types of investments and planning horizons; Opportunities from funder view point; Management of teams and funders; Model opportunities; Relevant capital structures; Value options; Examine VC funding work; Funding rounds and business of funding; Challenges of managing and funding growth; Term sheets and concept of Due Diligence; Liquidity events: Initial public offerings, sales and mergers; Examine latest stage financing: mezzanine financing and buy-outs; International growth; Corporate and strategic venture funds.

ENP-534 Small and Medium Enterprises Management

Introduction; Legal status of small and medium size enterprises; EU classification of SMEs; Creation of small and medium size enterprises; EU classification of SMEs Financial needs and resources of small and medium-sized enterprises, Personal particulars of the operation of small and medium size enterprises; Transfer obligations of SMEs; Supporting institutes for development of small and medium size enterprises in the Slovak Economic information system for the needs of small and medium-sized enterprises; Position of SMEs in the area of SR.

ENP-535 Strategic Alliances

Strategic management process and concepts; value of vision; mission and corporate objectives; Role of corporate governance and stakeholder management; Coherence in strategic direction; External analysis; Porter's Five Forces model; General environment; Competitive environment; National environments; Creating environmentally aware organization; Internal analysis; Value chain analysis; Resource-based view of a firm; Evaluation of firm performance; Balanced scorecard; Main definitions and classifications; Competitiveness at macroeconomics level; Directions of macro competitiveness research; Factors determining an economy competitiveness potential; Rankings of international competitiveness of countries; Global Competitiveness Report; Main competitive strategies; Competitiveness of enterprises (theoretical issues); Types and sources of competitive advantages of enterprises; Potential and general characteristics of strategic alliances: Case studies, Typology of alliances II: Common integration, pseudo-concentration, complementary; Global network corporation.

ENP-536 New Venture Planning

Introduction; Importance of project planning; Elements of project planning; Project scope plan; Delivery schedule planning; Team building and planning; developing business plan; Planning and grant writing; Doing the project; Outcomes evaluation and assessment; Methodology of planning and project management; Stakeholder requirements; Technological and epistemological assumptions and methodological aspects in designing a new applications and services; Life cycle services applications; Risk analysis in development of services and applications; Brainstorming; Gordon's method; Implementation new systems for services and applications; Use of soft ware tools; Comprehensive Planning.

ENP-537 Research Paper: Publish a paper in a refereed scientific journal.

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 examinations 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.
- Each student shall conduct a supervised published or accepted paper in a refereed journal.

Assessment: Continuous assessment 50%

Final examination 50%

Grading system: A⁺ (≥ 85) A (80 – 84) B⁺ (70 – 79) B (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 and Scientific Research, shall award the successful candidate

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