

Hope University College

CURRICULUM

**Faculty of Business Management
and Entrepreneurship**

Department of Entrepreneurship and Management



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Curriculum for Entrepreneurship and Management

1.0 INTRODUCTION

Entrepreneurship and Management is an interdisciplinary field of study that combines management, finance, marketing, business organisations and leadership. The relation with leadership brings in a new aspect in the interdisciplinary approach to business management.

Ethiopia is a country that has been developing rapidly during the last 10 years, resulting in an increase in international marketing and the establishment of many small enterprises. Furthermore, small enterprises develop into bigger companies with an increasing number of capital transactions involving increasingly complex situations. As a result, problems arise in the areas of securing finances for establishing and running a small business enterprise, lack of entrepreneurial and management competence. Additional problems include finding the markets and distribution networks; limited opportunities for promotion and participation; limited amount of government and institutional support, absence of technological know-how and integration mechanisms and corruption in an undisguised or disguised form. These cause major bottlenecks. More complex questions arise in providing these organisations and their managers with financial statements, forecasts and advice. Therefore, the Ethiopian market has an increasing demand for innovative, creative and well-educated entrepreneurs and managers.

A new philosophy in the field of management comes directly from the Ethiopian stakeholders like banks, chamber of commerce, and various enterprises. The future managers and entrepreneurs need to be people with a strong service orientation towards the different environments in which they work, live and prosper. They need to take the role of stewards in different professional roles. This vision implies an emphasis on personal attitudes and skills. The future manager and entrepreneur is a person with a holistic approach to finances, business organisations and leadership.

The above issues demonstrate that there is an urgent need to have an entrepreneurship and management program with an integrated service orientation at HUC. HUC has planned this unique service-oriented entrepreneurship and management curriculum that not only offers theoretical lectures but also involves rigorous practical and applied sessions that equip graduates with the most recent knowledge, skills, attitudes and applications.

2.0 DEPARTMENTAL VISION AND OBJECTIVES

2.1 VISION STATEMENT

The vision of the entrepreneurship and management curriculum is to foster up-to-date, relevant education on topics such as new venture planning, managing growth ventures, the legal dynamics of entrepreneurship, business opportunity analysis and social entrepreneurship. In addition, there is a special emphasis on service orientation and the development of leaders in entrepreneurship and management. Each student is seen as a human being with a unique set of competencies. The students and HUC together share the responsibility to develop the students' talents and their leadership ability.

2.2 OBJECTIVES

The general objective of the curriculum in Entrepreneurship and Management is to raise the level of knowledge and awareness of the students about entrepreneurship and management problems and to empower them to devise ways and means of tackling these problems.

The specific objectives are to:

- create a supportive and innovative learning environment to strengthen the critical thinking of students and to prepare future leaders in entrepreneurship;
- provide sufficient knowledge to students about entrepreneurship and management, and motivate them towards the stewardship of these resources;
- translate knowledge and experiences into economically useful business opportunities and facilitate their adoption in Ethiopia;
- engage students in practical work that will benefit the community and the nation on a larger scale.
- encourage students to identify research problems and engage in service on current entrepreneurial issues;
- to empower students to tackle business and management issues, so they can later assist the community in solving these problems.

3.0 GRADUATE PROFILE

All HUC graduates shall exhibit the following General Competencies:

Personal Accountability: responsible for their own actions, at work and in society at large

Self-regulation: reflecting critically on their professional work, and scheduling to finish tasks successfully.

Intellectuality: working scientifically, using analytical skills, to develop and carry out research valuable to the country's needs and development, writing and presenting the results in a clear and coherent manner; and valuing continual self-development through lifetime learning to cope with an environment of continuous change and a rapidly evolving society;

Leadership: able to lead people in the right direction by combining humility and respect for all people with integrity, strategy, motivating skills, a strong work ethic and an attitude of service; also able to serve as a leader in local, and national arenas.

3.1 PROFESSIONAL PROFILE

A graduate from this program should have a wide range of capabilities and skills as seen below:

- A purposeful, methodical approach to business cases and course assignments, effectively using knowledge and techniques from various professional disciplines to reach stated goals.
- Consulting capability to bring order in confusing and complex situations, handling opposing interests and creating support and movement within the organisation.

- Entrepreneurial ability to observe opportunities within a business environment and be ready to take risks to turn opportunities into reality, using innovative approaches and creativity, understanding the vital role of small business to the nation's economy.
- Managerial capacity: being able both to participate in and to lead a project in a results-driven approach. Ability to use different theories and models to understand processes, trends and patterns related to the business environment; Ability to understand fundamental national issues and promote sustainable development;
- Formal procedural judgment ability: using laws, procedures and regulations to the advantage of cooperating parties to clarify expectations and improve mutual relations, seeking mutual agreement.
- Financial-quantitative discernment that translates processes, events and business transactions to quantitative data using modern tools; creating financial accountability by analyzing financial data, preparing reports, budget plans and forecasts to aid management in making financial decisions.
- Ability to analyze, develop and run the process of fund raising and investing in order to establish and run enterprises for sustainable development in Ethiopia's economy.
- Ability to design and run modern systems of cost and managerial accounting that enable private and public organization and enterprises to control the costs of their products and services, can understand the importance of cash flow and keep track of it.
- Guidance capability helping people find or regain self-regulation by listening, summarizing and interviewing to gain a clear view of a client's situation, then suggesting options; also methodically leading HR interviews in the organization.
- Concern for personal and professional growth through being part of a professional network of people, resources, and information to advance one's profession and career; appropriately integrating personal faith into their business practice and understanding that business is as much of a calling and opportunity to serve as any other profession.

4.0 TEACHING METHODS AND PHILOSOPHY

4.1 TEACHING METHODS

The teaching methods involve class room lectures, laboratory activities, field work and excursions. Students will also engage in seminar presentation, project execution and involvement in community work. Special attention will be given to integrating knowledge and professional skills so that the graduates are prepared for leadership in their fields.

4.2 TEACHING PHILOSOPHY

Based on the mission of HUC and the outcomes of the interviews with relevant stakeholders, the following elements are in the curriculum:

- Excellence in applying scientific knowledge in a professional setting
- Continual interaction between faculty, students and professional learning environments
- Integration of theory and practice with the purpose to become excellent professionals
- Participation from stakeholders to create a challenging and practical curriculum
- Competencies as an important outcome of the curriculum

- Integration of teaching and coaching with a focus on talent development of the student.

Graduates of HUC will make a difference through a balance of the following elements

- **Knowledge and skills**
Their professional activities are based on knowledge and skills that will help to contribute to the professional setting in which they are working.
- **Values and vision.**
Their professional activities should be based on integrity and a strong conviction about major issues in professional activities.
- **Personality and professionalism**
The student's professional activities are based on a balance of self knowledge from reflection on the one hand and eagerness to function in a professional way on the other.

Stressing these three elements underlines the importance of a holistic approach using a competency based curriculum. This modern concept of competency stresses the interrelationship of several learning dimensions in which the students combine knowledge, skills, motivation and attitude to create effective learning processes and to meet the standards of Hope University College.

The educational program will be characterized by increasing complexity. Knowledge, skills, attitude and competences will be tested at several levels during all years. The following five complexity-dimensions are distinguished:

- level of self management of the student
- level of professional cases to be dealt with
- the level of knowledge (and required analytical skills) to understand a specific subject
- the number of instruments, tools and methods needed to approach the subject

The department acknowledges these dimensions and challenges the students in their process towards professional maturity. Therefore, the curriculum has the integrative elements between theory and practice, between the different disciplines that are taught (a multi-disciplinary approach), and between the constituting parts of a competency. Furthermore, the curriculum has integrative elements between linguistic, calculative, analytic, synthetic, technical and ethical/philosophical tools to explore available knowledge and develop a moral and intellectual maturity for better judgement, leadership and knowledge ability.

5.0 ASSESSMENT METHODS

Quality assurance is not just about knowledge. It is also about competence. There will be a cognitive exam in each course in which the knowledge is tested. But there are also several assessments where students perform as a (semi-) professional to show their competencies. Methods of quality assurance will include both formative and summative evaluations:

Formative evaluation. Continuous assessment through

- tests,
- project work,
- term papers,

- field reports,
 - exams,
- Summative evaluation:
- student and staff evaluations
 - record of student achievements
 - involving external assessors

6.0 ADMISSION REQUIREMENTS

After successful completion of preparatory program:

- As per the regulations of Ministry of Education, and
- As per the senate legislation of the University, or
- A pass in entrance examination set by the department

7.0 DURATION OF THE STUDY

The duration of the study for a B.A. in Entrepreneurship and Management is three years.

8.0 DEGREE NOMENCLATURE

The degree offered after successful completion of the program is called:

- In English – “Bachelor of Arts Degree in Entrepreneurship and Management”
- In Amharic – “የአርትስ ባችለር ዲግሪ በአንተርፕራይዝመንትና ማኔጅመንት”

9.0 GRADUATION REQUIREMENTS

Graduating students shall be awarded the “Bachelor of Arts Degree in Entrepreneurship and Management if they fulfill the following requirements:

- A minimum credit hour of 108
- A minimum Cumulative Grade Point Average of 2.00
- A minimum Cumulative Grade Point Average of 2.00 in core courses
- No F, NG, I in any course and
- Compliance with the regulation of the University

10.0 COURSE CODING

Course Code used has a four-letter prefix and a three-digit number.

- The prefix which represents the department is assigned to all core courses in the department. If a core course is the responsibility of another department, it will be assigned a different code in the current department, but both codes will be shown on the course description to indicate that they are actually the same. For general

foundation and non-major courses, the prefix indicates the subject area, and the responsible department is indicated in the course description.

- The first digit represents the year in which the course is offered by the responsible department (year at college starts with 2).
- The second digit distinguishes the course from other core courses offered in that semester. For general foundation courses, that number is 0.
- The third digit indicates the semester in which the responsible department offers the course to its students.

11.0 QUALITY ASSURANCE: MAINTAINING THE PROGRAM’S QUALITY

To maintain the quality of the program and due to the dynamic nature of the field, a formative review and revision should be done regularly by the curriculum revision task force of the Department. The Department needs also to do a summative review of the program after four years of implementing this curriculum by collecting feedback from employers and graduates of the program. This formative and summative program review will help to maintain the quality of the program in line with the demand of the employers and the country at large.

Methods of quality assurance of the program will include but not be limited to:

- comprehensive examinations and colleague assessment of examination papers and teaching methods;
- periodic workshops (with stakeholders, teachers and graduates);
- assessments by using survey project works (research), internships, and link programs;
- graduates' evaluation of the program, establishing a Graduate Alumni organization as a mechanism to implement such evaluations and follow their career paths;
- standardization of course offerings through preparation of general course outlines, exam contents, and external audit;
- annual assessment of the program by the teaching staff;
- working closely with the relevant professional associations to assess graduates' performance.

12.0 GRADING SYSTEM

The grading system is a five scale grading system ranging from A to F and the respective grade points are presented below.

Grade	A ⁺	A	A ⁻	B ⁺	B	B ⁻	C ⁺	C	C ⁻	D ⁺	D	D ⁻	F
Value	4.00	4.00	3.75	3.50	3.00	2.75	2.50	2.00	1.75	1.50	1.00	0.75	0.00

13.0 LIMITATIONS OF THE CURRICULUM

The curriculum is well planned with theoretical studies and practical work. Students prepare for some of the professional tasks they will need to do after graduation by doing them as a part of coursework: developing a marketing plan, a business plan, and a consulting report. A

limitation may be in preparing instructors to include these tasks beyond the traditional lecture/exam format, but the summer training will prepare instructors to do that.

14.0 RESOURCE REQUIREMENTS

14.1 TEACHING STAFF

The quality of the training to be provided is very dependent on the skill and excellence of its staff members. Therefore, the HUC Senate has placed great emphasis on this aspect. Consequently, some volunteer expatriate staff will deliver quality education in areas where there is a deficiency. Also, HUC is recruiting qualified local staff with Masters. degrees and above, who possess good credentials and the appropriate experience.

14.2 COMPUTER LABORATORY

HUC has plans to provide enough computer terminals so that every student has adequate computer access. Additionally, it is adopting state-of-the-art internet access capabilities which allow every student to gain maximum benefit from online information and services. Students will use these skills for class work, and have an opportunity to share knowledge and experience with counterparts in different businesses and service organizations during their internship. E-learning, E-books, and similar electronic services will also be available.

14.3 LIBRARY FACILITIES

Students will have access to one of the best libraries in the country and will have relevant, recent books, E-books and other materials to use for their studies, and for personal interest and development. Computers will be available in the library as well other places, giving students access to information needed for research papers, and documentation of sources.

15.0 CLASS SIZE

To assure the continuous assessment policy, the optimal class size shall be:

- For courses with student discussion – up to 40 students;
- For lecture type courses – up to 80 students;
- For lab and skill based courses – 24-30 students per class

16. PROGRAM STRUCTURE

The Entrepreneurship and Management program is designed to be completed within six semesters. Each semester shall have 16 weeks of regular classes. Additionally there will be one internship program at the end of the second academic year for two and half months, where students will have the opportunity to get practical entrepreneurship and management experience. This real world experience will help students link theory and practice and give them a vision of the skill, discipline and ethics demanded by entrepreneurial and managerial work. The major compulsory courses, supportive and general crosscutting courses are presented below.

LISTS OF ALL COURSES FOR ENTREPRENEURSHIP AND MANAGEMENT

Table 1. Major Compulsory courses in Entrepreneurship and Management

Course No.	Course Title	Cr. Hr.	Lecture Hr.	Lab. Hr
MAEN 211	Introduction to Entrepreneurship	3	3	-
MAEN 212	Introduction to Business Management	3	3	-
MAEN 232	Managerial Economics	3	3	-
MAEN 311	Project Management	3	3	-
MAEN 312	Logistics and Supply Chain Management	3	3	-
MAEN 321	Funding new ventures	3	3	-
MAEN 322	Strategic Management	3	3	-
MAEN 331	Entrepreneurship	3	3	-
MAEN 332	Research Methods	3	2	2
MAEN 342	Management Information systems	3	3	-
MAEN 352	Innovation Management	3	3	-
MAEN 362	Internship	3	-	2.5 Mo.
MAEN 411	Corporate Social Responsibility and Business Ethics	3	3	-
MAEN 412	E-Commerce	3	3	-
MAEN 421	Change Management	3	3	-
MAEN 422	Organizational Behavior	3	3	-
MAEN 431	Human resource management	3	3	-
MAEN 432	Integrated Business Policy and strategy	3	3	-
MAEN 442	Total Quality Management	3	3	-
MAEN 451	Business and Corporate Law	3	3	-
MAEN 452	Senior Project	3	-	6
Total Semester Credit Hours		63	-	-

Table 2: List of Supportive Courses

Course No.	Course Title	Credit Hrs.	Lecture Hrs.	Lab, Hrs.
ECON 202	Macroeconomics	3	3	-
ECON 203	Microeconomics	3	3	-
ACCN 211	Principles of Accounting I	3	2	2
ACCN 222	Cost and Management Accounting I	3	2	2
ACCN 332	Financial Management	3	3	-
MARK 212	Principles of Marketing	3	3	-
MARK 462	Risk Management and Insurance	3	3	-
MATH 201	Business Mathematics	4	3	2
STAT 301	Introduction to Probability and Statistics	3	3	-
Total Credits		28	-	-

Table 3: List of Crosscutting courses

Course No.	Course Title	Credit Hrs.	Lecture Hrs.	Lab. Hrs.
CEED 201	Civic and Ethical Education	3	3	-
FLEN 201	Sophomore English	3	3	1
FLEN 202	Professional Writing	3	3	1
FLEN 301	Presentation and Communication Skills	3	3	1
COMP 201	Introduction to Computer Applications	3	2	2
PSYC 201	General Psychology	3	3	-
LEAD 501	Leadership Skills	3	3	-
	<i>Total Credits</i>	<i>21</i>	<i>-</i>	<i>-</i>

Table 4: The total minimum credit requirement summary

Course Category	Credit Hour
Major Compulsory, including Internship	63
Supportive	28
Crosscutting	21
<i>Grand Total</i>	112

17.0 SEQUENCING OF COURSES

Table 5: Course Offerings by Semester for B.Sc. in Entrepreneurship and Management

<i>Year</i>	<i>Semester I</i>		
<i>1</i>	<i>Course No</i>	<i>Course Title</i>	<i>Cr Hr</i>
	MARK 212	Principles of Marketing	3
	FLEN 201	Sophomore English	3
	COMP 201	Introduction to Computer Applications	3
	MAEN 211	Introduction to Entrepreneurship,	3
	MATH 201	Business Mathematics	4
	ACCN 211	Principles of Accounting I	3
	Semester Total		19
	<i>Semester II</i>		
	ECON 202	Macroeconomics	3
	FLEN 202	Professional Writing	3
	MAEN 212	Introduction to Business Management	3
	MAEN 222	Funding new ventures	3
	ACCN 222	Cost and Management Accounting I -	3
	CEED 201	Civic and Ethical Education	3
Semester Total		18	
<i>Year</i>	<i>Semester I</i>		
<i>2</i>	<i>Course No</i>	<i>Course Title</i>	<i>Cr Hr</i>
	MAEN 311	Project Management	3
	ECON 203	Microeconomics	3
	MAEN 321	Managerial Economics	3
	FLEN 301	Presentation and Communication Skills	3
	MAEN 331	Entrepreneurship	3
	STAT 301	Introduction to Probability and Statistics .	3
	Semester Total		18
	<i>Semester II</i>		
	<i>Course No</i>	<i>Course Title</i>	
	ACCN 332	Financial Management	3
	MAEN 312	Logistics and Supply Chain Management	3
	MAEN 322	Strategic Management	3
	MAEN 332	Research Methods	3
	MAEN 342	Management Information Systems	3
MAEN 352	Innovation Management	3	
Semester Total		18	
	MAEN 362	Internship	3

Year	Semester I			
	Course No	Course Title	Cr Hr	
3	MAEN 411	Corporate Social Responsibility,Business Ethics	3	
	LEAD 501	Leadership Skills	3	
	MAEN 421	Change Management	3	
	MAEN 431	Human Resource Management	3	
	PSYC 201	General Psychology	3	
	MAEN 451	Business and Corporate Law	3	
			Semester Total	18
	Semester II			
	MAEN 412	E-Commerce	3	
	MAEN 422	Organizational Behavior	3	
	MAEN 432	Integrated Business policy and strategy	3	
	MARK 462	Risk Management and Insurance	3	
	MAEN 442	Total Quality Management	3	
MAEN 452	Senior Project	3		
		Semester Total	18	
		Grand Total	112	

COURSE DESCRIPTIONS FOR MAJOR COMPULSORY COURSES

COURSE TITLE: INTRODUCTION TO ENTREPRENEURSHIP
COURSE NUMBER: MAEN 211
CREDIT HOUR: 3
PREQUISITE: NONE

Course description

This course is an introduction to entrepreneurship. Topics include economic, social and political climate; demographic, technological and social changes; skills, challenges, and rewards of entrepreneurship. This course will provide a basic understanding of the entrepreneurial or new venture process. Students will discuss the critical role that opportunity recognition and creation plays in that process. Several class exercises will assist students to identify their own personal goals, and their unique skills and competencies related to the entrepreneurial process. Students will also develop a simple business plan, which will enable them to examine how entrepreneurs and investors create, find, and differentiate robust, money-making opportunities from “good ideas.”

Course objectives

Upon successful completion of this course, students should be able to:

- develop a simple business plan.
- evaluate their own entrepreneurial tendencies and create a new venture.
- explain the role of entrepreneurship and new venture creation in economic development.
- evaluate and explain the real-world of entrepreneurship and the entrepreneurial mindset.
- understand the process of opportunity recognition and analysis.
- clearly articulate a new venture’s business model.
- recognize the importance of teams in the entrepreneurial process and the pros and cons. associated with different behavior types when starting a new venture.
- be familiar with the financial issues associated with new venture start-ups.
- develop an understanding of entrepreneurship as a business behavior worldwide.

Textbooks

1. Kuratko, Donald F. and Hodgetts, Richard H., Entrepreneurship: Theory, Process, Practice, 7th edition ,2008 ISBN 0-324-32341-7, Thomson South-Western.

References

1. Strategic Advertising Management, L.Percy, R. Elliott, 2009, ISBN 0199532575
2. How to Write a Business Plan, Ethiopian Chamber of Commerce, 2004.
3. Entrepreneurial Small Business, Katz, Jerry and Richard Green, 2008, 848 p.ISBN-10: 0073405063

Evaluation Scheme:

Continuous Assessment	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE: INTRODUCTION TO BUSINESS MANAGEMENT
COURSE NUMBER: MAEN 212 SAME AS MARK 222
CREDIT HOUR: 3
PREREQUISITE: NONE

Course description:

This course focuses on the basic concepts and principles of management, the functions of planning, organizing, staffing, directing and controlling and their relationships to key issues in management practices, such as leadership and motivation. Nature and role of supervisory management, functions of supervisor and labor relations, inspection and effective communication are also discussed. Students will work in teams to improve their business proficiency by developing a marketing plan, based on all this semester's courses, and understand the role marketing plays in business and business management.

Course objectives:

Upon successful completion of this course, students should be able to

- develop a marketing plan
- explain the characteristics of management
- identify the evolution of management theories and practices
- define management functions i.e. planning, organizing, leading and controlling
- distinguish organization, theories of organizations and organizational structures
- apply the fundamentals of staffing, leadership theories and practices in the process of management.

Textbook

1. Burrow, J. et al., Business Principles and Management, 2007. ISBN-10:0538444681

References

1. How to Write a Business Plan, Ethiopian Chamber of Commerce, 2004.
2. Public Relations. Strategies and Tactics. By Dennis L. Wilcox, Glen T. Cameron, 2006.
3. This is PR. The Realities of Public Relations by Newsom, Turk, Kruckeberg, 2004
4. Green to Gold. How smart companies use environmental strategy to innovate, create value, and build competitive advantage by Daniel C. Esty and Andrew S. Winston, 2008

Evaluation Scheme:

Continuous Assessment: assignments, tests, quizzes, presentations	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE	MANAGERIAL ECONOMICS
COURSE NUMBER	MAEN 232
COURSE CREDIT	3
PREREQUISITE	INTRODUCTION TO ENTREPRENEURSHIP

Course Description

This course is designed to provide students with a basic understanding of microeconomic theory that can be used to understand behavior (in markets and organizations) and to make effective managerial decisions. It is intended to provide students with economic tools and an economic analysis used in the process of managerial decision making.

The course concentrates on microeconomic analysis, which deals with models of consumer and business economic behavior and will provide an understanding of firm and industry behavior to serve as a basis for decision making. This will be achieved by first examining the relevant theory and then looking at real world examples. In addition to reviewing basic economic principles and the fundamental role of transactions and markets, the course will consider economic theories of demand, cost, competition, monopoly and oligopoly. These will aid decisions about production and pricing. Modern game theory and economics are further used to examine mostly internal managerial issues, such as incentive conflicts, information problems, and allocation of decision rights.

Course Objectives:

Upon successful completion of this course, students should be able to:

- apply detailed knowledge of many of the decision rules of microeconomics in organizations.
- use economic analysis as a problem-solving tool in their organization.

Textbooks:

1. Michael R. Baye (2007): Managerial Economics and Business Strategy, 6th ed., McGraw Hill, ISBN13: 978 007 337 56 87, 656 p.

Reference:

1. Principles of Managerial Finance, 10e, by Lawrence Gilman, 2006. (12)

Evaluation Scheme

Assignments, classwork, quizzes, tests	20%
Practical work, projects	20%
Mid Exam	20%
Final Examination	40%

COURSE TITLE	PROJECT MANAGEMENT
COURSE NUMBER	MAEN 311 SAME AS ACCN 321,MARK 452
COURSE CREDIT	3
PREREQUISITE	INTRODUCTION TO BUSINESS MANAGEMENT

Course Description

The course covers concepts of events, activity, work breakdown structure, project planning tools, determining the critical path and comparison of actual performance with the planned schedule. Development steps include project analysis, requirements definition, preliminary design, detailed design and implementation. Software is used to draw project diagrams such as PERT diagrams, and manpower loading charts.

Course Objectives

The course will develop the skills to handle standard projects from the conceiving stage to implementation and commissioning. The course will:

- enable students to understand formulation of a project, project appraisal, project scheduling and performance analysis.
- improve the students’ skills in qualifying an investment proposal and standardization of feasibility studies leading to better investment decision-making capabilities.
- give the student the insight to monitor the status of a project at different stages within the scheduled time and to work in a cost-effective manner; taking necessary control measures if deviations on intended deliverables are noticed on the way to realize the intended outcomes.

Textbooks

1. Fundamentals of Project Management, James Lewis, 2006,ISBN 13: 9780814408797

References

1. Project Management, Rory Burke,, 2008 John Wiley and Sons, Ltd., ISBN10:0958273343.
2. Business Solutions For the Global Poor by Rangan, Quelch, Herrero and Barton, 2007
3. The Management of Time by James T. McCay, 1989
- 4 Harold Kerzner, Project Management with Project Management Case Studies, Wiley; 9 Rev Ed, 2005.

Evaluation:

Assignment	10%,
Term paper	20%,
Mid-semester Examination	25%,
Seminar	10%,
Final examination	35%

COURSE TITLE: LOGISTICS AND SUPPLY CHAIR
MANAGEMENT
COURSE NUMBER MAEN 312 SAME AS INSY 322
COURSE CREDIT: 3
PREREQUISITE: PRINCIPLES OF MARKETING

Course description:

Logistic Management has a primary focus on the cost effectiveness of all processes in and between organizations. Most organizations recognize that world class performance in operations is essential for competitive success and long-term survival. This course will introduce students, the future business leaders, to the key concepts and tools that you can apply to design, plan, and improve the organizations' logistics and operations. This IT-related course examines the creation and distribution of goods and services in both the service and manufacturing sectors. Topics include location analysis, distribution models, inventory control models, scheduling and work design systems, and statistical process controls.

Course objectives:

Upon successful completion of this course, students should be able to:

- explain the strategic role of logistics and its competitive advantage for organizational survival.
- explain the relationships between the operations function and other functional areas of a business such as marketing, finance, and information systems and how they can work together to achieve the business strategy.
- apply relevant quantitative models and IT-applications to attack logistical challenges
- appraise real-life business situation and suggest solution alternatives as related to operations management tools/techniques.
- analyze business processes to uncover problems and improvement opportunities.
- measure the performance of the operations from different aspects, such as productivity, flexibility, quality, workflow, and response time, etc.
- provide new designs to improve the existing operations.
- contact external partners to improve the logistical processes that are part of the business relation

Textbooks:

1. Essentials of Operations Management, Young and Scott, 2009, ISBN-10: 1412925709

References

1. Business Logistics/Supply Chain Management by Ronald H. Ballou, 2004
2. H.M. Visser and A.R. van Goor, Logistics, Principles and Practice, Noordhoff Uitgevers B.V., 1st edition (2006), ISBN10 9020733044, ISBN13 9789020733044
- 3 Alan Rushton, Phil Croucher, Peter Baker (2006), The Handbook of Logistics and Distribution Management, 3rd edition, Publisher: Kogan Page Ltd, ISBN: 9780749446697

Evaluation

Project	30%
Mid-Term Examination	30%
Final Examination	40%

COURSE TITLE: FUNDING NEW VENTURES
COURSE NUMBER: MAEN 321
COURSE CREDIT: 3
PREREQUISITE: PRINCIPLES OF ACCOUNTING I

Course description:

This course examines financing the start-up of a new venture, along with other business financing methods. Financing a startup business can be a challenging and time consuming process. By the conclusion of the course, students will have developed a business plan, which will focus on the funding portion of the plan. Components will include: an executive summary, sales projections, profitability analysis, capital expenditures, and a pro-forma income statement and balance sheet. Key objectives will be investigating different capital structures and detailing the sources and uses of funds in a new venture. The theory is to be applied in starting a small Student Company.

Course objectives:

Upon successful completion of this course, students should be able to:

- submit a written funding plan on an entrepreneurial or emerging business opportunity
- identify a new business opportunity and evaluate its potential
- develop a written business plan and make a decision as to whether it would be prudent to fund the business plan
- determine the key success factors
- assemble the necessary resources
- emphasize the appropriate funding structure
- determine whether the risk is worth the reward
- articulate an exit strategy for the investor(s).

Textbook

1. Harper, Steven C. Extraordinary Entrepreneurship: the Professional's Guide to Starting an Exceptional Enterprise, 2006, 426 p. ISBN10: 047008728877.

References

1. Alan M. Rugman (editor), The Oxford Handbook of International Business (2009), 2e, Oxford UP, USA; ISBN-13: 978-0199234257
2. Steven K. Gold, Entrepreneur's Notebook: Practical Advice for Starting a New Business Venture, 2006, Learning Ventures Press, ISBN-10: 0976279045 ISBN-13: 978-0976279044
3. Labor relations and collective bargaining by Michael R. Carrell, Christina Heavrin, 2001. (Labor as a source of cost requiring funding).

Evaluation Scheme:

Continuous Assessment	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE: STRATEGIC MANAGEMENT
COURSE NUMBER MAEN 322
COURSE CREDIT 3
PREREQUISITE INTRODUCTION TO BUSINESS MANAGEMENT

Course description:

In today's turbulent business environments, firms are exposed to increasingly frequent drastic and disruptive changes, that make even well-proven business models come into question or even be obsolete. In this context, business leaders must focus, not only in the administrative or operational challenges that running a firm demands, but also in developing an insightful understanding of the overall characteristics of the industrial sector where they compete, and its main future trends, considering economic, political and cultural factors. Additionally, business leaders need a deep awareness of the strengths and weaknesses of the firms they run, in order to match adequately the characteristics of the goods and services they provide to market requirements. The course aims at developing the necessary skills to perform sound strategic analysis for any kind of industry. Case studies will be discussed in order to see how real life companies make strategic decisions.

Course objectives:

Upon successful completion of this course, students should be able to:

- base analysis of businesses in frameworks to ease identification of their key features.
- determine whether a business is attractive or not.
- conceive business strategies that may be applied to real life business.
- justify the merits of different strategic initiatives using managerial arguments.
- understand sources of competitive advantage or disadvantage of a particular business.
- know what conditions would give two businesses advantage, if run by the same firm.
- assess critically the relative merits of diversification decisions.
- understand when collaboration initiatives with other firms for specific projects can be convenient or dangerous for a company.
- categorize strategic alliances and diagnose their future prospects.

Textbooks

1. Strategic Management, by Hill, Jones, 7e. 2006.

References

1. Strategic Management: Competitiveness and Globalization Concepts, Ireland, Hoiskisson and Hitt, 7e, 2010, 848 p. ISBN10: 1439042304
- 2.. Competitive Strategy: Competitiveness and Globalization, 5e,2004 Ireland et al.
3. Strategic Management. Global Cultural Perspectives for Profit and Non-Profit Organizations by Marios I. Katsioloudes, 2006
4. Strategic Management. Handbook. Managing Growth with High Performance by Jim Coppock,1999

Evaluation Scheme:

Continuous Assessment: assignments, tests, quizzes, presentations	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE	ENTREPRENEURSHIP
COURSE NUMBER:	MAEN 331
COURSE CREDIT:	3
PREREQUISITE	INTRODUCTION TO ENTREPRENEURSHIP

Course description:

The module will build on the first module introduction to entrepreneurship and will concentrate on transforming the opportunity for a new venture from the feasibility analysis to an effective business plan. Particular attention will be paid to all components of the business plan, such as marketing, operations, management, financial plans and milestones. The objective is for each team to prepare and present weekly a component of the business plan to the class in 10 minutes or less. At the end of this module, each team will be required to submit and present its final business plan to the class.

Course objectives:

Upon successful completion of this course, students should be able to:

- illustrate the how, why and when to develop a business plan
- track the traditional ways ideas are evaluated for business potential and conduct a comprehensive feasibility study for a business idea.
- present a final effective business plan
- document the specific critical skills of an entrepreneur and discuss the importance of small business in the economy and community.
- learn ethical planning, ethical dilemmas and the relationship between them.
- examine the different ways of owning a business; buying an existing business, a franchise, start a new business.
- explain pricing strategies including price elasticity's, pricing psychology and other facts that impact pricing decisions.
- evaluate financing strategies, including managing a company's cash, and managing risk and insurance needs, and understanding the basic financial statements.

Textbooks

1. Kuratko, Donald F. and Hodgetts, Richard H., Entrepreneurship: Theory, Process, Practice, 7th edition ,2008 ISBN 0-324-32341-7, Thomson South-Western.
2. How to Write a Business Plan, Ethiopian Chamber of Commerce, A.,A., 2004

Reference

1. **Entrepreneurial Small Business**, 1e, Jerome Katz and Richard Green, McGraw Hill Higher Education, 2007
2. **Management. Leading and collaborating in a competitive world** by Bateman, Snell, 2007.
3. **Family Business** by Ernesto J. Poza, 2004
4. **In Search of Excellence. Lessons from America's Best-Run Companies** by Thomas J. Peters and Robert H. Waterman Jr., 1982

Evaluation Scheme:

Continuous Assessment	20%
Midterm exam	20%
Project work	30%
Final Exam	30%

COURSE TITLE: RESEARCH METHODS
COURSE CREDIT MAEN 332 SAME AS ACCN 321
CREDIT HOUR: 3
PREQUISITE: INTRODUCTION TO PROBABILITY AND STATISTICS

Course description:

The course is intended to acquaint students with various techniques and systems of collecting, analyzing, interpreting and reporting information, identification and definition of research problems, questionnaire design, analysis and reporting. Students will learn about qualitative data as well as quantitative, and code qualitative data. Students will do research on relevant issues related to private, non-governmental or/and public organizations. Students will work in teams on a proficiency task, preparing a consulting report, if possible using the previous research.

Course objectives:

Upon successful completion of this course, students should be able to:

- define the nature and characteristics of good research.
- prepare and present a final research report
- define the value, types and structure of research proposals
- define the research problem and objective
- explain survey data collection methods
- understand how to code qualitative data
- measure and analyze data, using statistical methods
- design questionnaires
- use research and other information to prepare a consulting report

Textbooks

1. Business Research Methods, 10th edition 2008, Donald R. Cooper, Pamela S. Schindler, ISBN10: 0071263330, ISBN13: 978-0071263337, McGraw Hill Higher Education

References:

1. Research Methods for Business Students 5thEd, Saunders, Thornhill, Lewis 646 p., Pearson/Financial Times Press, UK, 2009, ISBN-13: 978-0273716860
2. Qualitative Research Methods for the Social Sciences (6th ed). by Berg, B.L. (2007). Boston: Allyn and Bacon.

Evaluation Scheme

Research and Project, work, presentation	40%
Quizzes, classwork, tests	10%
Mid Exam	20%
Final Examination	30 %

COURSE TITLE MANAGEMENT INFORMATION SYSTEMS
COURSE NUMBER MAEN 342 SAME AS INSY 522
COURSE CREDIT 3
PREREQUISITE: INTRODUCTION TO COMPUTER APPLICATIONS

Course description:

This course examines information as an organizational resource, specifically the planning, control and development of computer-based and non-computer based information systems in business. Topics include: decision support systems, management, business application, systems design and implementation, and organizational and social impacts. Students will work in teams on a proficiency task, developing analytical skills as they do a consulting report

Course objectives:

Upon successful completion of this course, students should be able to:

- explain the theories and terminologies used in this course
- discuss why information systems are needed, what the components are, and how they are developed.
- implement the applications of E-commerce.
- distinguish the differences between the various specialized business information systems, such as management information systems and decision support systems.
- use the knowledge and skills to implement the phases of the system life cycle.
- discuss the human resources and societal implications of the information system profession.
- use course knowledge and skills to contribute to the consulting report.

Textbooks

1. Laudon, K.C., Laudon, J.P. Management Information Systems: Managing the Digital Firm, 11e, 2009.

References

1. O'Brien, James A., Marakas, George, Management Information Systems , 2008 ISBN10: 0073376760.
2. Management Information Systems for the Information Age, 4e, Haag, Cummings, and McCubbey (6)

Evaluation Scheme:

Continuous Assessment: assignments, tests, quizzes, presentations	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE	INNOVATION MANAGEMENT
COURSE NUMBER	MAEN 352
COURSE CREDIT	3
PREREQUISITE	ENTREPRENEURSHIP

Course description:

The first part introduces the concepts of creativity, entrepreneurship and innovation. The emphasis is on what entrepreneurs do to achieve value creation through innovation as well as on how to stimulate creativity and innovation in new ventures in established organizations. The second part focuses on the practical establishment of a new venture through focusing a previously written business plan on a specific business (or aspect of an existing business) of interest to the student. Students will also work on a proficiency task, developing a personal goals and values statement that will guide them in their professional life.

The aim is to prepare and inspire students to start their own business and to contribute to and coordinate innovation in established organizations. The course will provide both a theoretical knowledge base as well as practical skills in new venture creation and innovation.

Course objectives:

Upon successful completion of this course, students should be able to:

- start their own business
- contribute to and coordinate innovation in established organizations
- use toolkits that empower to innovate for themselves
- implement innovation among many independent but collaborating actors
- implement innovation in accordance with their own personal goals and values

Textbook

Trott, Paul. 2008, 4th Ed.. Innovation management and new product development, Harlow: Prentice Hall, 616 p. ISBN10: 0273713159.

References

1. Peter Skarzynski and Rowan Gibson, Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates, Harvard Business School Press (2008), ISBN-10: 1422102513, ISBN-13: 978-1422102510
2. Deakins, David, Mark Freel. 2006. Chapter 11: Issues in business start-up. Entrepreneurship and small firms, 4th ed. London: McGraw-Hill.
3. Brown, Tim. 2008. Design thinking. Harvard Business Review 86 (6):84.

Evaluation Scheme:

Continuous Assessment: assignments, tests, quizzes, presentations	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE: INTERNSHIP
COURSE NUMBER: MAEN 362
CREDIT HOUR: 3
PREQUISITE: Complete 2nd Year of classes

Course description and objective:

The internship supplements the student's academic program with experiential education. The internship experience will be guided by a learning contract outlining expectations and academic components. Three (3) credit hours will be awarded for approved internships provided that all conditions of the learning contract are met. The internship will occur during the summer between the second and third year. The intern will work regular work days for two and a half months.

Completion of the following assignments is the basis for earning college credit:

1. **Daily journal:** Students are required to keep a daily journal of their job experiences. If possible it is typed and double spaced and submitted electronically to the Entrepreneurship and Management Internship Coordinator each Monday covering the prior week. If the student has no computer access, a copy must be taken to the Coordinator each Monday.
2. **Special project and report:** The host employer and HUC Internship Coordinator will coordinate to select a special project relevant to the company for assignment and completion by the student intern. Concurrent with completion of the special project, the intern will prepare an executive-level business report appropriate for submission to top management. The student will present his/her project to the other internship students, the HUC Internship Coordinator and a representative of the host employer.
3. **Executive interview summary:** Students will interview one senior level manager to understand his/her career and discuss career development. Students will summarize the interview in a one (1)-page written document with the business card of the manager attached
4. **Job Performance and Satisfactory Evaluations:** The focus of the Internship course is to develop practical career-related experience. Performance evaluations are completed by the host employer during the Internship course and upon completion of the Internship course. At least two performance evaluations are documented to form the basis for grade assignment and awarding of college credit.

Grading and College Credit: The course requirements are weighted as follows for assignment of final grade and credit:

Daily journals	40%
Special project and report	40%
Executive interview summary	10%
Job performance evaluation	10%

COURSE TITLE	CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS ETHICS
COURSE NUMBER	MAEN 411
COURSE CREDIT	3
PREREQUISITE	CIVIC AND ETHICAL EDUCATION

Course description:

This course will explore the role of business within society, involving such concepts as sustainable business, social auditing, corporate citizenship, and ways of deliberately including the public interest in corporate decision-making. It seeks win-win solutions for business and society by honoring the triple bottom line of People, Planet and Profit. In addition to general concepts and tools, it includes Micro-entrepreneurship: using business tools in practical projects to create viable business solutions. Students will be challenged to apply these skills by working as mentors with local micro-business owners or on legacy projects and conducting research to advance microenterprise at HUC.

This course also considers personal moral and ethical issues that arise in doing business: how to manage and make business decisions with integrity, given your organization’s internal, competitive, social and global environments, and stakeholder concerns. It looks at dilemmas where decision-making is difficult due to inadequate information, conflicting loyalties and values, inappropriate rules or orders, limited resources and new circumstances.

Course objectives:

Upon successful completion of this course, students should be able to:

- express in writing their own convictions regarding ethics in business, based on these studies and their own ethical and religious perspective.
- present a thorough personal opinion about CSR concepts and their role in business.
- apply business concepts of CSR to the context of micro-entrepreneurship in Ethiopia
- explore and advance the field of micro-entrepreneurship via directed legacy projects in microfinance; helping create a global data base of agencies serving micro-enterprises.
- balance the demands of different stakeholders;
- analyze fully the consequences of their decision-making,
- recognize when they are being asked to do something wrong, and make judgments they can feel comfortable with.

Textbooks:

1. Weiss, Joseph W., Business Ethics: A Stakeholder and Issues Management Approach 4th Ed. 2006, Thomson Southwestern Publishers – ISBN10: 0-324-223803.

References

1. David Bornstein, How to Change the World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press, USA; 2007, ISBN-10: 0195334760,
2. Law and Ethics in the Business Environment by Terry Halbert and Elaine Ingulli, 2003
3. Moral Issues in Business by William Shaw and Vincent Barry, 2008
4. Wayne Visser, The A to Z of Corporate Social Responsibility: A Complete Reference Guide to Concepts, Codes and Organisations, Wiley (2008), ISBN-10: 0470723955,

Evaluation Scheme:

Continuous Assessment: assignments, tests, quizzes, presentations	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE: E-COMMERCE
COURSE NUMBER: MAEN 412 SAME AS MARK 345 AND INSY 511
CREDIT HOUR: 3
PREREQUISITE: NONE

Course Description

This course introduces students to the emerging theories and practices of E-commerce strategies. Strategies associated with both sides of the electronic commerce world are included: E-commerce solutions for existing companies and E-business concept development for venture startups. Students will study the role of E-systems and the internet in E-commerce. Application of Information Technology in business is also part of the class.

Course Objectives

At the completion of this subject, students should:

- be familiar with the different ways that electronic commerce can add business value to an organization;
- be able to list and analyze the key decision faced by an organization when establishing or updating a web presence;
- have an appreciation of the principles and use of key technologies applied in electronic commerce;
- understand the processes involved in doing business electronically; and
- be able to design and develop a good quality web presence for business purposes

Textbooks

1. Erfan Turban et. al., Electronic Commerce, 2008, Pearson Education, ISBN-10: 0132243305

References

1. Mc Garvey and Campanelli, Start Your Own E-Business, 2006, ISBN-10: 193215674
2. E-Business and e-Commerce Infrastructure: Technologies Supporting the e-Business Initiative. Abhijit Chaudhury, Jean-Pierre Kuilboer. Published by Mc-Graw Hill Companies, 2002. ISBN: 0-07-247875-6.

Evaluation Scheme

Lab project:	20 %
Paper work:	50 %
Final Examination:	30 %

COURSE TITLE	CHANGE MANAGEMENT
COURSE NUMBER	MAEN 421
COURSE CREDIT	3
PREQUISITE	INTRODUCTION TO BUSINESS MANAGEMENT

Course description:

Management of changes is one of the most complex tasks for a manager and an entrepreneur as well. Mergers, alliances, and layoffs may occur in a planned or in an unexpected way. They are always a challenge to the leader. In this course the most important concepts of change management will be presented, both on a theoretical and applied level. ‘Know what’ is combined with ‘know how’ in dealing with the necessary interventions to make change a success. Students will consider dealing with change from the viewpoint of goals and ethics in a proficiency task, developing a personal goals and values statement.

Course objectives:

Upon successful completion of this course, students should be able to:

- present the different theories of change management
- select the right approach in management of transitions
- intervene as a junior change agent
- consider how their personal goals and values affect the way they deal with change.

Textbooks:

1. Robert A. Paton and James McCalman, Change Management, a Guide to Effective Implementation, Sage Publications 2008, ISBN 978-4129-1220-4

References

1. Léon de Caluwé and Jaap Boonstra, Intervening and Changing, John Wiley and Sons, 2007, ISBN 9780470512012
2. Dr. James Johnson, Change Management, The People Side of Change, Prosci Research (2003), ISBN-10: 1930885180, ISBN-13: 978-1930885189

Evaluation Scheme:

Continuous Assessment: assignments, tests, quizzes, presentations	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE: ORGANIZATIONAL BEHAVIOR
COURSE NUMBER: MAEN 422
CREDIT HOURS: 3
PREQUISITE: None

Course description

The course is based on the premise that in today's turbulent business environment, it is imperative that Human Resource professionals understand organizational behavior and how it contributes to organizational effectiveness. Highlighting best practice principles, the course develops the student's understanding of the theories and methodologies inherent in these practices and engages the students in discussions on the challenges facing Ethiopian organizations.

Course objectives:

Upon successful completion of this course, students should be able to:

- diagnose organizational problems to ensure the problems are identified and the applicable strategies and techniques selected
- determine the interventions, activities and programs required to increase organizational effectiveness
- identify the strategies and techniques utilized to enhance organizational performance
- characterize the importance of leadership in managing organizational challenges

Textbook

1. J. Ivancevich, Konopaske, Matteson, Organizational Behavior and Management, 7e, 2006.

References

1. Stephan P. Robbins and Timothy A. Judge, Organizational Behavior, 13th International edition, 2008, ISBN13: 9780132079648, Pearson Education (US).
2. Joel Marcus, Organization and Management, an International Approach, Noordhoff Uitgevers B.V., 1st edition (2007), ISBN10 9001577040, ISBN13 9789001577049
3. Organizational Behavior. Understanding and Managing People at Work by Donald D. White and David A. Bednar, 1986

Evaluation Scheme:

Continuous Assessment: assignments, tests, quizzes, presentations	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE	HUMAN RESOURCE MANAGEMENT
COURSE NUMBER	MAEN 431
COURSE CREDIT	3
PREREQUISITE	INTRODUCTION TO BUSINESS MANANGEMENT

Course description:

This course covers basic principles of managing human resources (HR). Topics include principles that relate to all aspects of the HR function, planning, job analysis, job specifications, employee selection, training and development, performance evaluations, salary determination, benefits, labor relations, and current techniques used to improve productivity and morale. Students will work on a proficiency task developing a personal statement of goals and values, considering how those are related to work in recruitment, selection assessment and training and coaching employees.

Course objectives:

Upon successful completion of this course, students should be able to:

- explain the strategic importance of human resource management.
- apply legal human resource management practices to the Ethiopian context..
- illustrate how organizations recruit and select job applicants according to accepted standards.
- analyze methods of training and developing employees.
- explain how their personal values will affect their methods of recruiting, selecting and training employees.
- provide a critical analysis of organizational compensation.
- summarize the ways organizations maintain good employee relations.

Textbook

1. A Framework for Human Resource Management, 2008, Dessler, 5th edition, Pearson/Prentice Hall, ISBN 0136041531

References

1. Arup; Bu Varma, Global Performance Management (Global HRM), Routledge, 1st edition (2008), ISBN-10: 0415771765, ISBN-13: 978-0415771764
2. Labor Relations and Collective Bargaining by Michael R. Carrell, Christina Heavrin, 2001.

Evaluation Scheme:

Continuous Assessment	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE: INTEGRATED BUSINESS POLICY AND STRATEGY
COURSE NUMBER: MAEN 432
CREDIT HOUR: 3
PREREQUISITE: NONE

Course description:

This capstone course is designed to integrate the functional areas of business and to stimulate management situations requiring problem-solving. Students are required to synthesize skills and knowledge from other business courses in support of strategy development skills.

Course objectives:

Upon successful completion of this course, students should be able to:

- develop skills in the process of thinking strategically an awareness of what analysis, choice and implementation of strategy each require;
- identify techniques for improving strategic decision making;
- develop a high level of understanding of the concepts, theoretical ideas and empirical research findings;
- challenge these ideas, concepts and theoretical ideas and empirical findings, and develop their own views on the part which managers play in the making of strategy.

Textbooks

1. Fred R. David, Strategic Management: concepts and Cases, 3rd Edition, Prentice Hall, 2003.

References

1. Fred R. David, Strategic Management: concepts and Cases, 11th Edition, Prentice Hall, 2007, ISBN10: 0131869493, ISBN13: 9780131869493
2. Understanding Business Strategy, and Concepts. By Ireland, Hoskisson, Hitt, 2006
3. Strategic Management, by Hill and Jones, 7e, 2007.

Evaluation Schemes

Assignments, quizzes, tests	20%
Practical work, Project work	20%
Mid Exam	20%
Final Examination	40%

COURSE TITLE	TOTAL QUALITY MANAGEMENT
COURSE NUMBER	MAEN 442
COURSE CREDIT	3
PREREQUISITE	PROJECT MANAGEMENT

Course description:

For the student to be equipped with the skills and knowledge necessary to implement a successful Total Quality Management (TQM) program in their company, an understanding of the history, purpose and fundamentals of TQM is needed. Additional topics include the tools and techniques that can improve operations, product quality, process quality, customer satisfaction and employee involvement, and continuous process improvement.

Course objectives:

Upon successful completion of this course, students should be able to:

- identify principles of quality and process innovation and their impact on management strategy and practice;
- have an introductory knowledge of quality tools and techniques;
- apply total quality management and process redesign/innovation principles for a competitive edge;
- identify and prepare for difficulties in implementing change in organizations; and
- manage complexities of managing and leading in a TQM environment.

Textbooks

1. Goetsch and Davis, Quality Management for Organizing Excellence, 6th Edition, 672 pages, ISBN-10: 0135019672

References

1. James R. Evans, Total Quality Management, Organization, and Strategy, 4e., 2007, Thomson.

Evaluation Scheme:

Continuous Assessment: assignments, tests, quizzes, presentations	25%
Midterm exam	20%
Project work	25%
Final Exam	30 %

COURSE TITLE	BUSINESS AND CORPORATE LAW
COURSE NUMBER	MAEN 451 SAME AS ACCN 451
COURSE CREDIT	3
PREREQUISITE	INTRODUCTION TO BUSINESS MANAGEMENT

Course description:

This course covering the fundamentals of business law, including contracts, liability, regulation, employment, and corporations, with an in-depth treatment of the legal issues relating to breakthrough technologies, including the legal framework of R&D, the commercialization of new high-technology products in start-ups and mature companies, and the liability and regulatory implications of new products and innovative business models.

All entrepreneurs struggle and deal with many legal issues when forming, funding and operating growing businesses. Managers face legal issues when they start a new division or business unit. .

This course aims to increase the student’s identification, understanding and resolution of typical legal issues for new ventures, ability to anticipate and resolve those issues: ethically, comply with applicable laws, while achieving core business objectives. Throughout the course, students will be challenged to think through issues diligently, independently, and clearly.

While following the textbook structure, consideration will be given to diverse legal issues as choice of legal entity, corporate securities, commercial leases, intellectual property, and employment. Students will also consider the ethical dimension of such issues, through a proficiency task in which they develop personal goals and a values statement. While the focus is on smaller businesses, much is also applicable to larger businesses. This course will be of particular interest to students who anticipate becoming entrepreneurs, but the issues are important for venture capitalists, investment bankers, executives and managers in established businesses.

Course objectives:

Upon successful completion of this course, students should be able to:

- face many legal issues that are crucial to the welfare of companies
- exercise good judgement and leadership, in accordance with one’s values and goals.
- provide themselves with the foundation needed to make effective use of legal advisors
- develop a sophisticated understanding of legal issues central to one’s responsibility.
- develop a more sophisticated understanding of Ethiopian law

Textbooks

1. Bagley, Constance E., and Craig E. Dauchy. *The Entrepreneur's Guide to Business Law*. 3rd ed. South-Western College Publishing, 2007. ISBN13: 978-0324204933

References

1. Davis, Julie, and Suzanne Harrison. *Edison in the Boardroom: How Leading Companies Realize Value From their Intellectual Assets*. New York, NY: John Wiley and Sons, 2001, pp. 12-15 and 143-158. ISBN: 0471397369.
2. *Business Law*. By Richard A. Mann and Barry S. Roberts, 2006.
3. *Understanding Business and Personal Law* by Gordon W. Brown, Paul A. Sukys, 1998.
4. *The Legal Environment of Business* by Whitman and Gergacz, 1991.

Evaluation Scheme:

Continuous Assessment: assignments, tests, quizzes, presentations	25%
Midterm exam	20%
Project work	25%
Final Exam	30%

COURSE TITLE	SENIOR PROJECT
COURSE NUMBER	MAEN 452
COURSE CREDIT	3
PREREQUISITE	NONE

Course Description

This last course of the Entrepreneurship and Business Management major is a chance for students to practice the knowledge they have gained. Each student has to prepare a plan and perform a project within a business or to build up a small company. In doing so he has to show the excellence that has grown during the time of study. As examples, projects could be related to the internship, the business plan done previously or some altogether new business idea. Necessary elements are:

- A definition of the problem with explicit integration of the theories and models that were studied
- Explicit attention to project goals (both explicit and implicit) and objectives (specific descriptions of intended outcomes) and expected short-term and long-term outcomes
- Co-operation of stakeholders which are crucial for the outcomes of the project
- The project context and boundaries
- A risk analysis
- A planned time schedule
- An overview of the resources needed to realize the project (manpower, information, money, time)

The plan will be completed in the first six weeks and implementation will then start and the progress evaluated. An oral report will be given at the end of the term.

Evaluation Scheme:

Plan	40%
Implementation	30%
Presentation	30%

COURSE DESCRIPTION OF SUPPORTIVE COURSES

COURSE TITLE: MACROECONOMICS
COURSE NUMBER: ECON 202 **RESPONSIBILITY: CROSSCUTTING**
CREDIT HOUR: 3
PREREQUISITE: SOPHOMORE ENGLISH

Course description:

This course introduces and explores a variety of macroeconomic topics, including: aggregate supply and demand, market equilibrium, Gross Domestic Product, employment, income, prices, major schools of economic thought, fluctuations, growth, monetary policy, fiscal policy, the national debt, international trade, and international finance. Students will contribute their knowledge of economics as they work on a proficiency task developing a marketing plan.

There will be attention to the global economic system and to the national Ethiopian Economy and the way these systems are influencing business decisions.

Course objectives:

Upon successful completion of this course, students should be able to:

- State the Laws of Supply and Demand and explain the concept of equilibrium.
- Provide a definition of Gross Domestic Product and describe the four components.
- Define fiscal policy and explain how it can be used to cope with fundamental economic problems.
- Explain how monetary policy can be used to cope with fundamental economic problems.
- Describe how international finance can impact a nation's Gross Domestic Product
- Describe the relations between the national economy of Ethiopia and the international economic trends and processes
- Develop a marketing plan, incorporating their knowledge of economics.

Textbooks

1. Principles of Macroeconomics by Frank and Bernanke, 3rd ed. 2007

References

1. Macroeconomics, 5/E, Blanchard, Prentice Hall, 2009, ISBN-10: 0132078295, ISBN-13: 9780132078290
2. Economic Growth, 2/E, Weil, Prentice Hall, 2009, ISBN-10: 0321416627, ISBN-13: 9780132438353
3. Macroeconomic Analysis by Edward Shapiro, 1999
4. Essentials of Economics, 5e, by Mankiw, 2008
5. Economic Concepts. A Programmed Approach by Bingham and Henry Pope, 1993
6. Principles of Macroeconomics by Frank and Bernanke, 3rd ed. 2007

Evaluation Scheme

Assignments, tests, quizzes, classwork.	20%
Practical work, Project work	30%
Mid Exam	20%
Final Examination	30%

COURSE TITLE: MICROECONOMICS
COURSE NUMBER: ECON 203 **RESPONSIBILITY: CROSSCUTTING**
CREDIT HOUR: 3
PREREQUISITE: SOPHOMORE ENGLISH

Course description:

This course introduces and explores a variety of microeconomic topics, including: supply and demand, market equilibrium, elasticity, decision making by producers and consumers, production cost, market structures, public policy, the labour market, distribution of income, environmental policy, market efficiency and government intervention. Students will work in teams on a proficiency task, using their knowledge of microeconomics, to develop a business plan.

Course objectives:

Upon successful completion of this course, students should be able to:

- state the Laws of Supply and Demand and explain the concept of equilibrium.
- identify and explain the basic principles of economics.
- relate the concept of elasticity to supply and demand theory.
- identify the four basic market structures and describe the characteristics of each.
- list and explain the primary reasons for the distribution of income.
- develop a business plan.

Textbook

1. Principles of MicroEconomics by Frank and Bernanke, 3rd ed. 2007

Reference

1. Principles of Microeconomics by Case and Fair, 1996
2. Kohler's Microeconomics by Heinz Kohler, 1992
3. Essentials of Economics, 5e, by Mankiw, 2008
4. Economic Concepts. A Programmed Approach by Bingham and Henry Pope, 1993

Evaluation Schemes

Assignments, tests, quizzes, classwork	20%
Practical and Project work	30%
Mid term Exam	20%
Final Examination	30%

COURSE TITLE: PRINCIPLES OF ACCOUNTING I
COURSE NUMBER: ACCN 211
CREDIT HOUR: 3
PREQUISITE: None

Course description:

This course is an introduction to basic principles of accounting theory and practice. Topics covered include accrual basis accounting, the accounting cycle, preparation of financial statements for both service and merchandising business enterprises, and internal controls. Other topics include accounting for cash, receivables, payroll, inventories, fixed assets, and current liabilities.

Course objectives:

Upon successful completion of this course, students should be able to:

- analyze, journalize, and post business transactions.
- prepare a multiple-step income statement, an owners' equity statement, and a classified balance sheet.
- analyze existing account balances, prepare end-of-period adjusting and closing entries and a postclosing trial balance.
- account for cash and petty cash including internal controls over cash.
- account for merchandising companies including costing and internal control over inventory.
- account for property, plant, and equipment; accounts receivable; and current liabilities.

Textbook

1. Weygandt, Kieso, Kimmel, Accounting Principles, 2007. ISBN10: 0471980193

References

1. Owen, Glenn, Using Excel and Access2007 for Accounting, 2e, 2009, ISBN10: 0324594399
2. Wild, Larson, Chiappetta, Fundamental Accounting Principles, 18th Ed. 2007, ISBN10: 0072996536,.

Evaluation Schemes

Assignments	15%
Practical work	15%
Mid Exam	30%
Final Examination	40%

COURSE TITLE: COST AND MANAGEMENT ACCOUNTING I
COURSE NUMBER: ACCN 222
CREDIT HOUR: 3
PREREQUISITE: PRINCIPLES OF ACCOUNTING I

Course description:

The course is an introduction to the theoretical and practical knowledge of cost accounting, cost behavior, cost classification, cost allocation and analysis. It covers job order costing, process costing and operations costing. It also covers the cost accounting application for joint and byproducts, spoilage, rework and scraps. It indicates how alternative product costing methods are used with variable and absorption costing. Basically, the concern of this course is on manufacturing enterprises but the theories and concepts dealt in are equally applicable to non-manufacturing businesses. Students will work in teams on a proficiency task developing a marketing plan, contributing their knowledge from accounting courses.

Course objectives:

Upon successful completion of this course, students should be able to:

- discuss the role of cost accounting in an organization
- distinguish between job order and process costing
- accumulate cost data
- determine and control costs
- prepare a performance analysis and explain the variances
- prepare a marketing plan.

Textbook

1. Cost Accounting, Managerial Emphasis A Horngren, Foster, Datai, 13thEd, 2008, Pearson Ed. Ltd., ISBN10: 0136126634, 896 p.

References

1. Cost & Management Accounting: An Introduction, Colin Drury.6th Rev.Ed., 2006 Thomson,596p ISBN-13: 978-1844803491
2. Horngren, Bhimani, Datar, Foster, Management and Cost Accounting, 4/E, ISBN10: 1405888202, ISBN13: 9781405888202, Pearson Education Limited, 2007
3. Principles of Managerial Finance, 10e, by Lawrence Gilman. 2006.

Evaluation Schemes

Assignments	20%
Practical work	30%
Mid Exam	20%
Final Examination	30%

COURSE TITLE: FINANCIAL MANAGEMENT
COURSE NUMBER: ACCN 332
CREDIT HOUR: 3
PREREQUISITE:

Course description:

Financial Management is an introductory finance course focusing on the financial decision making principles and methods used by corporations. Major financial decisions include capital investment decisions, financing decisions, capital structure decisions dividend policy decisions, and working capital decisions. Financial management provides basic knowledge on the financial forecasting and coordination of finance in the corporate business. This course examines the financial goals of a corporation with an emphasis on value creation. Additional topics include capital budgeting techniques, valuation of securities, risk management and short-term financial management are also addressed in the course. Students will work in teams preparing a consulting report.

Course objectives:

Upon successful completion of this course, students should be able to:

- use financial information to improve their decisions as investors and/ or as managers of corporations and to learn and apply tools that maximize firm value.
- use the basic tools for financial analysis of the firm
- understand the time value of money and its use in the evaluation of securities
- assess the value of the firm and to take capital budgeting, capital structure and dividend policy decisions that maximize the value of the firm
- interpret financial statements
- evaluate and judge the use of corporate financial information in decision making
- use financial management knowledge in preparing a consulting report.

Textbooks

1. Block S.B., Hirt G.A. (2008), Foundations of Financial Management, McGraw-Hill Higher Education, 657 pages, ISBN-13: 978-0073295817

References

1. Fundamentals of Financial Management, 12th Ed. Brigham, Houston, 2009. South-Western College Publishers, 752 p., ISBN-13: 978-0324597707
2. Ross S.A., Westerfield R.W., Jaffe J. (2005). Corporate finance. New York : McGraw-Hill Irwin.
3. Essentials of Corporate Finance by Ross, Westerfield, Jordan, 1996

Evaluation Schemes

Assignments	20%
Practical and Project work	30%
Mid Exam	20%
Final Examination	30%

COURSE TITLE	PRINCIPLES OF MARKETING
COURSE NUMBER	MARK 211
COURSE CREDIT	3
PREREQUISITE	NONE

Course description:

This study presents information concerning the practices and basic principles of marketing from origin to the ultimate consumer. Topics include the marketing mix, buyer behaviour, organization and planning, channels of distribution, and promotion. Students will also work in teams as they participate in a proficiency task to develop a marketing plan

Course objectives:

Upon successful completion of this course, students should be able to:

- Assess customer driven marketing strategies.
- Appraise buyer behavior in consumer and business markets.
- Evaluate and integrate marketing mix strategies.
- Summarize marketing planning and describe the marketing environment and develop a marketing plan..
- Present an overview of how social responsibility and ethics relate to marketing
- Summarize the salient concepts of global marketing
- Evaluate consumer markets and consumer buyer behavior
- Assess business markets and business buyer behavior
- Discuss market segmentation, targeting, and positioning for competitive advantage
- Integrate the elements of product management strategy, including product lines, the product mix, the product life cycle, and branding
- Explain the marketing of services and nonprofit organizations
- Explain distribution strategy and supply chain management as they relate to channel strategy, wholesaling and logistics.

Textbook

1. Principles of Marketing, Global Edition 12E 2007, Philip Kotler, Gary Armstrong, ISBN10:0199532575, Pearson Higher Education

Reference

1. Basic Marketing: A Marketing Strategy Planning Approach, by Perreault, Cannon, McCarthy, 2008

Evaluation

Project	30%
Mid-Term Examination	30%
Final Examination	40%

COURSE TITLE: RISK MANAGEMENT AND INSURANCE
COURSE NUMBER: MARK 421
CREDIT HOUR: 3
PREREQUISITE: NONE

Course description:

The course explores the risk management issues facing firms and individuals, examining how to protect firm value and personal wealth. It covers the areas of general risk management process, property and liability insurance, life and health insurance, annuities and employee benefits. The insurance industry and regulatory concerns are also addressed. In addition, the course touches on some of the new products emerging in the risk management arena and how the insurance industry responds to them.

Course objectives:

Upon successful completion of this course, students should be able to:

- provide the insights of risk and its treatment, the principles of decision-making under uncertainty, and the methods of managing and protecting against risks to firms and individuals
- read different types of insurance policies such as auto, home and life insurance policies;
- select various annuity products
- identify different retirement plans
- prepare the students for a successful career in an insurance company.

Textbooks

George Rejda, Principles of Risk Management and Insurance, 10e, 2007.
ISBN13: 9780-321414939.

Reference:

1. James S. Trieschmann, Robert E. Hoyt, and David W. Sommer, Risk Management and Insurance, 12e, 2005, South-Western College Publishing, ISBN: 0-324-18320-8

Evaluation

Project	30%
Mid-Term Examination	30%
Final Examination	40%

COURSE TITLE: BUSINESS MATHEMATICS
COURSE NUMBER: MATH 201 **RESPONSIBILITY: CROSSCUTTING**
CREDIT HOUR: 3
PREREQUISITE: NONE

Course description:

The course is designed to include the application of basic concepts, principles and methods of mathematics and formulation of problems through mathematical models. Topics include analytic geometry, systems of linear equations; matrix algebra as well as financial and investment application. Furthermore, the course prepares the students for differential and integral calculus should the graduates decide to expand their education.

Course objectives:

Upon successful completion of this course, students should be able to:

- identify the importance of quantitative techniques;
- explain and analyze the basic concepts and managerial application of mathematics;
- describe the techniques how to optimize utilization of resources.

Textbooks

1. College Algebra in context with applications for the Managerial, Life and Social Sciences by Harshbarger and Yocco, 2007

References

1. Mathematics for management and finance, Stephen P. Shao, Lawrence Shao, 8th edition 1997, ISBN10: 0538870990, ISBN13: 9780538870993, Dame Publications
2. Intermediate Algebra with Early Functions and Graphing, 7th Edition, Lial, Hornsby and McGinnis, 2002 (2)
3. Intermediate Algebra, 4th Edition, Larson and Hostetler, 2005 (2)
4. Intermediate Algebra, 4th Edition, Larson and Hostetler, 2005 (2)
5. Mathematics: A Practical Odyssey, Johnson and Mowry, 2007
6. Algebra Structure and Method Book 1, McDougal Littell, 2000

Evaluation Schemes

Assignments	15%
Practical work	15%
Mid Exam	30%
Final Examination	40%

COURSE TITLE: INTRODUCTION TO PROBABILITY AND STATISTICS
COURSE NUMBER: STAT 301 RESPONSIBILITY: CROSSCUTTINGS
CREDIT HOUR: 3
PREREQUISITE: BUSINESS MATHEMATICS

Course Description

This course is designed to provide students an introduction to the basic science of statistics. Students will develop a useable understanding of research design, the organization of data, measures of central tendency and variability, central tendency theory, descriptive and inferential statistics, parametric and nonparametric tests, and basic test assumptions. Primarily, students will be introduced to the fundamental ideas of data collection and presentation, populations and samples; the presentation and interpretation of data, descriptive statistics, linear regression, and inferential statistics including confidence intervals and hypothesis testing. Basic concepts are studied using applications from economic ideas, education, business, social science, and the natural sciences. Also included is a mathematical introduction to probability theory including the properties of probability; probability distributions; expected values and moments, specific discrete and continuous distributions; and transformations of random variables

Course Objectives

At the end of the course, the students will be able to:

- acquire knowledge on statistical methods,
- collect and organize facts for statistical analysis,
- make interpretations of data collected, and
- make statistical inferences based on statistical analyses

Textbooks

Freedman, David, Purves, Pisani. 2006. Statistics. WW Norton and Co (ed). ISBN-10: 0393930432.

References

1. Berenson , Mark L; Levine, David M. and Krehbiel, Timothy C. (2008) Basic Business Statistics, 11th ed., Prentice Hall, USA
2. Brase, Charles Henry and Brase, Corrinne Pellillo (2006) Understanding Basic Statistics, 4th ed., Houghton Mifflin Company, New York 2 copies
3. Lind , Douglas A.; Marchal, William G. and Wathen, Samuel A. (2007) Basic statistics for business and economics with student CD (CD-ROM), 6th ed., McGraw-Hill/Irwin, New York

Evaluation

Class Exercises/Assignments/Quizzes	30%
Mid-term	30%
Final Exam	40%

COURSE DESCRIPTIONS FOR CROSSCUTTING COURSES

COURSE TITLE:	CIVIC AND ETHICAL EDUCATION
COURSE NUMBER	CEED 201 RESPONSIBILITY:
CROSSCUTTING	
COURSE CREDIT	3
PREREQUISITE	None

Course description:

This fundamental objective of Civic and Ethical Education is producing good citizens with higher civic qualities. Good citizens who are well aware of their rights and responsibilities as well as endowed with various types of civic virtues such as active participation, tolerance, civic mindedness etc. have a lot to contribute in the process of democratization and development of their own state.

In view of this, this course is designed to familiarize students with basic themes and concepts of civic and ethical education, constitutionalism, Democracy, Human Rights and some other pertinent issues in achieving the basic goal of the subject matter. The varying nature of civic education requires active participation from the part of students in various ways such as forwarding original arguments, participating in class discussions, debates, presentations, etc. . Thus students are highly expected to act accordingly for the successful delivery of the course.

Course objectives:

Upon successful completion of this course, students should be able to:

- explain the national political system of Ethiopia in relation to citizenship
- impart civic knowledge on various issues such as on meaning and definition of civics and ethics, Constitutionalism, Democracy, Human Rights, State, and Government etc.
- understand their rights and responsibilities and then exercise their rights and discharge their responsibilities.
- develop such civic attitudes as patriotism, civic mindedness, active participation, tolerance etc.
- exhibit civic skills such as accurate decision making, expression of oneself clearly and logically, conflict resolution etc.
- become good citizens and play a crucial role in the democratization process of the state.

Textbook:

1. Civic and Ethical Education, Alamirew G/Mariam, 2005.

Reference:

1. Chekki Don, "Participatory Democracy in Action" International
2. James, Clapham, "Constitution Development of Ethiopia" Vol.ii Law Faculty HSIU, 1985
3. The Constitution of the Federal Democratic Republic of Ethiopia, August 21, 1995
4. Universal Declaration of Human Rights : Adopted by the UN

Evaluation Schemes

Assignments, tests, quizzes, projects	40%
Mid Exam	20%
Final Examination	40%

COURSE TITLE: SOPHOMORE ENGLISH
COURSE NUMBER: FLEN 201 **RESPONSIBILITY:** CROSSCUTTING
CREDIT HOUR: 3
PREREQUISITE: NONE

Course Description:

A course designed to develop college-level reading and writing skills. It includes critical analysis of and written response to readings, as well as academic vocabulary, grammar and mechanics. It focuses on the steps of the writing process: planning, organizing, writing, peer review, revising, and editing while writing essays in various rhetorical patterns of organization and development. There will be in-class essays and others prepared outside of class. Students will write every day in class. In addition, students will improve listening and speaking skills through listening to lectures and taking notes, class discussion, giving short talks and responding to questions.

Course objectives:

This course will enable students to:

- understand and critically analyze class readings, as well as their textbooks
- improve their academic vocabulary, written and spoken grammar and mechanics usage
- improve their overall writing skills: being able to write clearly and correctly, make points and support them with examples and explanations.
- write under time pressure in answering essay examination questions.
- understand oral academic lectures and basic English conversation.

Textbook:

1. Evergreen: A Guide to Writing with Readings, 8th Edition. Susan Fawcett. 2007. Houghton-Mifflin/ Cengage, ISBN10: 0618766448

References:

1. Real Writing with Readings,, Susan Anker, 2004, ISBN-10: 0312405219
2. Mastering Reading through Reasoning, by Dr.Arthur Whimbey, 1985
3. 75 Readings:Anthology ;by S. Buscemi, C. Smith, 2007
4. Writing Analytically, 4e, D. Rosenwasser, J. Stephen, 2006 (100)
5. Language Arts: Process, Product and Assessment, 1999, by Pamela Farris (20)
6. Prentice Hall Writing and Grammar: Communication in Action, by Carroll,et.al,2001

Assessment/Evaluation

Tests: reading, grammar, vocabulary	20%
Writing assignments:	40%
Class participation in discussion	10%
Final exam, including writing	30%

COURSE TITLE: PROFESSIONAL WRITING
COURSE NUMBER: FLEN 202 RESPONSIBILITY: CROSSCUTTING
CREDIT HOUR: 3
PREREQUISITE: FLEN 201, SOPHOMORE ENGLISH

Course Description

A course extending use of the writing process to longer essays based on analysis of readings, through awareness of audience, purpose and diverse viewpoints. Additional writing will be based on readings and research in students' professional fields, incorporating credible evidence through quotations, paraphrase and summary, according to MLA/APA standards. Students will learn to distinguish between opinion, facts and inferences and to use argument and persuasion. Students will work in teams on a proficiency task, writing a marketing plan and presenting it to the class.

Course Objectives:

Students will be able to:

- write essays with a clear thesis, logical points to support the thesis, and evidence based on library and Internet research, using MLA/ APA documentation.
- avoid plagiarism by incorporating this evidence using documentation.
- improve their writing and proofreading skills through participating in peer review.
- write clear and concise reports and papers appropriate to their field of study, using library and Internet research. Business students will write business letters, memos, resumes, reports, and a business plan.
- use technical writing styles and formats: reports, proposals, analysis of technical articles, and learn the appropriate vocabulary used in their field.
- use improved speaking and presentation skills through class and small group discussions, and an oral presentation based on the final writing.
- develop and write a marketing plan.

Textbooks:

1. Susan Fawcett , Evergreen: A Guide to Writing w.Readings, 8thEd. 2007. Houghton-Mifflin (now Cengage)
2. Alred, Gerald J, Brusaw, Charles, and Oliu, Walter; Business Writers' Handbook,, 2008. Bedford-St. Martins. 590 p..ISBN10: 0132477090

References

1. Alred,Gerald J, Brusaw, Charles, Oliu,Walter; Handbook of Technical Writing, 2008, 9th ed. MacMillan. ISBN: 9780312057336
2. Michael Merkel, Technical Communication,9e. ISBN9780-312485979 Bedford St.M.
3. Writing in the Disciplines:Supplement, TomJehn,Jane,2007, ISBN10: 0312452640
4. Discovering Arguments, an Introduction to Critical Thinking and Writing, with Readings2e, by D. Memering, W Palmer, 2006 (80)
5. Creative Editing, 3e, by D.B owles, D. Borden,2000 (1)
6. Reporting for the Media, 8e, by Fedler et al, 2005

Evaluation Scheme

Essays:	30%
Business/Technical writing assignments, including Project	50%
Final Assignment- Writing 10% Oral Presentation10%	20%

COURSE TITLE: COMMUNICATION AND PRESENTATION SKILLS
COURSE NUMBER: FLEN 301 RESPONSIBILITY: CROSSCUTTING
CREDIT HOURS: 3
PREREQUISITE: PROFESSIONAL WRITING

Course Description:

This course is designed to improve students' speaking and listening skills, understanding of turntaking, and other conventions and strategies in English conversation through discussion and role play. They will give short talks, planned and impromptu, and receive feedback. Through group assignments and presentations, students will improve their ability to discuss controversial or difficult topics in a respectful manner and tone: listening for understanding, then presenting their views - in conversation, to solve a business problem, or to persuade. As a final project, students will research an area of interest in their field and write a paper on it, using properly documented sources, and then make a final oral presentation to the class using AV equipment. Questions and answers will follow each presentation.

Course Objectives:

Students successfully completing the course will have:

- developed a concern for audience and understand the importance of psychological approaches to the solution of business problems through skilled communication;
- the ability to use a variety of communication strategies, and know when to use them;
- developed presentation skills, oral and written, with or without AV equipment.
- developed an ability to apply critical thinking and decision-making skills to business
- developed an ability to work effectively with other people in small groups or teams
- learned to listen for understanding
- the ability to understand and negotiate differences in communication between oneself and people from other cultures and those with viewpoints disagreeing with one's own
- the ability to give and receive feedback that will improve one's own and others' communication

Textbook:

1. Guide to Managerial Communication. 7thEd Munter, Mary Munter. Upper Saddle River, NJ,Prentice Hall 2007 ISBN: 0131755234.
2. Public Speaking: A Audience Centered Approach, Beebe and Beebe, 2006

References:

1. Locker, Kitty O and Kaczmarek, Stephen Kyo, Building Critical Skills, 4th Ed. McGraw-Hill/Irwin, NY 2008, ISBN10: 007-3377724
2. Alred, Gerald J, Brusaw, Charles, and Oliu, Walter. Business Writers' Handbook., 2008, . Bedford-St. Martins. 590 p.. ISBN10: 0132477090
3. The Art of Public Speaking, and Learning Tools Suite, 8e,by Stephen Lucas, 2004 + CDRom, Topics
4. Literature, the Human Experience,9e byM. Klotz, R.Abcarian, 2007

Assessment/Evaluation

Classwork: discussions, role plays, short talks	20%
Assigned group and individual presentations	20%
Project work: business plan	30%
Quizzes:	20%
Final Exam	10%

COURSE TITLE: INTRODUCTION TO COMPUTER APPLICATIONS
COURSE NUMBER: COMP 201 **RESPONSIBILITY:** CROSSCUTTING
CREDIT HOUR: 3
PREREQUISITE: NONE

Course Description

This course is a broad introduction to the use of computers as tools for creativity, communications and organizing information. In addition to learning the technical fundamentals of computer use, students build skills in researching information, making appropriate ethical choices about the use of computers, and using technology to learn on their own and pass your new skills on to others.

The role of the computer as a communications tool will be central to this course. All students will be given computer accounts to maintain files. We will also emphasize the use of the Internet as a tool for finding information and the use of word processing, presentation software and image editing to organize and communicate ideas.

Topics will include computer hardware components, how the personal computer works and computer applications including word processing, spreadsheets, presentations, database and internet. Students are expected to learn to type and to practice exercises using MS Office.

Course Objectives

The students will be able to:

- familiarize themselves with components of computers and windows personal computers and operating systems
- use Microsoft Office as tools for writing, analyzing and presenting information
- use of information technology to assist you in other coursework
- use the internet for communications, research
- create, edit and share pictures
- creating online and paper publications and graphics using computers
- understand ethical and responsible use of computer technology

Textbooks

1. Shelly Gary B. et al. 2007. Microsoft 2007: Introductory Concepts and Techniques, Windows XP Edition. 1224 p. ISBN-10 141884327X

References

- 1 Andy Channele, Beginning Open Office 3- from Novice to Professional, 2008, ISBN10: 1430215909
- 2 Preston, John et al. 2008. Computer Literacy for IC3 – 2007 Update. 400 p. ISBN-10 0135038529.
- 4 Using Excel & Access for Accounting 2007 by Glenn Owen, 2007
- 5 Advanced Excel for scientific data analysis by Robert de Levie, 2004
- 6 Microsoft Office Word 2003. A Professional Approach by Deborah Hinkle, 2005
- 7 Beginning Open Office 3 from Novice to Professional by Andy Channele, 2009

Assessment/Evaluation

Assignments	50%,
Mid exam	20%,
Final exam	30%

COURSE TITLE: GENERAL PSYCHOLOGY
COURSE NUMBER: PSYC 201 RESPONSIBILITY: CROSSCUTTING
CREDIT HOUR: 3
PREREQUISITE: SOPHOMORE ENGLISH

Course Description

The introductory survey course explores the scientific study of human nature, behavior, and cognitive processes. The major areas of psychological study will be reviewed including history, biology, memory, learning, development, personality, abnormal and social psychology. Emphasis will be placed on applying psychological principles and data to life experience.

The course is also geared towards helping students conceptualize the psychological foundations of human behavior in all occupations. It is also the application of the principles and concepts in overcoming various kinds of human and environmental barriers for effective relationship.

Topics to be covered include motivation, emotion, knowledge retention, group dynamics and worker efficiency, sensation and perception, personality, and development of attitudes. Students will work on a proficiency task, developing a personal statement of goals and values.

Course Objectives

Upon satisfactory conclusion of the course, students will be able to:

- understand human behavior and relationship in different professions and life at large,
- be apply knowledge gained in the areas of business, government and education,
- familiarize themselves with group and individual decision-making,
- exercise effective human and environmental relationships.
- use their knowledge of psychology in developing a personal statement of goals and values

Textbooks:

Kalat, James. 2008. Introduction to Psychology, 8th ed. Wadsworth Pub. ISBN10: 04955102881.

References:

1. Weiten, Wayne and Diane Helpert. 2007. Psychology: Themes and Variations: with Concept Charts. Briefer Edition, 7th ed. Thomson-Wadsworth pub. 631 p. ISBN 10: 0495100587.
2. Psychological Research, Methods for Discovery and Validation, by A.C. Vadum, N.O. Rankin, 1998 (1)
3. Psychology: Careers for the 21st Century, by the American Psychological Association, 2000
4. (9) Innovative Approaches to Health Psychology:
5. Prevention and Treatment: Lessons from AIDS. by M.A. Chesney, M.H. Antoni, 2002
6. Psychology, 7e, by John Santrock, 2005 (1)

Assessment/Evaluation

Assignments	20 %
Project, practical work	30%
Mid-semester	20%
Final examination	30 %

COURSE TITLE: LEADERSHIP SKILLS
COURSE NUMBER: LEAD 501 RESPONSIBILITY: CROSSCUTTING
CREDIT HOUR 3
PREREQUISITE: CIVIC AND ETHICAL EDUCATION

Course description:

The purpose of this course is to encourage you to carefully analyze responsibilities and commitments in the context of leadership for the common good and for purposeful change. Students will come to understand the concepts of relational and servant-leadership and how they differ from traditional leadership theories. The course includes the study of leadership as well as the application of leadership theories, concepts, and skills. Students will also develop their leadership potential through the completion of personal and leadership self-assessments, values exploration, and leadership skill practice through course activities.

This course addresses the responsibility of a leader for business, society and himself. What will be the legacy of the professional leader? What difference does he make in all the networks in which he is participating? What is his basic attitude toward all the stakeholders? These kinds of questions are the core theme of this course.

Leadership will be combined with stakeholder management and current thinking about the role of communities in the business world.

Course Objectives

Students should be able to:

- Explain their personal opinion about stewardship'
- Reflect on his/her personal effectiveness as a leader;
- Perform as a transparent leader in his/her own networks

Textbook:

1. Peter Northouse, Leadership: Theory and Practice, 5th Edition, 2009, ISBN-10 1412974887

Reference:

- 1 Kouzes and Posner, The Leadership Challenge, 4th Edition, 2003, ISBN-10: 0787984922
- 2 The Leadership Challenge by Kouzes and Posner, 2003
- 3 Motivating Yourself for Achievement, by A.R. Bell, D.A. Smith, 2003 (10)
- 4 Focus on Success, by Dr. Rita Davis, Dr. Aaron Thompson, 2001 (1)
- 5 Leadership, by Dr. J.Clifton Williams, 1986 (1)

Assessment/Evaluation

Leadership activities	20%
Leadership Self- Assessment	20%
Mid-Term Examination	30%
Final Examination	30%