

Hope University College

CURRICULUM

**Faculty of Business Management
and Entrepreneurship**

Department of Marketing Management



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Curriculum for Marketing Management

1.0 INTRODUCTION

Marketing Management is an interdisciplinary field of study that combines marketing, strategy, business organisations and leadership. The relation with leadership and entrepreneurship brings in a new aspect of the interdisciplinary approach of marketing.

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 amount of capital transactions in increasingly complex situations. As a result, more complex questions arise to provide these organisations and its managers with marketing research, new concepts and strategic advice. Therefore, the Ethiopian market has an increasing demand for marketing research assistants, product managers, marketing and sales managers and strategic marketing managers.

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

The above issues are important indicators that there is an urgent need to have a marketing management program with an integrated service orientation at HUC. HUC is planning to have this unique service orientated marketing management curriculum that does not only offer theoretical lectures but involves also rigorous practical and applied sessions that equip graduates with the most recent knowledge, skills, attitudes and applications.

2.0 DEPARTMENTAL VISION, AND OBJECTIVES

The marketing management curriculum fosters timely and relevant education on marketing, sales, marketing research, tourism marketing, distribution marketing and e-commerce at a level beyond the user of the marketing information with a special emphasis towards unique service orientation to develop leaders and leadership on marketing management. Each student is seen to have a unique set of competencies. It is a shared responsibility of the student and HUC as well to explore the talents of the students and develop leadership.

2.1 VISION STATEMENT

The Department Marketing Management seeks to expand integrated knowledge of marketing, strategy, entrepreneurship and leadership. The relationship with leadership and entrepreneurship brings in a new aspect of the interdisciplinary approach of marketing, business organisations, entrepreneurship, leadership, management and human components, through rigorous student training and service to the community.

2.2 OBJECTIVES

The general objective of the curriculum in marketing management is to raise the level of knowledge and awareness of the student on marketing management issues and to empower the student to devise ways and means of tackling those problems.

The specific objectives are:

- to provide sufficient knowledge to students about marketing management and motivate them towards the stewardship of these resources;
- to create a supportive and innovative learning environment to strengthen critical thinking of students and to prepare future leaders in entrepreneurship;
- to equip students with most recent knowledge of the applications on marketing, sales, marketing research, consumer and organizational behaviour, including business policy, leadership, strategic management, etc.;
- to translate knowledge and experiences into economically useful business opportunities and facilitate their adoption in Ethiopia and around the world;
- to engage students in practical work that will benefit the community and the nation at large scales;
- to empower students on business and management issues to later assist the community.

3.0 GRADUATE PROFILE

All HUC graduates shall exhibit the following General Competencies:

Personal Accountability for your own actions, at work and in society at large

Self-regulation: reflecting critically on your professional work, and adjusting 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:

- Use different theories quantitative tools and models to understand and explain processes, trends and patterns related to the business environment and consumer behavior;
- Capable of working with efficient and effective modern tools and ICT in preparing marketing strategies, budgets and forecasts, financial statement and managerial information for decision making purposes and to solve managerial problems;

- Conduct marketing researches and write strategic reports, which are beneficial to society and present the result of their findings in clear and coherent manner;
- Advise and organization regarding marketing ethics and social responsibility;
- Understand the vital role of small business to the nation's economy;
- Recruit, train and lead sale force of an organization;
- Understand how a firm's human resource practices foster or hinder company innovation and growth;
- Will have a professional network of people, resources, and information to advance their careers;
- Have basic understanding on fundamental national issues and sustainable development;

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 an integrated approach of relevant issues and the development of unique personal skill towards leadership.

4.2 TEACHING PHILOSOPHY

Based on the mission of HUC and the outcomes of the interviews with relevant stakeholders, and the requests at het workshops that were organized in September 2009, the following elements are constituting for 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 as possible from stakeholders to create a challenging and practical curriculum
- Competencies as a central element of the curriculum
- Leadership, entrepreneurship and integrity as formation goals for the students
- Integration of teaching and coaching with a focus on talent development of the student.

A graduate of HUC will make a difference by a balance of the following elements

- Knowledge & skills
Professional activities are based on knowledge and skills that will help the students to contribute to professional setting in which they are working.
- Values & vision.
Professional activities have to be based on integrity and a strong conviction about major issues in professional activities.
- Personality & professionalism
Professional activities have to be based on a balance of self knowledge on 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 examination in each course in which the knowledge is tested. But there are also several assessments where students perform as a 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
- reports of 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 Marketing 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 Marketing Management”
- In Amharic – “የኦርቶዶክስ ባሕርይ ዲግሪ በሚኒስቴር ማህ. ጅምርት”

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 crosscutting 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 crosscutting 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 include ways 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 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 provides 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 Marketing 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 MARKETING MANAGEMENT

Table 1. Major Compulsory courses in Marketing Management

<i>Course No.</i>	<i>Course Title</i>	<i>Cr. Hr.</i>	<i>Lecture Hr.</i>	<i>Lab. Hr.</i>
MARK 211	Principles of Marketing	3	3	
MARK 212	Marketing Communication and Culture	3	3	-
MARK 222	Introduction to Business Management	3	3	-
MARK 316	Marketing Research	3	2	2
MARK 325	Consumer Behavior	3	2	2
MARK 326	International Marketing & Export Management	3	3	-
MARK 335	Marketing Communication Strategy	3	3	-
MARK 336	Marketing Innovation	3	3	-
MARK 345	E-Commerce	3	3	-
MARK 346	Salesmanship and Sales Management	3	2	2
MARK 356	Organizational Behavior	3	3	-
MARK 366	Product and Brand Management	3	3	-
MARK 372	Internship	3	-	2.5 Mo.
MARK 411	Corporate Social Responsibility and Business Ethics	3	3	-
MARK 421	Risk Management & Insurance	3	3	-
MARK 422	Production and Operations Management	3	3	-
MARK 431	Agricultural Marketing	3	3	-
MARK 432	Strategic Marketing management			
MARK 441	Business and Corporate Law	3	3	-
MARK 442	Tourism Marketing	3	3	-
MARK 452	Project Management	3	3	-
MARK 462	Senior Project	3	-	6
Total Semester Credit Hours		66		

Table 2: List of Supportive Courses

<i>Course No.</i>	<i>Course Title</i>	<i>Credit Hrs.</i>	<i>Lecture Hrs.</i>	<i>Lab, Hrs.</i>
ECON 202	Macroeconomics	3	3	-
ECON 203	Microeconomics	3	3	-
ACCN 211	Principles of Accounting I	3	2	2
MAEN 211	Introduction to Entrepreneurship	3	3	-
ACCN 222	Cost and Management Accounting	3	2	2
MATH 201	Business Mathematics	4	3	2
STAT 301	Introduction to Probability and Statistics	3	3	-
INSY 522	Management Information Systems	3	3	
Total Credits		25	-	-

Table 3: List of Crosscutting courses

<i>Course No.</i>	<i>Course Title</i>	<i>Credit Hrs.</i>	<i>Lecture Hrs.</i>	<i>Lab. Hrs.</i>
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	-
	Total Credits	21	-	-

Table 4: Summarized table indicating the proportions of credit hours in Marketing Management Department of HUC.

<i>Course Category</i>	<i>Total Credit Hour</i>
Major Compulsory, including internship	66
Supportive	25
Crosscutting	21
Grand Total	112

CURRICULUM DEPARTMENT OF MARKETING MANAGEMENT

Table 5: Course Offerings (sequencing courses by semester)

<i>Year</i>	<i>Semester I</i>		
<i>1</i>	<i>Course No</i>	<i>Course Title</i>	<i>Cr Hr</i>
	ACCN 211	Principles of Accounting I	3
	FLEN 201	Sophomore English	3
	COMP 201	Introduction to Computer Applications	3
	MARK 211	Principles of Marketing	3
	MAEN 211	Introduction to Entrepreneurship	3
	MATH 201	Business Mathematics	4
	Semester Total		19
	<i>Semester II</i>		
	FLEN 202	Professional Writing	3
	MARK 212	Marketing Communication and Culture	3
	MARK 222	Introduction to Business Management	3
	ACCN 222	Cost & Management Accounting I	3
	ECON 202	Macroeconomics	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>
	FLEN 301	Presentation and Communication Skills	3
	STAT 301	Introduction to Probability and Statistics	3
	MARK 335	Consumer Behaviour	3
	MARK 345	E-Commerce	3
	MARK 335	Marketing Communication Strategy	3
	ECON 203	Microeconomics	3
	Semester Total		18
	<i>Semester II</i>		
	MARK 316	Marketing Research	3
	MARK 326	International Marketing & Export Management	3
	MARK 336	Marketing Innovation	3
	MARK 346	Salesmanship & Sales Management	3
	MAEN 356	Organizational Behavior	3
MARK 366	Product and Brand management	3	
Semester Total		18	

MARK 372 Internship 3

<i>Year</i>	<i>Semester I</i>		
	<i>Course No</i>	<i>Course Title</i>	<i>Cr H</i>
	MARK 411	Corporate Social Responsibility, Business Ethics	3
	MARK 421	Risk Management & Insurance	3
	LEAD 501	Leadership Skills	3
	MARK 431	Agricultural Marketing	3
	PSYC 201	General Psychology	3
	MARK 441	Business and Corporate Law	3
	Semester Total		18
	<i>Semester II</i>		
	INSY 522	Management Information Systems	3

3	MARK 422	Production and Operations Management	3
	MARK 432	Strategic Marketing Management	3
	MARK 442	Tourism Marketing	3
	MARK 452	Project Management	3
	MARK 462	Senior Project	3
	Semester Total		18
	GRAND TOTAL (Credit Hours)		112

COURSE DESCRIPTION MAJOR COURSES

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	MARKETING COMMUNICATION AND CULTURE
COURSE NUMBER	MARK 212
COURSE CREDIT	3
PREREQUISITE	NONE

Course description:

This course covers the functions of promotion mix with the emphasis on advertising, publicity, public relations and sales promotion in relation to the Ethiopian context. Communication is a fundamental part of most marketplace transactions. In its purest form price communicates the information necessary for a transaction. In most other deviations from perfect competition, any marketer has to communicate more than price in order to establish, sustain, and grow his business. This course takes a marketing management perspective and explains how communication is used to help satisfy Ethiopian consumers and achieve the goals of an organization.

Course objectives:

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

1. Describe the process of communication
2. Differentiate between various promotion mixes
3. Explain major decisions in advertising, publicity, public relations and sales promotion.
4. Analyze, assess and apply marketing communication research in the fields of international marketing
5. Apply the general marketing and communication theory to the specific Ethiopian context with an emphasis on culture
6. Learn how attributes of the recipient, the message, the context, and the sender interact in producing communicative effects.
7. Gain deeper understanding and to assess communication effects on consumer behavior
8. Be able to design and implement marketing communication strategies in various product and service markets

Textbooks:

Percy and Elliot, Strategic Advertising Management: Concepts and Cases. 2009.
ISBN10: 0199532575.

References

1. John Egan, Marketing Communications, Cengage Learning Business Press, 1st edition (2007), ISBN-10: 1844801217, ISBN-13: 978-1844801213
2. Creative Strategy in Advertising, by Jewler and Drewniany, 8th ed.,2005

Evaluation

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

COURSE TITLE	INTRODUCTION TO BUSINESS MANAGEMENT
COURSE NUMBER	MARK 222 SAME AS MAEN 212
COURSE CREDIT	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, by Ethiopian Chamber of Commerce, 2004
2. Public Relations. Strategies and Tactic. by Dennis Wilcox, Glen T. Cameron, 2006
3. Green to Gold. How smart companies use environmental strategy to innovate, create value, and build competitive advantage by D.C. Esty and Andrew S. Winston, 2008
4. This is PR. The Realities of Public Relations by Newsom, Turk, Kruckeberg, 2004.

Evaluation Scheme:

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

COURSE TITLE: MARKETING RESEARCH
COURSE NUMBER: MARK 316
CREDIT HOURS: 3
PREQUISITE: None
PREREQUISITE: PRINCIPLES OF MARKETING, INTRODUCTION TO BUSINESS
MANAGEMENT

Course description:

This course introduces students to the field of marketing research and how it can help managers make better marketing decisions. The course centers on the marketing research process, specifically the planning, collection, and analysis of data relevant to marketing decision making and communication of the results of this analysis to management. Students will use the knowledge gained to conduct and present an exploratory marketing research study. Further, this course includes a proficiency task/project where students design, execute, and present a marketing research project to a client as an aid to making marketing decisions.

Course objectives:

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

- Explain how marketing research can be used to make better marketing decisions in terms of current marketing mix and new opportunities.
- Conduct a comprehensive secondary research review using the library's E-Resources.
- Discuss the ethical responsibilities of marketing researchers.
- Conduct an exploratory marketing research study on a marketing problem of your choice using the MR process.
- Present and defend a marketing research study using common MR frameworks.
- Effectively work as a research management team
- Create, plan and execute a quantitative marketing research study.
- Translate research findings into actionable marketing information

Textbook

Marketing Research, an Applied Orientation, 5e, 2006, Prentice Hall/India.
ISBN 0071105891.

References

1. Marketing Research, Peter Chisnall, 7th revised edition 2004, McGraw-Hill Education, ISBN10: 0077108124, ISBN13: 9780077108120

Evaluation

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

COURSE TITLE: CONSUMER BEHAVIOR
COURSE NUMBER: MARK 325
CREDIT HOURS: 3
PREQUISITE: NONE

Course description:

This course is a study of how consumer behavior influences the marketing manager's decisions. Topics include the social, physiological, psychological, and environmental factors. Decision-making processes that have an effect on the purchasing and use of goods and services by individuals and households are included. Students will work in teams on a proficiency task to develop a marketing communication strategy to influence consumer behavior.

Course objectives:

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

- Summarize the components of consumer decision making.
- Compare and contrast the individual determinants of consumer behavior.
- Evaluate the environmental influences on consumer behavior.
- Recommend effective ways marketers can influence consumer behavior.
- Describe various methods of researching consumer behavior.
- List and evaluate ways customer-centric organizations create marketing strategies.
- Breakdown and summarize consumer decision making into pre-purchase, purchase, and post-purchase processes.
- Analyze personality and lifestyle and their effects on consumer behavior.
- Discuss the basic categories of consumer motivation.
- Summarize attitude formation and change.
- Explain the influences of culture, ethnicity, and social class on consumer behavior.
- List and describe household and group influences on consumers.
- Develop a strategy to influence consumer behavior that contacts consumers, shapes their opinions, and helps them to remember marketing messages.

Textbook

Blackwell, Consumer Behavior, 10e, 2005. Thomson/Southwestern,
ISBN10:0-324-27197-2

Evaluation

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

COURSE TITLE: INTERNATIONAL MARKETING & EXPORT MANAGEMENT
COURSE NUMBER: MARK 326
CREDIT HOURS: 3
PREQUISITE: PRINCIPLES OF MARKETING AND MARKETING COMMUNICATION AND CULTURE

Course description:

This course covers trade, marketing environment and strategies of International Marketing. It also deals with finances, risks, export/ import procedures as well as the globalization of business in the light of International marketing. Because the world is becoming an interdependent global market, the primary objective of the course is to enable students to understand the change facing businesses now and into the future as they are confronted by the competitive consequences of global trends. There is a focus on global commercial and economic systems including the impact of these systems on internationally-focused marketing and business strategies. Emphasis will be placed on issues of international competitiveness, cultural practices and the implementation of marketing concepts in the global business marketing environment. This course provides students a well-rounded perspective of international markets that encompasses history, geography, language, and religion.

Course objectives:

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

- Explain and summarize how the globalization of world markets and the internationalization of business activity affect all planning and operational aspects of the organization, and specifically for marketing applications.
- Apply basic international marketing strategies and other competitive strategies needed to identify and successfully pursue international business opportunities.
- Compare and contrast the major trade barriers that may confront a business in the international marketplace.
- Develop awareness of the social-cultural environment of a foreign market country and facilitate a cross-cultural understanding of that country market in relation to Ethiopia and our self-reference criteria (SRC).
- Understand the importance of ethical, socially responsible decisions in international marketing.
- Discuss the formality of export/import international finance insurance (risk management) and quality control.

Textbook

1. International Marketing and Export Management, Gerald Albaum & Edwin Duerr, Pearson Education Limited, 6e, 2008. ISBN10: 0073080063.

References

1. Mathur, International Marketing and Management, 2008, ISBN10: 0761936408.
2. International Business: Competing in the Global Marketplace, 6e, by Charles Hill, 2007
3. International Economics: , by Appleyard, Bedford, Fowler, 2006

Evaluation

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

COURSE TITLE: MARKETING COMMUNICATION STRATEGY
COURSE NUMBER: MARK 335
CREDIT HOURS: 3
PREQUISITE: NONE

Course description:

This course builds on previous marketing courses by focusing specifically on aspects of integrated marketing and brand communication. Advertising and promotion will be emphasized but public relations, personal selling, and direct marketing will also be covered. Students will learn to apply relevant psychological theory and will acquire practical managerial information concerning the operation of marketing communication agencies, the development of communication objectives and budgets, and the implementation and evaluation of creative and media strategies. Learning in this course derives primarily from in-class participation in lecture discussions and case analysis and on out-of-class group investigation and analysis of a selected organization's current marketing communications planning and practices. The effective documentation and presentation of key findings and recommendations is also critical to the success in this course. Students will work together in teams to develop a marketing communication strategy to influence consumer behavior.

Course objectives:

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

- Define the meaning and key attributes of brands and understand the role of branding within organizations.
- Determine when the services of external communications agencies are required, and how to undertake an agency review or selection process.
- Analyze business situations involving marketing communications and determine key strategic issues, strategic option and tactical action plans.
- Develop a marketing communication strategy plan.
- Formulate an integrated marketing communications plan for profit and not-for-profit organizations.
- Apply marketing communication tools such as on and off-line advertising and sales promotion and personal selling as controllable investments in the management of organizational profit.
- Judge the appropriateness of various advertising creative approaches and tactics
- Recommend effective marketing communication budget allocations.
- Develop appropriate media strategies and tactical plans within prescribed budgets.

Textbook

1. Contemporary Advertising by William F. Arens, 10th ed. 2006

Reference

1. Advertising and Promotion, An Integrated Marketing Communications Perspective, 7e, 2006, Belch, G.E.; Belch, M.A., McGraw-Hill/Irwin, ISBN 0071108521.

Evaluation

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

COURSE TITLE: MARKETING INNOVATION
COURSE NUMBER: MARK 336
CREDIT HOUR: 3
PREREQUISITE: PRINCIPLES OF MARKETING AND MARKETING COMMUNICATION AND CULTURE

Course description:

This course focuses on the commercial aspects of innovations, both in small entrepreneurial firms and large established companies. It explores the challenges faced by marketers, business managers, and consultants in conceiving and bringing innovative new products or services to market. The course begins by exploring the issues of why firms are thought to either typically succeed or fail in business. From here students will be encouraged to explore the changing business environments within which firms must survive. The course will be organized around seven themes; Managing for Innovation, Creating Innovation, The Macro Environment and Innovation, The Micro Environment and Innovation, Implementing Innovation, Creating the Innovation Organization, and Effective Innovation Management. Students will work in teams to do a marketing research project which is an important aspect of innovation.

Course objectives:

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

- Develop insights and skills regarding the development, launch, and management of innovative products.
- Cultivate an appreciation for the market related set of factors to consider in the new product planning phase- when innovation strategy is set.
- Understand customer behaviour and its impact on the adoption and diffusion of an innovation.
- Launch and manage an innovative new product, assisted by research.

Textbook

1. Paul Trott, Innovation Management and New Product Development, 4e, 2008,.Harlow Financial Times Prentice Hall, ISBN 0 273713159.

References

1. Peter Skarzynski & 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

Evaluation

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

COURSE TITLE: E-COMMERCE
COURSE NUMBER: MARK 345 SAME AS MAEN 412 AND INSY 511
RESPONSIBILITY: MAEN
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: SALESMANSHIP AND SALES MANAGEMENT
COURSE NUMBER: MARK 346
CREDIT HOURS: 3
PREREQUISITE: PRINCIPLES OF MARKETING

Course description:

Topics include prospecting, sales pre-planning, writing sales proposals, preventing and handling objections, sales closing, and post sales servicing. The student will be able to use these selling tools to enhance his/her sales performance. In addition, students will be able to make better sales management decisions including hiring and motivation activities. The specific outcomes students will obtain from taking the course include: mapping out the entire client/customer buying process, conducting written sales plans and a professional interactive oral sales presentation, developing a sales strategy with action points for every step in the professional sales process, knowing how to use multiple prospecting methods, responding effectively to objections, and asking for commitments that move the sales process forward and complete in a buying decision. Students will also examine sales force management issues.

Course objectives:

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

- Develop a personal selling philosophy that incorporates the marketing concept.
- Develop a relationship strategy that creates customer value in an ethical context.
- Develop a product strategy that incorporates creative product solutions that add value.
- Develop a customer strategy that addresses buyer behavior.
- Develop a customer presentation strategy that adds value.
- Learn the reasons for post-decision communication gaps with prospects: Why sales people don't win and why they win and lose.
- Identify the full range of potential win / loss criteria: Designing a prospect-debrief questionnaire.
- Execute a successful post-decision- debrief proven interviewing technique for conducting debrief calls.
- Gather 360 -degree feedback: understanding the "big picture" from other sales team members, intermediaries, sales managers and yourself.
- Benchmark the data: overlaying your sales trends with the five most common reasons for winning and losing deals.

Textbook

Manning, Reece and Ahearne , Selling Today, 11th International edition 2006, , ISBN13: 97801322171, Pearson Education

Reference

From a Good Sales Call to a Great Sales Call, Close More by Doing What You Do Best, Richard M. Schroder, 2010, ISBN 0071718117 / 9780071718110, Mc Graw Hill

Evaluation

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

COURSE TITLE: ORGANIZATIONAL BEHAVIOR
COURSE NUMBER: MARK 356 SAME AS 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. Organizational Behavior and Management, 7e, by J. Ivancevich Konopaske, Matteson, 2006.

References

1. Stephen P. Robbins, Timothy A. Judge, Organizational Behavior, 13th Int'l 2008, ISBN10: 013207964X, ISBN13: 9780132079648, Pearson Education (US)
2. Organizational Behavior. Understanding and Managing People at Work by Donald D. White and David A. Bednar, 1986
3. Joel Marcus, Organization and Management, an International Approach, Noordhoff Uitgevers B.V., 1st edition (2007), ISBN10 9001577040, ISBN13 9789001577049

Evaluation Scheme:

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

COURSE TITLE: PRODUCT AND BRAND MANAGEMENT
COURSE NUMBER: MARK 366
CREDIT HOURS: 3
PREQUISITE: PRINCIPLES OF MARKETING AND MARKETING COMMUNICATION AND CULTURE

Course description:

Some of a firm's most valuable assets are the brands that it has invested in and developed over time. Although manufacturing processes can often be duplicated, strongly held beliefs and attitudes established in consumers' minds cannot. This course provides students with insights into how profitable brand strategies can be created. It addresses three important questions. How do you build brand equity? How can brand equity be measured? How do you capitalize on brand equity to expand your business? The focus of this course is on strategic decisions about how a company can build and manage its products so that they are profitable to the company and at the same time adequately meet target customers' needs and wants. The course consists of lectures, exercises, and case discussions. Students will also work in teams on a marketing research project, developing research skills.

Course objectives:

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

- Provide understanding of crosscuttings of brand management and the process
- Provide an understanding of the important issues in planning and evaluating brand strategies.
- Evaluate the consumer decision process for brands, in products, services and for retailers.
- Know brand positioning techniques.
- Provide the appropriate concepts and techniques to improve the long-term profitability of brand strategies.
- Carry out research which will assist in brand management.

Textbook

Scott Davis, Brand Asset Management: Driving Profitable Growth, 2002.
ISBN10: 0787963941:

Reference

1. Kevin Lane Keller, Strategic Brand Management, 3rd edition, Prentice-Hall, 2008, ISBN 0-13-188859-5.

Evaluation

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

COURSE TITLE: INTERNSHIP
COURSE NUMBER: MARK 372
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 Marketing Internship 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	MARK 411 SAME AS 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. 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, 2007, Oxford University Press, USA; ISBN-10: 0195334760,
2. Wayne Visser, The A to Z of Corporate Social Responsibility: A Complete Reference Guide to Concepts, Codes and Organisations, Wiley (2008), ISBN-10: 0470723955.
3. Moral Issues in Business by William Shaw and Vincent Barry, 2008
4. Law and Ethics in the Business Environment by Terry Halbert and Elaine Ingulli, 2003

Evaluation Scheme:

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

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: PRODUCTION AND OPERATIONS MANAGEMENT
COURSE NUMBER: MARK 422 SAME AS MAEN 312
CREDIT HOURS: 3
PREQUISITE: PRINCIPLES OF ACCOUNTING, MARKETING
COMMUNICATION AND CULTURE AND ORGANIZATIONAL BEHAVIOR

Course description:

Operations Management (OM) is the cost effective management of resources to achieve organizational goals. 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' operations. The 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 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.
- Explain approaches to designing and improving processes.
- 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, and response time, etc.
- Provide new designs to improve the existing operations.
- Work with people from different backgrounds as a team to solve complex business operations problems

Textbook

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

References

1. Ballou, Business Logistics: Supply Chain Management.
- 2 Heizer and Render, Operations Management, 8e, 2006, Upper Saddle River, NJ:

Evaluation

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

COURSE TITLE: AGRICULTURE MARKETING
COURSE NUMBER: MARK 431
CREDIT HOUR: 3
PREREQUISITE: PRINCIPLES OF MARKETING

Course description:

Being successful in a rural business is a difficult managerial role. Very few non-rural businesses are presented with the continuing changes and variations that confront a rural business. The impact of climate means the rural manager has to continually consider, evaluate, assess (and reassess) often on a daily basis, the numerous changes and types of information that may affect the rural business success. A successful rural manager also needs to understand his unique markets, and how to capitalize on market forces to maximize business profit. This course develops your ability to analyze and manage marketing problems in an agricultural enterprise. Topics covered include: market research, management of your marketing, promotions, handling produce, packaging, distribution, customer relations and more.

Course objectives:

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

- Explain the role of marketing in business and the importance of marketing in the business plan.
- Assess the relative importance of marketing planning and to determine marketing strategies in relation to farming.
- Identify target markets to select suitable marketing methods.
- Explain the physical handling of products in the marketing process including packaging, labelling, presentation and transportation.
- Plan to maintain sound customer relations in an agricultural business.
- Conduct market research into a product or service in the agricultural industry.
- Plan to manage the promotional program for an agricultural business.
- Develop strategies to manage the marketing of an agricultural enterprise.

Textbook

1. Marketing of Agricultural Products, Richard Kohls, Joseph Uhl, 9th e, 2001, Pearson Education, ISBN13 9780130105844

References

J. Verkammen, Agricultural Marketing, Structural Models for Price Analysis, due out April, 2010, not yet available here, no ISBN.

Evaluation

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

COURSE TITLE: STRATEGIC MARKETING MANAGEMENT
COURSE NUMBER: MARK 432
CREDIT HOURS: 3
PREQUISITE: NONE

Course description:

This capstone course is designed to integrate the functional areas of business and to stimulate marketing 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 marketing strategy each require;

- Identify techniques for improving strategic marketing decision making;
- Develop a high level of understanding of the concepts, theoretical ideas and empirical research findings;
- Challenge these ideas, concepts and theoretical ideas & empirical findings, and develop their own views on the part which managers play in the making of marketing strategy.

Textbooks

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.. Strategic Management, 11e, by Fred David, 2007l
3. Competitive Strategy: Competitiveness and Globalization, 5e,2004 Ireland et al.
4. Strategic Management. Global Cultural Perspectives for Profit and Non-Profit Organizations by Marios I. Katsioloudes, 2006

Evaluation

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

COURSE TITLE	BUSINESS AND CORPORATE LAW
COURSE NUMBER	MARK 441 SAME AS MAEN 451
COURSE CREDIT	3
PREREQUISITE	INTRODUCTION TO BUSINESS MANAGEMENT

Course description:

This course is an introduction which covers 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. All managers face legal issues when they start a new division or business unit. These legal challenges, and appropriate resolutions will be discussed, and considered from the ethical viewpoint in addition to the legal.

Course objectives:

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

- face many law-sensitive 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. *The Legal Environment of Business* by Whitman and Gergacz, 1991
3. *Understanding Business and Personal Law* by Gordon W. Brown and Paul A. Sukys, 1998

Evaluation Scheme:

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

COURSE TITLE: TOURISM MARKETING
COURSE NUMBER: MARK 442
CREDIT HOURS: 3
PREQUISITE: PRINCIPLES OF MARKETING
MARK 448
Tourism Marketing *3 credits*
Prerequisite 244

Course description:

Tourism is a growing sector in Ethiopia's economy with a very great potential to be a significant contributor to development. This course covers marketing aspects of tourism which includes advertising, promotion, publicity, sales strategies, products, delivery and future trends in tourism. Stress is on understanding the customer and customer service. Additional topics include laws that protect tourists, medical concerns of tourists, security for travelers, cultural exchanges, social contacts and government policies. Students will analyze a tourist activity, develop a promotional plan and develop promotional materials using computer graphics.

Course objectives:

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

- Understand all the components that go into a successful tourist program,
- Appreciate the important of understanding the customer and addressing customer concerns,
- Analyze potential tourist projects and develop a marketing plan,
- Promote a tourist activity,
- Develop promotional materials.

Textbook

Phililp Kotler, Marketing for Hospitality and Tourism, 4 Edition, 2005, ISBN-10: 0131745077

Reference

1. S. Page, Tourist Management, 3rd Edition, Managing for Change, 602 pages, 2009, ISBN 10: 1856176029
2. Shoemaker, Lewis, Yesawich, Marketng Leadership in Hospitality and Tourism: Strategy and Tactics for Competitive Advantage, 4e, 2006; ISBN10: 0131182404.

References

Evaluation

Project	30%
Mid-term	30%
Final Exam	40%

COURSE TITLE: PROJECT MANAGEMENT
COURSE NUMBER: MARK 452 SAME AS MAEN 311, ACCN 321
CREDIT HOURS: 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: SENIOR PROJECT
COURSE NUMBER: MARK 462
CREDIT HOURS: 3
PREQUISITE: NONE
MARK 468

Course Description

This last course of the Marketing 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 RELATED 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

Mankiw, H. G. 2008. Essentials of Economics, 5th ed. 584 p. ISBN-10 0324590024
First part of text

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

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

Mankiw, H. G. 2008. Essentials of Economics, 5th ed. 584 p. ISBN-10 0324590024.
Second part of text.

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:

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

Textbook

1. Weygandt, Kieso, Kimmel, 9e, 2008. Accounting Principles. ISBN10: 0471980196.

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: 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. Entrepreneurial Small Business, Katz, Jerry and Richard Green, 2008, 848 p.
ISBN-10: 0073405063

References

1. How to Write a Business Plan, Ethiopian Chamber of Commerce, 2004.
2. Small Business Management: Launching and Growing Entrepreneurial Ventures,J. Longenecker et al., 2007, 768 p. ISBN-10: 0324569728

Evaluation Scheme:

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

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, Datar, 13thEd, 2008, Pearson Ed. Ltd., ISBN10: 0136126634, 896 p.

References

1. Cost and 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

Evaluation Schemes

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

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. Barnett, Raymond A., Michael R. Ziegler and Karl E, Byleen College Mathematics for Business, Economics, Life Sciences and Social Sciences, 11th Ed., 2008, , 1088 pages, ISBN-10 0131572256

References

1. S. T. Tan, Applied Mathematics for the Managerial, Life, and Social Sciences, 2007, ISBN 0 495 01581 4

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: CROSSCUTTING
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

Evaluation

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

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. O'Brien, James A., Marakas, George, Management Information Systems , 2008

References

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

Evaluation Scheme:

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

COURSE DESCRIPTION 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. Betty Azar, Intermediate Grammar, 2007.

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, a. 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

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. Locker, Kitty O and Kaczmarek, Stephen Kyo, Building Critical Skills, 4th Ed. McGraw-Hill/Irwin, NY 2008, ISBN10: 007-3377724

References:

1. *Business Writers' Handbook.*, Alred, Gerald J, Brusaw, Charles, and Oliu, Walter. 2008, . Bedford-St. Martins. 590 p.. ISBN10: 0132477090

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
- use traditional and nontraditional ways to find and share information
- create, edit and share pictures
- creating online and paper publications and graphics using computers
- understand ethical and responsible use of computer technology

Textbooks

Andy Chenelle, Beginning Open Office 3: From Novice to Professional, 2009.
ISBN 10: 1430215909.

References

1. Shelly Gary B. et al. 2007. Microsoft 2007: Introductory Concepts and Techniques, Windows XP Edition. 1224 p. ISBN-10 141884327X.
2. Preston, John et al. 2008. Computer Literacy for IC3 – 2007 Update. 400 p. ISBN-10 0135038529.
3. Owen, Glenn, Using Excel and Access2007 for Accounting, 2009, ISBN10: 0324594399

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. 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. Wayne A Lesko. 2003. Readings in social psychology. General, classic and contemporary selections. Allyn and Bacon, Boston

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

References:

1. Kouzes and Posner, The Leadership Challenge, 4th Edition, 2008, ISBN-10: 0787984922

Assessment/Evaluation

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