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## **1. Introduction and Program Rationale**

Marketing Management is one of the BA Programs of Hope University College which has got an accreditation by Higher Education Relevance and Quality Agency (HERQA) in August 2003 E.C. Due to the fact that curricula are dynamic by their nature; the first version of this curriculum has been revised in the process of reaccreditation and the updates are incorporated in this second version.

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 within these organizations and its managers need market 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 to marketing, business organisation, 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 provide this unique service-orientated marketing management curriculum that not only offers theoretical lectures but also involves rigorous practical and applied sessions that equip graduates with the most recent knowledge, skills, attitudes and applications.

## **2. Departmental Vision, Mission and Objectives**

### **2.1. Vision**

The marketing management has the vision of imparting excellent knowledge in marketing with competencies that can add value to productivity and economic growth

### **2.2. Mission**

The marketing management curriculum has the mission of bringing and sharing cutting edge and relevant knowledge in marketing, sales, marketing research and product/service development in industry, agriculture, the service sector and commerce using modalities of ICT and modern communication.

## **2.3 Objectives**

The objectives of the curriculum in marketing management are to instill a very high level of knowledge in marketing so as to enable the graduate in the field to contribute to market innovation and expansion. The course will equip students with the most recent knowledge of applications in the various dimensions of marketing and ensure they are competent in all manner of business and enable the translation of their knowledge and good practices within marketing into economically viable outcomes and useful business opportunities.

## **3. Graduate Profile**

All HOPE UNIVERSITY COLLEGE graduates shall exhibit the following profiles:

### **3.1. General Profile**

*Integrity and Personal Accountability:* appreciating and internalizing high integrity and taking responsibility for one's actions at work and in society.

*Self-regulation:* instilling attitudes for self-development through lifelong learning, initiative-taking and self-correction.

*Intellectuality:* working scientifically, using analytical skills, to develop and carry out research that is valuable to the country's needs and development, writing and presenting one's findings in clear and coherent manner and by so doing contributing to knowledge.

*Competence:* the capacity to apply the knowledge transmitted and add value in their role within organizations.

*Leadership:* playing a leading role in organizations and making a difference with teamwork, respect for people, exceptional integrity, motivation and commitment.

### **3.2 Professional Profile**

The graduate with the degree of Bachelor of Arts in Marketing Management shall have the following capabilities and skills:

- Understand how with quantitative tools and models to explain marketing processes, trends and patterns as related to business development and consumer behavior and the values that are added to both.
- Capable of modern communication using exacting language, presentation tact, digital methods, the media and research outcomes.
- Working with efficient and effective modern tools and ICT in preparing marketing strategies, demand and supply analyses, budgets and forecasts for decision makers.
- Capability to frame strategic reports and recommendations on marketing, product/service diversification and mapping of trends.

- Knowledge of marketing ethics and social responsibility and application of the same in business and industry.
- Understand the vital role of small businesses to the nation's economy and how marketing plays a critical role in their development.
- Competent to play a consultancy role in the various dimensions of marketing and to serve organizations in spearheading their marketing research, product development, sales and marketing planning.

## **4. Teaching Philosophy and Methodology**

### **4.1. Teaching Philosophy**

Based on the mission of HOPE UNIVERSITY COLLEGE and the outcomes of the discussions with relevant stakeholders, the following elements constitute the philosophy of the curriculum:

- Excellence in applying scientific knowledge in a professional setting.
- Continual interaction between the faculty, students and professional learning environments to produce competence.
- Integration of theory and practice to bring about excellent professionals.
- Ongoing contact with the private and public sectors and other stakeholders to develop a curriculum that is relevant, competitive and value-adding.
- The development of competencies as an indispensable outcome of the curriculum.
- The reinforcement of teaching with coaching to effectuate holistic student development.

### **4.2 Teaching Methodology**

Competency based education, a student-centered methodology, emphasizes theory, skills, work scene interface and personal development. In this interaction there shall be classroom lectures, laboratory activities, application exercises in the private sector. Students will also engage in presentations and group projects which reflect actual situations in business or industry.

Competency based education 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 competencies will be tested at several levels during all semesters. 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 tools to explore available knowledge and develop an intellectual maturity for better judgement, leadership and knowledge ability.

## 5. Assessment Methods

### 5.1. Student Assessment

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

Formative evaluations through:

- Tests,
- Project work,
- Term papers,
- Field reports,
- Exams.

Summative evaluations through:

- \*Student and staff evaluations,
- \*Record of student achievements,
- \*External assessors.

#### 5.1.1. The Grading System

The grading system is a five scale assessment ranging from A to F as presented below:

<b>Grade</b>	A	A <sup>-</sup>	B <sup>+</sup>	B	B <sup>-</sup>	C <sup>+</sup>	C	C <sup>-</sup>	D	F
<b>Score</b>	≥86	80-85	79-76	75-70	69-66	65-60	59-50	49-47	46-37	< 37
<b>Value</b>	4.00	3.75	3.50	3.00	2.75	2.50	2.00	1.75	1.00	0.00

## 5.2 Program Assessment

To guarantee the quality and standard of the program, the Department:

- Provides on-the-job training upgrading the academic qualification of the staff as needed.
- Gathers feedback from students, employers and graduates as deemed necessary and uses the feedback to improve the curriculum.
- Has prepared and has in place rules governing delivery and assessment of courses.
- Performs regular evaluation of the program based on the current trends in the field and the country's skilled manpower need
- Periodically acquires appropriate textbooks/references, laboratory equipment, software applications, and so forth.
- Prepares a course syllabus for all courses offered in the department in order to standardize the course content.
- Carries out regular evaluations of the staff
- Undertakes regular evaluation of the program vis-a-vis the need of the country for skilled manpower in that particular field of study.
- Evaluates the performance of its graduates in the world of work. Textbooks/references, laboratory equipment, software applications, and so forth.
- Organizes program evaluation workshop in the presence of the staff, alumni, students, employers, external assessors, sponsors, donors, policy makers and other stakeholders.

## 6. Admission Requirements of the Department

A candidate will be eligible for admission if he/she fulfills the minimum admission requirement

- ✓ Set by the Ministry of Education for the year
- ✓ Advance standing
- ✓ Transfer from an accredited higher institution for degree program
- ✓ TVET graduates who are certified by COC agency, have two years of service and entrance examination of the University College

## 7. Duration of the Study

The duration of the study for the Bachelor of Arts in Marketing Management is three years.

## 8. Degree Nomenclature

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

- In English – “Degree of Bachelor of Arts in Marketing Management”
- In Amharic – “የአርት ባችለር ዲግሪ በማርኬቲንግ ማኔጅመንት”

## 9. Graduation Requirements

Graduating students shall be awarded the “Bachelor of Arts in Marketing Management” if they fulfill the following requirements:

- \*An attainment of a minimum of 111 credit hours
- \*An attainment of a minimum Cumulative Grade Point Average of 2.00
- \*An attainment of a minimum Cumulative Grade Point Average of 2.00 in major courses
- \*An absence of F, NG, and I in any course grading.

## **10. 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 by a receiving department, but both codes will be shown on the course description to indicate that they are actually identical. For general courses the prefix indicates the subject area, and the responsible department is indicated only 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 represents the courses that are offered by the department in sequential order (ranging from 1- 6). For general foundation courses, the number is 0.
- The third digit indicates the semester in which the course is offered. All first semester courses take number one and second semester courses take number two.

## **11. Quality Assurance**

The university college shall have a section for Quality Assurance as an internal audit of the academic program. The director of this section shall ensure quality by monitoring and evaluating academic programs and achievements on a regular basis using set benchmarks of academic excellence.

- 11.1. The internal scheme of performance audit shall enable constant renewal and relevance in the university college. The audit would review the actual outcomes of the content and pedagogy of disciplines by departments, courses, programs and also student competencies.
- 11.2. Though the established goals, objectives and desired outcomes of the university college would be important benchmarks of the audit, the evaluation efforts, being focused on value adding features, may point to the revisiting of certain objectives and activities of the curriculum.
- 11.3. In this way, the university college will be made aware of what it needs to change and make the necessary adjustments to stay abreast of the latest developments of knowledge. In the end, the curriculum is intended to develop graduates who demonstrate proficiency in general knowledge, communication, critical thinking, contextual competence, aesthetic sensibility, professional identity and ethics, leadership capacity, scholarly concern for improvement and motivation for continuing learning.
- 11.4. The curriculum anticipates a qualitative change in the mental and spiritual capacities of students. In this regard, every attempt will be made to transform the capacities of

students to a level that would make them change makers. The evaluation will track these outcomes and assess the qualitative changes gained in each student.

- 11.5. Considering the danger of internal evaluation from the standpoint of defensive pretensions by all concerned, internal evaluations will be counterbalanced by external ones. These would be openly discussed for subsequent adjustments.

The department shall do a review of the program after four years of implementing this curriculum by collecting feedback from employers and graduates of the program. This 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 evaluation and follow 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. Resource Requirements**

### **12.1 Teaching Staff**

To the extent that the quality of education to be provided is primarily dependent on the skill and excellence of its staff members, Hope University College shall engage outstanding faculty members from within country and abroad to teach.

### **12.2 ICT Laboratory**

HOPE UNIVERSITY COLLEGE shall avail adequate computer terminals for students and faculty to enable on line learning and reading, share knowledge and experiences and work with various software that contribute to one's professional development. In such laboratory, one shall also get assistance in digital connections and system's use.

### **12.3 Library Facilities**

Students will have access to a spacious and well-stocked library. Computers will be available in the library to provide students with the facility for writing and with internet connectivity for access to e-books and on-line learning solutions. Students shall use computerized catalog for instant access to the resources in the library.



## **12.4. Tutorial Service for a Course Taught**

12.4.1. The faculty member of a course is the TUTOR of his/her students.

12.4.2. To enable the tutoring, the faculty member shall designate office hours and inform his students of the same. The faculty member is expected to be in his office during the hours designated.

## **12.5. Guidance and Counseling**

12.5.1. The office of student life shall provide guidance in a number of areas that contribute to the character development of students focusing on themes such as interpersonal relations, personal acceptance and care, life goals, survival skills, work ethics, relations with the opposite gender, community responsibility, right assertiveness, handling grievance and personal crisis, tolerance, reconciliation, time management, self assessment, etc. in an open ended and non-judgmental manner.

12.5.2. The office of student life shall avail counseling service to those students that exhibit emotional burden, are at a loss, have a hard time focusing on their studies and responsibilities and show difficulty in relating to others. If the mental state of a student requires professional help, the student shall be told to seek professional help at his expense. Severe cases shall be allowed to take off a semester or a year.

12.5.3. As counseling revolves around trust, a female counselor shall be available for women and a male counselor for men. Peer counseling as well as peer discussions will also be advanced to facilitate the growth and discovery processes in a non-judgmental way.

12.5.4. All counseling communications will be confidential.

12.5.5. The university college shall do its best to reduce impersonality and the kind of atomization that comes from large crowds. While the architecture of the university college is designed to help in this regard by giving ample opportunities for students to interact with one another, every effort shall be made to provide a sense of community that encourages belongingness, involvement and high spirits.

12.5.6. Common problems shall addressed by the university college and remedies sought as quickly as possible so that unaddressed problems do not cause more harm than what exists.

### **13. Class Size**

To enable manageable faculty attention to students, convenience of learning and the continuous assessment that shall be applied, the optimal class size of the university college shall be:

- 30 students for courses in a regular class,
- 50-60 students for lecture type courses,
- 30 students for laboratories and workshops.

### **14. Program Structure**

The marketing and management program is designed to be completed within eight semesters. Each semester shall have 18 weeks of regular classes.

There shall be one internship program two and a half months before the end of the second academic year. During such period, students will have a chance to work in an actual work setting using their competency.

The courses in the program are major, supportive and cross cutting courses totally encompassing 111 credit hours. The major courses are compulsory and shall be 75 credit hours for one to graduate.

The major, supportive and general courses are presented below.

## Lists of all Courses for Marketing Management

**Table 1. Major Courses in Marketing Management**

<i>Course No</i>	<i>Course Title</i>	<i>Cr. Hr.</i>	<i>Lect .Hr.</i>	<i>Pre-requisite</i>
MARK 211	Principles of Marketing	3	3	-
MARK 212	Marketing Communication Strategy	3	3	-
MARK 221	Business Mathematics	3	3	-
MARK 222	Introduction to Business Management	3	3	-
MARK 311	Business Statistics	3	3	MARK 221
MARK 321	Consumer Behavior	3	3	-
MARK 322	International Marketing & Export Management	3	3	MARK 211, MARK 212
MARK 331	E-Commerce	3	3	COMP 201
MARK 332	Marketing Innovation	3	3	MARK 211, MARK 212
MARK 341	Service and Industrial Marketing	3	3	MARK 211
MARK 342	Salesmanship and Sales Management	3	3	MARK 211, MARK 212
MARK 451	Marketing Research	3	3	MARK 211, MARK 311
MARK 352	Organizational Behavior	3	3	-
MARK 362	Product and Brand Management	3	3	MARK 211, MARK 212
MARK 372	Internship	3	3	All 2nd yr courses
MARK 411	Corporate Social Responsibility and Business Ethics	3	3	CEED 201
MARK 412	Management Information Systems	3	3	COMP 201
MARK 421	Risk Management & Insurance	3	3	-
MARK 422	Production and Operations Management	3	3	-
MARK 431	Agricultural Marketing	3	3	MARK 211
MARK 432	Strategic Marketing Management	3	3	MARK 211
MARK 441	Business and Corporate Law	3	3	CEED 201
MARK 442	Hospitality and Tourism Marketing	3	3	MARK 211
MARK 452	Project Management	3	3	MARK 222
MARK 462	Senior Project	3	3	MARK 451
	<b>Total</b>	<b>75</b>	<b>75</b>	

**Table 2: List of Supportive Courses**

<b>Course No.</b>	<b>Course Title</b>	<b>Credit Hrs.</b>	<b>Lect. Hrs.</b>	<i>Pre-requisite</i>
ACCN 211	Principles of Accounting I	3	3	-
ACCN 222	Cost and Management Accounting	3	3	ACCN 211
ECON 202	Microeconomics	3	3	-
ECON 203	Macroeconomics	3	3	-
MAEN 211	Introduction to Entrepreneurship	3	3	-
	<b>Total Credits</b>	<b>15</b>	<b>15</b>	-

**Table 3: List of General Courses**

<b>Course No</b>	<b>Course Title</b>	<b>Credit Hrs.</b>	<b>Lect Hrs.</b>	<b>Lab Hrs.</b>	<i>Pre-requisite</i>
CEED 201	Civic and Ethical Education	3	3	-	-
COMP 201	Introduction to Computer Applications	3	2	2	-
FLEN 201	Basic Writing Skills	3	3	1	-
FLEN 202	English for Communication I	3	3	1	FLEN 201
FLEN 301	English for Communication II	3	3	1	FLEN 202
LEAD 441	Leadership Skills	3	3	-	-
PSYC 201	General Psychology	3	3	-	-
	<b>Total Credits</b>	<b>21</b>	<b>20</b>	<b>5</b>	

**Table 4: Minimum Credit Hour Requirement Summary**

<b>Course Category</b>	<b>Total Credit Hour</b>
Major Compulsory, including internship	75
Supportive	15
General	21
<b>Grand Total</b>	<b>111</b>

## 15. Semester Course Breakdown

Year	Semester I		
1	<b>Course No</b>	<b>Course Title</b>	<b>Cr Hr</b>
	ACCN 211	Principles of Accounting I	3
	FLEN 201	Basic Writing Skills	3
	COMP 201	Introduction to Computer Applications	3
	MARK 211	Principles of Marketing	3
	MAEN 211	Introduction to Entrepreneurship	3
	MARK 221	Business Mathematics	3
	<b>Semester Total</b>		<b>18</b>
	<b>Semester II</b>		
	FLEN 202	English for Communication I	3
	MARK 212	Marketing Communication Strategy	3
	MARK 222	Introduction to Business Management	3
	ACCN 222	Cost & Management Accounting I	3
	ECON 202	Microeconomics	3
	CEED 201	Civic and Ethical Education	3
	<b>Semester Total</b>		<b>18</b>

Year	Semester			
2	<b>Semester I</b>			
	<b>Course No</b>	<b>Course Title</b>	<b>Cr Hr</b>	
	FLEN 301	English for Communication II	3	
	MARK 311	Business Statistics	3	
	MARK 321	Consumer Behavior	3	
	MARK 331	E-Commerce	3	
	MARK 341	Service and Industrial Marketing	3	
	ECON 203	Macroeconomics	3	
	<b>Semester Total</b>		<b>18</b>	
	<b>Semester II</b>			
	PSYC 201	General Psychology	3	
	MARK 322	International Marketing & Export Management	3	
	MARK 332	Marketing Innovation	3	
	MARK 342	Salesmanship & Sales Management	3	
	MARK 352	Organizational Behavior	3	
	MARK 362	Product and Brand Management	3	
	<b>Semester Total</b>		<b>18</b>	
		MARK 372	Internship	3

<b>3</b>	<b>Semester I</b>		
	<b>Course No</b>	<b>Course Title</b>	<b>Cr Hr</b>
	MARK 411	Corporate Social Responsibility and Business Ethics	3
	MARK 421	Risk Management & Insurance	3
	LEAD 441	Leadership Skills	3
	MARK 431	Agricultural Marketing	3
	MARK 451	Marketing Research	3
	MARK 441	Business and Corporate Law	3
	<b>Semester Total</b>		<b>18</b>
	<b>Semester II</b>		
	MARK 412	Management Information Systems	3
	MARK 422	Production and Operations Management	3
	MARK 432	Strategic Marketing Management	3
	MARK 442	Hospitality and Tourism Marketing	3
	MARK 452	Project Management	3
	MARK 462	Senior Project	3
	<b>Semester Total</b>		<b>18</b>
	<b>Grand Total (Credit Hours)</b>		<b>111</b>

## 16. Course Descriptions ,Course Objectives, and Contents for Major Courses

**Course Title:** Principles of Marketing

**Course Number:** MARK 211

**Course Credit:** 3

**Prerequisite:** None

### Course Description

This course presents information concerning the practices and basic principles of marketing from origin to the ultimate consumer and discusses the issues of marketing and in a changing world, the marketing environment, the marketing mix (product, price, place and promotion), buyer behaviour (individual and organization), 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.

### Course Content

#### Chapter 1: Basic Concept of Marketing

- 1.1 Introduction
- 1.2 The Core Concepts of Marketing
- 1.3 Importance of Marketing
- 1.4 Marketing Management
  - 1.4.1 Meaning of Marketing Management.
  - 1.4.2 Marketing Management Philosophies/Concepts
    - 1.4.2.1 The Production Concept
    - 1.4.2.2 The Product Concept
    - 1.4.2.3 The Selling Concept
    - 1.4.2.4 The Marketing Concept
    - 1.4.2.5 The Societal-Marketing Concept
- 1.5 Difference between Marketing and Selling

#### Chapter 2: The Marketing Environment

- 2.1. The Company's Micro-Environment

2.2. The Company's Macro-Environment

**Chapter 3: Strategies Marketing Planning**

3.1 Introduction

3.2 Meaning of strategic planning

3.3 The Strategic Planning Process

3.3.1. Defining Organizational Plan

3.3.2 Setting Organizational Objectives

3.3.3 Developing Organizational Strategies

3.3.4 Developing Organizational Portfolios Plan

**Chapter 4: Buying Behavior**

4.1 Introduction

4.2 Consumer Buying Behavior

4.3 Model of Consumer Behavior

4.4 Factors Affecting Consumer Behavior

4.5 Types of Buying Decision Behavior

4.6. The Buyer Decision Process

4.7. Business Market and Business Buyers Behavior

4.7.1. Business markets

4.7.2. Business buyer behavior

**Chapter 5: Market Segmentation, Targeting, and positioning**

5.1. Introduction

5.2. Market Segmentation

5.3. Market Targeting

5.4. Segment Positioning

**Chapter 6: Marketing Mix**

6. 1 .Product Strategy

6.1.1. Introduction

6.1.2. What is a Product?

6.1.3 Product Classification

6.1.4. Product Mix and Product Line

6.1.5 New Product Development

6.1.6. Product Life cycle

6.1.7. Individual Product Decisions

6.2. Pricing Strategy

6.2.1. Introduction

6.2.2. Price and Non-Price Competition

6.2.3. Factors to be Considered When Setting Prices

6.2.4. Pricing Strategy

6.2.5. General Pricing Model

6.3. Distribution Strategy

6.3.1. Introduction

6.3.2. The need for Marketing Intermediaries

6.3.3. Channel of Distribution

6.3.4. Selecting Channel of Distribution

6.4. Promotion Strategy

6.4.1. Introduction

6.4.2. Meaning of Promotion

6.4.3. Function of Promotion

6.4.4. Developing Effective Communications



### **Instructional Method**

- Lecture,
- Group Discussion,
- Case Study,
- Project Work

### **Text Book**

Kotler, Philip; et al, 2010, Principles of Marketing: A South Asian Perspective, 13th, Pearson Higher Education.

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McCarthy E. Jeome and Perreault William D. 2008. Basic Marketing a Global – Managerial approach. 14<sup>th</sup> ed. McGraw Hill. ISBN-O-240947-9.

Farese Lois Schneider, Kimbrell Grady and Wolszyk Carol A.(1997). Marketing Essentials. 2<sup>nd</sup> ed. Mc Graw Hill. ISBN-0-02-640601-2

### **Evaluation Scheme**

Test I	15%
Test II	15%
Test III	15%
Project	15%
Final Exam	<u>40%</u>
Total.	<u>100%</u>

**Course Title:** Marketing Communication Strategy  
**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 sales promotion, personal selling, and direct marketing 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:

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

### **Course Content**

#### **Chapter 1: Integrated Marketing Communication Strategy**

- 1.1. The Marketing Communication Mix
- 1.2. Integrated Marketing Communication
- 1.3. The Changing Communication Environment
- 1.4. The Need for Integrated Marketing Communication
- 1.5. A View of the Communication Process
- 1.6. Steps in Developing Effective Communication
- 1.7. Setting the Total promotion Budget
- 1.8. Socially Responsible Marketing Communication

#### **Chapter 2: Ad agencies and other marketing communication organizations**

- 2.1. Participants in the integrated marketing communication process
- 2.2. Advertising agencies
- 2.3. Agency compensation
- 2.4. Evaluating agencies
- 2.5. Specialized services
- 2.6. Collateral services
- 2.7. Integrated marketing communication services

#### **Chapter 3: Advertising**

- 3.1. Setting an Advertising Objective
- 3.2. Setting the Advertising Budget
3. Developing an Advertising Strategy
- 3.4. Evaluating Advertising
- 3.5. Other Advertising Considerations

**Chapter 4: Sales Promotion**

- 4.1. Rapid Growth of Sales Promotion
- 4.2. Sales Promotion Objective
- 4.3. The Scope and Importance of Sales Promotion
- 4.4. The Characteristics of Sales Promotion
- 4.5. Major Sales Promotion Tools
- 4.6. Developing the Sales Promotion Program

**Chapter 5: Public Relations**

- 5.1. Definition of public relation
- 5.2. The Role and Impact of Public Relations
- 5.3. The Characteristics of Public Relations
- 5.4. The process of public relation
- 5.5. Major decisions in Public Relations
- 5.6. Major Public Relation Tools
- 5.7. Developing a Public Relation Plan

**Chapter 6: Direct Marketing**

- 7.1 The growth of direct marketing
- 7.2. The role of Direct marketing
- 7.3. Direct marketing objectives
- 7.4. Developing data base
- 7.5. Direct marketing and strategies and media
- 7.6. Direct selling
- 7.7. Evaluating the effectiveness of direct marketing
- 7.8. Advantages and disadvantages of direct marketing

**Chapter 7: Personal selling**

- 8.1. The scope of personal selling
- 8.2. The role of personal selling in the IMC program
- 8.3. Advantages and disadvantages of personal selling
- 8.4. Combining personal selling with other promotional tools
- 8.5. Evaluating the personal selling effort

**Instructional Method**

Lectures, Group Discussions, Project Work, Case Study, Ad Agency Visit

**Text Book**

Belch, George E. and Belch, Michael A., 2007, Advertising and Promotion: An Integrated marketing communication perspective, 7<sup>th</sup> ed., New York: The McGraw-Hill Companies, Inc.

Kotler, Philip; et al, 2010, Principles of Marketing: A South Asian Perspective, 13<sup>th</sup>, Pearson Higher Education.

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

**References**

Burnett John J. (1984). Promotion Management: A strategic Approach. NW: West publish Company.

Krugman Dean M. et .al (1994). Advertising: Its Role in Modern Marketing. NW: The Dryden Press Brace College Publishers.

Lane W. Ronald, King, Karen Whitehill and Russel J. Thomas (2008). Advertising Procedure (17<sup>th</sup> ed.). New Jersey: Pearson Printice Hall.

Arens, William F.(2006). Contemporary Advertising (10<sup>th</sup> ed): NW: McGraw Hill Irwin.

Creative Strategy in Advertising, by Jewler and Drewniany, 8<sup>th</sup> ed.,2005

**Evaluation Scheme**

Test I		15%
Test II		15%
Class activity and participation		10%
Project Work		20%
Final Exam	<u>40%</u>	
Total		100%

**Course Title:** Introduction to Business Management  
**Course Number:** MARK 222, same as MAEN 222  
**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.

### **Course Content:**

#### **Chapter 1. Management: An Overview**

- 1.1. Definition of Management and managers
- 1.2. Managerial Functions
- 1.3. Significance Of Management
- 1.4. Levels Of Management
- 1.5. Managerial Roles
- 1.6. Managerial Skills And Their Relative Importance
- 1.7. Management: Science or Art?
- 1.8. Universality Of Management

#### **Chapter 2. Evolution and development of management thought**

- 2.1. Management in Antiquity and Pioneer Contributors
- 2.2. Early Management Pioneers (Contributors)
- 2.3. Management Thought
  - 2.2.1. Major Pre Classical Contributors
  - 2.2.2. Classical Management Theory
  - 2.2.3. Classical Organization Theory...administrative management theory
  - 2.2.4. Behavioral Management Theory
  - 2.2.5. Modern approaches to management

#### **Chapter 3. The planning function**

- 3.1. Meaning, nature and importance of planning
- 3.2. Organizational objectives
- 3.3. The Planning Process
- 3.4. Types of Plans
- 3.5. Managerial decision-making
  - 3.5.1. Decision-Making Conditions
  - 3.5.2. Types of Decisions

#### **Chapter 4. The Organizing Function**

- 4.1. An Overview of Organizing
- 4.2. The Organizing Process
- 4.3. Importance of Organizing
- 4.4. Types of Organizations
- 4.5. Major Elements of the Organizing Function
- 4.6. Departmentalization: Meaning and Bases
- 4.7. Delegation of authority
- 4.8. Centralization and decentralization
- 4.9. Authority relations in organization (line, staff, functional)
- 4.10. Span of management
- 4.11. Organizational structure

**Chapter 5. Staffing the organization**

- 5.1. Human Resource Management as strategic Partner
- 5.2. Personnel Planning and Recruitment
- 5.3. Selecting Employees
- 5.4. Orientation and Training
- 5.5. Other topics in Human Resource Management

**Chapter 6. Directing Function**

- 6.1. Meaning and the Need for Leadership
- 6.2. The need for leadership
- 6.3. Leadership theories
  - 6.3.1. Trait Theory
  - 6.3.2. Behavioral Theories
  - 6.3.3. The Contingency /Situational Leadership Theory
- 6.4. Leadership styles
- 6.5. Motivation
- 6.6. Communication in Organizations

**Chapter 7. Controlling Function**

- 7.1. Definition and Importance of controlling
- 7.2. The Controlling Process
- 7.3. Types of Controlling
- 7.4. Cybernetic and Non-cybernetic Controls
- 7.5. Over-control Vs Under-control

**Instructional Method**

Lectures, Group Discussion, Project Work, Case Study

**Text Book**

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

**References**

Daft, Richard L., 2000, Management, 5<sup>th</sup> edition, USA: The Dryden Press.

Dessler, Gary, 2001, Management: Leading People and Organization in the 21<sup>st</sup> Century, 2<sup>nd</sup> edition, New jersey: Prentice hall Inc.

Rue Leslie W. and Byars Lloyd L. (2001). Business management: Real-World Applications and Connections.

Schermerhorn John R. Management (2005). Management 8 th ed. John Wily & Sons .Inc. ISBN –0-471-45476-1

Griffin ( 2005 ) Management . ISBN 0-618-35459X. Houghton Mifflin Company Understanding Business, 3rd ed. Nickels (1993)

**Evaluation Scheme:**

Test I and II	20%
Assignment (Independent work)	15%
Class activity and participation	5%
Project work	20%
Final Exam	<u>40%</u>
Total	100%

**Course Title:** Marketing Research  
**Course Number:** MARK 451  
**Credit Hours:** 3  
**Prerequisite:** Principles of Marketing, Business Statistics

### **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 with the emphasis on the planning, collecting and analyzing data relevant to marketing decision making. 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

### **Course Content**

#### **Chapter 1: Introduction to Marketing Research**

- 1.1. Definition of Marketing Research
- 1.2. A Classification of Marketing Research
- 1.3. The Marketing Research Process
- 1.4. The Role of Marketing Research in Marketing Decision Making
- 1.5. Marketing Research and Competitive Intelligence
- 1.6. Careers in Marketing Research
- 1.7. Ethics in Marketing Research

#### **Chapter 2 Defining the Research Problem**

- 2.1. Research Problem-
- 2.2. Sources of Research Problem
- 2.3. The Components of the Research Problem
- 2.4. Selection of Research Problem
- 2.5. Techniques of Defining a Research Problem-

#### **Chapter 3: Developing a Research Proposal**

- 3.1. The Purpose of Proposals
- 3.2. Structure/Outline/ of a Research Proposal

#### **Chapter 4: Research Design Formation**

- 4.1. Research Design
- 4.2. Research Design Classification
- 4.3. Exploratory Research
- 4.4. Descriptive Research
- 4.5. Causal Research

4.6. Sampling: Design and Procedures

**Chapter 5: The Sources and Collection of Data**

5.1. Introduction

5.2. Secondary Data Collection Technique

5.3. Primary Data Collection Technique

5.3.1. Survey (Questioning Using Interview or Questionnaire)

5.3.2. Interview Method

5.3.3. Self Administered Survey

5.3.4. Observation

5.4. The Concept of Measurement

**Chapter 6: Data Presentation, Analysis, and Interpretation and Research Report Writing.**

6.1. Data Presentation, Analysis, and Interpretation

6.2. Research Report Component

**Instructional Method**

Lecture, Group Discussion, Case Study, Project Work

**Text Book**

Marketing Research, an Applied Orientation, 5e, 2006, Prentice Hall/India. ISBN 71105891.

**References**

1. Marketing Research: An aid to Decision Making Shao Alan T (1999).
2. Marketing research Essentials: McDaniel Carl & Gates, Roger 3rd Ed 2001.
3. Marketing Research (1998). Burns Alvin C. & Bush Ronald F.
4. Marketing Research, Peter Chisnall, 7th revised edition 2004, McGraw-Hill Education, ISBN10: 0077108124, ISBN13: 9780077108120
5. Marketing Research, Peter Chisnall, 7<sup>th</sup> revised edition 2004, McGraw-Hill Education, ISBN10: 0077108124, ISBN13: 9780077108120

**Evaluation Scheme**

Test I	10%
Test II	10%
Test III	10%
Class activity & Participation	10%
Project	20%
Final Exam	<u>40%</u>
Total	100%

**Course Title: Consumer Behavior**  
**Course Number: MARK 321**  
**Credit Hours: 3**  
**Prerequisite: None**

### **Course Description**

This course is a study of how consumer behavior influences the marketing manager's decisions. Topics include the definition of consumer behavior, marketing strategy for customer centered organizations, consumer decision process, individual determinants of consumer, consumer motivation and knowledge, consumer beliefs, feelings, attitudes and intentions, culture, ethnicity and social class, family and households and group and personal influence. 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.

### **Course Content**

#### **Chapter 1. Introduction to consumer behavior**

- 1.1. Development of the marketing Concept and the discipline of consumer behavior
- 1.2. Consumer behavior defined
- 1.3. Why we study consumer behavior
- 1.4. The Impact of digital revolution on Consumer behavior

#### **Chapter 2. Market Segmentation and Demographic Analysis**

- 2.1. Market Segmentation
  - 2.1.1. Segmentation and Consumer Satisfaction
  - 2.1.2. Segmentation and profitability
  - 2.1.3. Criteria for Choosing Segments
  - 2.1.4. Market Strategy decisions
- 2.2. Planning for Change
  - 2.2.1. Macro-analysis of Trends and Demographics
  - 2.2.2. Consumer Analysis and Social Policy
  - 2.2.3. Micro-application of Trend Analysis
  - 2.2.4. Customer loyalty and retention strategy



2.3. Researching Consumers Behavior

**Chapter 3. The consumer as an Individual**

3.1. Consumer Motivation

3.2. Personality and Consumer Behavior

3.3. Consumer Perception

3.4. Consumer Learning

3.5. Consumer Attitude Formation and Change

3.6. Communication and Consumer behavior

**Chapter 4. Consumers in their Social and Cultural Setting**

4.1. Reference Group and Family Influences

4.2. Social Class and consumer behavior

4.3. The Influence of Culture on consumer behavior

4.4. Subculture and Consumer Behavior

**Chapter 5. The Consumer Decision process**

5.1. Consumer Influence and Family Influences

5.2. Consumer Decision making and other issues on Consumer behavior

**Instructional Method**

Lecture, Group Discussion, Case Study, Project Work

**Text Book**

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

**References**

1. Schiffman, Leon G. and Kanuk, Leslie Lazar, 2004, Consumer Behavior, 8th ed., New Jersey: Pearson prentice hall.
2. Blackwell, Roger D.; Miniard, Paul W. and Engel, James F., Consumer Behavior, 8th ed., Newyork: The Dryden Press Harcourt Brace College Publishers
3. Peter, Paul J.,Olson, Jerry C., 1996, Consumer Behavior and Marketing Strategy, 4th ed., Boston: Irwin
4. Engel J. F & Blackwell R. & Minirad Paul W (1995) Consumer Behavior (8th Ed.)

**Evaluation Scheme**

Test I	15%
Test II	15%
Test III	15%
Project I	15%
Final Exam	<u>40%</u>
Total.	<u>100%</u>

**Course Title:** International Marketing & Export Management  
**Course Number:** MARK 322  
**Credit Hours:** 3  
**Prerequisite:** Principles of Marketing and Marketing Communication Strategy

### **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 in 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 activities affect all planning and operational aspects of the organization and specifically 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 socially responsible decisions in international marketing.
- Discuss the formality of export/import international finance insurance (risk management) and quality control.

### **Course Content**

#### **Chapter 1: An Overview to International Marketing**

- 1.1 Introduction
- 1.2 Meaning
- 1.3 Types of Marketing
- 1.4 Distinction Domestic Vs International Markets
- 1.5 Benefits of International Marketing
- 1.6 Barriers to International Marketing
- 1.7 Forms of Entry to International Markets
- 1.8 Characteristics of MNCs

#### **Chapter 2: Political Environment**

- 2.1 Introduction
- 2.2 Political Environment
  - 2.2.1 Types of Politics
  - 2.2.2 Government Types
  - 2.2.3 Political Risks

- 2.2.4 Indicators of Political Risks
- 2.2.5 Measures to Curb Political Risks

### **Chapter 3: Legal Environment**

- 3.1 Introduction
- 3.2 Legal Systems
- 3.3 Multiplicity of Legal Environment
- 3.4 The Law and the Marketing Mix
- 3.5 Intellectual Property
- 3.6 Unfair Competition

### **Chapter 4: Cultural Environment**

- 4.1. Introduction
- 4.2. Meaning
- 4.3. Characteristics of a Culture
- 4.4. Influence of Culture
- 4.5. Subculture
  - 4.5.1 Definition
  - 4.5.2 Function of Subculture
  - 4.5.3 Basis of Subculture

### **Chapter 5: Economic Environments**

- 5.1. Introduction
- 5.2. Economic System
- 5.3. Production Possibility Frontier
- 5.4. Trade Theories
- 5.5. Trade Barriers
- 5.6. Economic Cooperation

### **Chapter 6: Product Mix**

- 6.1. Meaning of a Product
- 6.2. Product Planning and Development
- 6.3. Product Line and Mix
- 6.4. Product Identification
  - 6.4.1. Branding
  - 6.4.2. Packaging
  - 6.4.3. Labeling
  - 6.4.4. Marking
- 6.5. Product Life Cycle
  - 6.5.1. Domestic Life Cycle
  - 6.5.2. International Life Cycle

### **Chapter 7: Price Mix**

- 7.1 Introduction
- 7.2 Factors Determining Price
- 7.3 Discount and Allowances
- 7.4 Pricing Methods
  - 7.4.1 Cost Plus
  - 7.4.2 Marginal Analysis
  - 7.4.3 Market Entry Pricing
    - 7.4.3.1 Skimming
    - 7.4.3.2 Penetration
    - 7.4.3.3 Dumping
  - 7.4.4 Incoterms

## 7.5 Methods of Financing

### Chapter 8: Place Mix

- 8.1. Introduction
- 8.2. Meaning
- 8.3. Types Of Intermediaries
  - 8.3.1. Direct Channel
  - 8.3.2. Indirect Channel
- 8.4. Channels Decision
  - 8.4.1. Physical Distribution
  - 8.4.2. Meaning
  - 8.4.3. Tasks of Physical Distribution
  - 8.4.4. Mode of Distribution
- 8.5. Shipping Documents

### Chapter 9: Promotion Mix

- 9.2. Introduction
- 9.3. Elements of Promotion
  - 9.3.1. Personal Selling
    - 9.3.1.1. Types of Personal Selling
  - 9.3.2. Public Relation/Publicity
  - 9.3.3. Sales Promotion
  - 9.3.4. Advertising
    - 9.3.4.1. Advertising Media
  - 9.3.5. Direct Marketing

### Instructional Method:

- Lecture
- Group Discussion
- Project Work
- Case Study
- Industry Visit

### Text Book

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

### References

1. Czinkota & Ronkainen (2006). International Marketing.6th Ed.
2. Wild John J etal. (2008). International Business: the challenge3s of Globalization. 4th Ed.
3. Czinkota etal (2009). Fundamentals of International Business 2nd ed.
4. Mathur, International Marketing and Management, 2008, ISBN10: 0761936408.
5. International Business: Competing in the Global Marketplace, 6e, by Charles Hill, 2007 .
6. International Economics: , by Appleyard, Bedford, Fowler, 2006 .

### Evaluation Scheme

#### Evaluation Scheme

Test I	15%
Test II	15%
Test III	15%
Project I	15%
Final Exam	<u>40%</u>
Total.	<u>100%</u>

**Course Title:** Service and Industrial Marketing  
**Course Number:** MARK 341  
**Credit Hours:** 3  
**Prerequisite:** Principles of Marketing

### **Course Description**

The growth in the service economy is widely recognized and increasingly contributes to the economic development of many nations. Although the service sector contributes much to the gross national product, it is untapped and requires the attention of many businesses. In addition to the service sector, the contribution of the industrial sector is also another important part to be covered in detail: industrial goods are tangible products which require different market. This course includes topics like services in modern economy, concepts of services marketing management, marketing of services, service strategy, consumer behavior in service, service demand management, service quality management, the demand for industrial goods and marketing strategy of industrial goods (the product component, the channel component, the pricing component and the promotion component).

### **Course objectives**

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

- Define service and industrial marketing.
- Identify the characteristics of service and industrial goods.
- Apply their knowledge in the real service sector.
- Appraise the performance of the sector in Ethiopia.
- Design service marketing strategy for a firm operating in the service sector.
- Develop strategy to manage service quality of the firm.
- Manage the demand situation, pattern and variation of the service product.
- Design marketing strategy for industrial goods.

### **Course Contents**

#### **PART ONE: SERVICE MARKETING**

##### **Chapter 1: Introduction to Service Marketing**

- 1.1. The Service Sector
- 1.2. Gats Classification
- 1.3. Classification Based On Differing Levels of Customer Contact
- 1.4. Importance of Services Marketing
- 1.5. Reasons for Growth of Service Industry
- 1.6. Tangibility Spectrum
- 1.7. Differentiating Services from Goods (characteristic of Services)

##### **Chapter 2: Services Strategy**

- 2.1. Strategic Planning Process
- 2.2. Steps in strategic Planning Process
- 2.3. Market Oriented Service Strategy
- 2.4. The Service Triangle
- 2.5. Three Dimensions of Marketing Strategy
- 2.6. Service-Oriented Organization Structure
- 2.7. Service Marketing Mix
- 2.8. Strategy Implementation
- 2.9. Strategy Evaluation

### **Chapter 3: The Service Product**

- 3.1. The basic service package
- 3.2. Customer value hierarchy
- 3.3. The flower of service
- 3.4. Development of a new service
- 3.5. The service product mix
- 3.6. Services differentiation
- 3.7. Service life cycle
- 3.8. Branding a service product**

### **Chapter 4: Pricing Of Services**

- a. Pricing of Services
- b. Pricing Objectives
- c. Approaches to Pricing of Services
- d. Pricing Strategies linked to Value Perceptions

### **Chapter 5: Service Distribution And Delivery Process**

- 5.1. Service Transactions
- 5.2. Service Location
- 5.3. Service Providers
- 5.4. Distribution flows of Services
- 5.5. Distributors for Service Delivery
- 5.6. Working a Service Distribution System
- 5.7. Strategies for Channel Management

### **Chapter 6: Service Communication Mix**

- 6.1. developing a communication strategy: the Basics
- 6.2. defining communication objective
- 6.3. dividing the communication objectives and target audiences
- 6.4. the communications mix as it relates to consumer behavior considerations
- 6.5. special problems of the service communication mix

### **Chapter 7: Managing The Firm's Physical Evidence**

- 7.1. the strategic role of physical Evidence
- 7.2. the Development of Servicecapes
- 7.3. Special Tactics for Creating Service Atmospheres
- 7.4. Design Considerations for High-Contact Versus Low Contact Service Firms

### **Chapter 8: People**

- 8.1. Managing Service Employees
- 8.2. Managing Service Customers

### **Chapter 9: Service Quality Management**

- 9.1. How Service quality is perceived
- 9.2. Determinants of service quality
- 9.3. Managerial process for service quality
- 9.4. Service quality audit
- 9.5. SERVQUAL
- 9.6. Total Quality Services Marketing
- 9.7. Service Excellence

## **PART II: INDUSTRIAL MARKETING**

**Chapter 1:** Industrial Marketing System

**Chapter 2:** The Demand for Industrial Goods

**Chapter 3:** Planning the Industrial Marketing Strategy

**Chapter 4:** Industrial Marketing Mix (4P's)

### **Instructional Method**

- Lecture,
- Group Discussion,
- Case Study,
- Project Work

### **Text Book**

1. Mohana Rao, K. Rama, 2007, Service Marketing, New Delhi: Dorling Kindersley (India) Pvt. Ltd.
2. Hill, Richard M., et al, 2004, Industrial Marketing, New Delhi:AITBS publishers and distributors.

### **References**

1. Lovelock, Christopher and Lauren, Wright, (), Principles of Service Marketing and Management,
2. Gilmore, Audrey, 2003, Services Marketing and Management, New Delhi: SAGE Publications India Pvt Ltd

### **Evaluation Scheme**

#### **Evaluation Scheme**

Test I		15%
Test II		15%
Test III		15%
Project I		15%
Final Exam	<u>40%</u>	
Total.		<u>100%</u>

**Course Title: Marketing Innovation**  
**Course Number: MARK 332**  
**Credit Hour: 3**  
**Prerequisite: Principles of Marketing and Marketing Communication Strategy**

### **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 behavior and its impact on the adoption and diffusion of an innovation.
- Launch and manage an innovative new product, assisted by research.

### **Course Content**

#### **Chapter 1. Innovation Management: An Introduction**

- 1.1. The importance and study of innovation
- 1.2. The need to view innovation in an organization context
- 1.3. Problems of definition and vocabulary
- 1.4. Different types of innovation
- 1.5. Models of innovation
- 1.6. Innovation as a management process
- 1.7. Open innovation and the need to share and exchange knowledge
- 1.8. Innovation and new product development

#### **Chapter 2. Economics and Marketing Adoption**

- 2.1. Innovation in its wider text
- 2.2. The role of the state and national 'systems' of innovation
- 2.3. Waves of innovation and growth in capitalism: Historical view
- 2.4. Fostering innovation in 'late industrializing' countries
- 2.5. Innovation and the Market
- 2.6. Innovation diffusion theories

#### **Chapter 3. Innovation managing within firms**

- 3.1. Organization and Innovation
- 3.2. The dilemma of innovation Management
- 3.3. Organization characteristics that facilitate the innovation process
- 3.4. Industrial firms are different: A classification
- 3.5. Organizational structure and innovation
- 3.6. The role of the individual in the innovation process



- 3.7. IT system and their impact on innovation
- 3.8. Establishing an innovative environment and propagating this virtuous circle

#### **Chapter 4. Managing intellectual properties**

- 4.1. Intellectual properties
- 4.2. Trade secrets and an Introduction to patents
- 4.2. Human genetic patenting
- 4.3. The configuration of a [patent
- 4.4. Patent harmonization: first to file and first to invent
- 4.5. Expiry of patent and patent extension
- 4.6. The use of patents in innovation Management
- 4.7. Do patents hinder or encourage innovation?
- 4.8. Trade marks
- 4.9. Brand names
- 4.10. Duration of registration, infringement and passing off
- 4.11. Copy Right
- 4.12. Remedy against infringement
- 4.13. Counterfeit goods and Intellectual property

#### **Chapter 5. Managing Organizational Knowledge**

- 5.1. The battle of Trafalgar
- 5.2. Technology trajectories
- 5.3. The knowledge base of an organization
- 5.4. The learning organization
- 5.5. Combining commercial and technology strengths: a conceptual approach to the generation of new business opportunities
- 5.7. The degree of innovativeness
- 5.8. A technology strategy provides a link between innovation strategy and business strategy

#### **Chapter 6. Strategic Alliance and networks**

- 6.1 Defining strategic alliance
- 6.2 The fall of the go-it-alone strategy and the rise of the octopus strategy
- 6.3 Complementary capabilities and embedded technologies
- 6.4 Forms of strategic alliance
- 6.5 Motives for establishing an alliance
- 6.6 The process of forming a successful strategic alliance
- 6.7 Risks and limitations with strategic alliance
- 6.8 The role of trust in strategic alliance

#### **Chapter 7. Market Research and its Influence on new product development**

- 7.1 Market Research and new product development
- 7.2 The purpose of new product development
- 7.3 Testing new products
- 7.4 Techniques used in consumer testing of new products
  - 7.5. When market research has too much influence
  - 7.6. Discontinuous new products
  - 7.7. Market research and discontinuous new products
  - 7.8. Circumstances when market research may hinder the development of discontinuous new products.
  - 7.9. Breaking with convention and winning new markets
  - 7.10. When it may be correct to ignore your customers
  - 7.11. Striking the balance between new technology and market research
  - 7.12. The challenge for senior management

#### **Instructional Method**

- Lecture,

- Group Discussion,
- Case Study,
- Project Work

**Text Book**

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 Scheme**

Test I		10%
Test II		10%
Test III		10%
Class activity & Participation		10%
Project		20%
Final Exam	<u>40%</u>	
Total		100%

**Course Title:** E-Commerce  
**Course Number:** MARK 331, same as MAEN 412, INTE 557 and INSY 553  
**Credit Hour:** 3  
**Prerequisite:** Introduction to Computer Applications

### **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. The course includes topics like overview of e-commerce, market place, internet consumers retailing, consumer behavior, market research and advertisement, B2B e-commerce, supply chain, collaborative commerce and corporate portals, e-commerce security and legal, ethical and compliance issues. 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**

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

- 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

### **Course Content**

#### **Chapter 1: An Overview of E-Commerce**

- 1.1. Introduction
- 1.2. E-Commerce Defined
- 1.3. Major Forces that Shape the Digital Era\ The Major Drivers of the New Economy
- 1.4. Perspectives of Electronic E-Commerce
- 1.5. Eight Unique Features of E-Commerce
- 1.6. Forms of E-Commerce
- 1.7. Advantages and Limitations of E-Commerce

#### **Chapter 2: Business Model for E-Commerce**

- 2.1. Introduction
- 2.2. Eight Key Elements of a Business Model
- 2.3. E-Business Model Based on Relationship of Transaction Parties
- 2.4. Major Business-to-Consumer Business Models
- 2.5. Major Business-to-business (B2B) models for E-Commerce
- 2.6. Business Models in Emerging E-Commerce area
- 2.7. E-Business Models Based on the relationship of transaction types

#### **Chapter 3: E-Commerce Payment Systems**

- 3.1. Introduction
- 3.2. Properties of e-money
- 3.3. Types of E-Commerce Payment Systems

## Chapter 4: E Commerce Marketing Concepts

- 4.1. Online Consumers: The Internet Audience and Consumer behavior
- 4.2. B2C and B2B E-Commerce Marketing and Branding Strategies
- 4.3. Customer Retention: Strengthening the Customer Relationship
- 4.4. Net Pricing Strategies
- 4.5. Channel Strategies: Managing Channel Conflict:
- 4.6. Advertising as a strategy in digital economy
- 4.7. Online Market Research- Knowing Your Customer

## Chapter 5: Ethical, Social and Political Issues In E-Commerce

- 5.1. A model for organizing the issues
- 5.2. The basic ethical concepts: Responsibility, Accountability, and Liability
- 5.3. Analyzing Ethical Dilemmas
- 5.4. Ethical Principles
- 5.5. Privacy and Information Rights
- 5.6. The concept of privacy
- 5.7. Intellectual Property Rights
- 5.8. Copyright
- 5.9. Patents
- 5.10. Trade Marks
- 5.11. Public Safety and Welfare

### Instructional Method

- Lecture,
- Group Discussion,
- Computer Lab,
- Project Work

### Text Book:

Erfan Turban et. al., Electronic Commerce, 2008, Pearson Education, ISBN-10: 132243305

### References

1. Fundamentals of E-Business /commerce (2002) Pearson Edu. Inc. ISBN 0-536-81383-3
2. Tom & Kutnick Dale (2000). E-Enterprise: Business Models, Architecture & Components
3. Turban, Efraim (2003)Introduction to E-commerce
4. Mc Garvey and Campanelli, Start Your Own E-Business, 2006, ISBN-10: 193215674
5. E-Business and e-Commerce Infrastructure: Technologies Supporting the e-Business Initiative. Abhijit Chaudhury, Jean-Pierre Kuilboer. Mc-Graw Hill Companies, 2002. ISBN: 0-07-247875-6.

### Evaluation Scheme

Test I	20%
Test II	20%
Project Work:	20 %
Final Exam:	<u>40 %</u>
<b>Total</b>	<b>100%</b>

**Course Title: Salesmanship and Sales Management**  
**Course Number: MARK 342**  
**Credit Hours: 3**  
**Prerequisite: Principles of Marketing and Marketing Communication Strategy**

### **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 their sales performance. In addition, students will be able to make better sales management decisions including hiring and motivational 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.
- Understand a relationship strategy that creates customer value in an ethical context.
- Build up a product strategy that incorporates creative product solutions that add value.
- Identify customer strategy that addresses buyer behavior.
- Develop a customer presentation strategy that adds value.
- Learn the reasons for post-decision communication gaps with prospects.
- 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 debriefs 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.

### **Course Contents**

#### **Chapter 1: An overview of salesmanship and sales management**

- 1.1 Definition of salesmanship and sales management
- 1.2 Nature of salesmanship
- 1.3 Duties and responsibilities of sales people
- 1.4 Types of salesperson
- 1.5 Qualities of good sales person

#### **Chapter 2: Identifying the selling process**

- 2.1 Prospecting
- 2.2 Pre-approach
- 2.3 Approach
- 2.4 Presentation and demonstration
- 2.5 Objections and meeting the objections
- 2.6 Closing the sale\
- 2.7 Follow up

#### **Chapter 3: organizations of sales department**

- 3.1 Sales department organizations
- 3.2 Structure of sales organization

**Chapter 4: Recruitment and selection of sales people**

- 4.1 meaning of recruitment
- 4.2 importance of recruitment
- 4.3 the process of recruitment
- 4.4 source of recruitment
- 4.5 definition of selection
- 4.6 the process of selection

**Chapter 5: Training and orientation of sales forces**

- 5.1 definition of orientation
- 5.2 importance of orientation
- 5.3 definition of training
- 5.4 types of training
- 5.5 importance of training

**Chapter 6: Compensation and types of compensation plan**

- 6.1 definition of compensation
- 6.2 types of compensation

**Instructional Method**

- Lecture, Group Discussion, Case Study, Project Work, Company Visit

**Text Book:**

Fundamentals of Selling 10th Edition, Charles M. Futrell, McGraw-Hill/Irwin, 2008. ISBN #979-0-07-340469-1

**Reference**

1. Manning, Reece and Ahearne , Selling Today, 11th International edition 2006, , ISBN13: 97801322171, Pearson Education
2. Ingram etal (2001). Sales Management: Analysis& Decision Making 4th ed.
3. Honeycutt etal. (2003) Sales Management: A global Perspective.
4. Stanton William J. & Spiro Rosann (1999). Management of a Sales Force (10th Ed.)
5. 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 Scheme**

Test I		15%
Test II		15%
Test III		15%
Project I		15%
Final Exam	<u>40%</u>	
Total.		<u>100%</u>

**Course Title:**           **Organizational Behavior**  
**Course Number:**       **MARK 352, same as MAEN 422, ACCN 423**  
**Credit Hours:**         **3**  
**Prerequisite:**          **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

### **Course Contents**

#### **Part I. Introduction**

- 1.1. Definition of Organization Behavior
- 1.2. What managers do
- 1.3. Enter organizational Behavior
- 1.4. Contributing Disciplines to OB
- 1.5. Challenges and Opportunities to OB

#### **Part II .The Individual in an Organization**

- 2.1. Foundation of Individual Behavior
- 2.2. Values, attitudes and Job satisfaction
- 2.3. Personality and Emotion
- 2.4. Perception and Individual decision making
- 2.5. Basic Motivation concepts and from conception to application

#### **Part III. The Group in an organization**

- 3.1. Foundation of Group behavior
- 3.2. Understanding Work Team
- 3.3. Group Communication
- 3.4. Leadership and Trust
- 3.5. Power and Politics
- 3.6. Conflict and Negotiation

#### **Part IV. The Organization System**

- 4.1. Foundation of Organization Structure
- 4.2. Work Design and Technology
- 4.3. Human Resource Policies and Practices
- 4.4. Organizational Culture
- 4.5. Organizational change and Development

### **Instructional Method**

- Lecture,
- Group Discussion,
- Case Study,
- Project Work

### **Text Book:**

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

### **References**

1. Stephen P. Robbins, Timothy A. Judge, Organizational Behavior, 13 Int'l 2008, ISBN10: 013207964X, ISBN13: 9780132079648, Pearson Education (US)
2. Organization Behavior, 5th ed. Robert Kreitner & Angelo Kinicki (2001)
3. Organization Behaviour, Foundations, Realities & Challenges, 3rd ed. Debra L. Nelson & James Campbell Quick (2000)
4. Organizational Behavior. Understanding and Managing People at Work by Donald D. White and David A. Bednar, 1986
5. Joel Marcus, Organization and Management, an International Approach, Noordhoff Uitgevers B.V., First edition (2007), ISBN10 9001577040, ISBN13 9789001577049

### **Evaluation Scheme**

Test I	15%
Test II	15%
Class activity and participation	10%
Project work	20%
Final Exam	<u>40%</u>
Total	100%



**Course Title: Product and Brand Management**  
**Course Number: MARK 362**  
**Credit Hours: 3**  
**Prerequisite: Principles of Marketing and Marketing Communication Strategy**

### **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 to develop their research skills.

### **Course Objectives**

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

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

### **Course Contents**

#### **Chapter 1: Introduction to product innovation and new product development**

- 1.1. Meaning of new product
- 1.2. Characteristics of successful product development
- 1.3. Challenges of product development

#### **Chapter 2: New Product development process (4hrs)**

- 2.1. Steps in new product development process
- 2.2. Product Life cycle Management

#### **Chapter 3: Managing brand**

- 3.1. Meaning of Brand and historical development
- 3.2. Brand vis-à-vis product

#### **Chapter 4 Brand Architecture**

- 4.1. Brand Strategies
- 4.2. Choosing the appropriate branding strategy
- 4.3. Multi-Brand Strategy

## **Chapter 5: Brand Extension**

5.1 Why Brand Extension

5.2 Advantages and disadvantages of brand extension

## **Chapter 6 : Identifying and establishing Brand positioning**

6.1. Customer Based Brand Equity (CBBE)

6.1.1 Sources of Brand Equity

6.1.2 Building Brand Equity

6.1.3 Brand Building Implications

6.2. Designing marketing programmes to build Brand Equity

### **Instructional Method**

- Lecture, Group Discussion, Case Study, Project Work

### **Text Book:**

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 Scheme**

Individual (in class) participation\discussion	5%
Home-work,	10%
Test	10%
Team analysis\Case study,	10%
Project paper & presentation	25%
Final Exam	<u>40%</u>
Total	100%

**Course Title:** Internship  
**Course Number:** MARK 372  
**Credit Hour:** 3  
**Prerequisite:** Complete 2<sup>nd</sup> Year of Classes

**Course Description**

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.

**Course Objective:**

Upon successful completion of this course, students should be able to develop practical career-related experience. The faculty of Business Management and Entrepreneurship encourages students to gain experience outside the university college in various fields of business. These internships must be pre-planned with HUC faculty member to ensure a valuable experience for the student, and to ensure that the internship, or some aspect of the internship, is suitable for use as a senior project. There must be a learning experience component of the internship that is beyond simply gaining work experience.

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 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 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	<u>10%</u>
Total	100%

**Course Title:** Corporate Social Responsibility and Business Ethics  
**Course Number:** MARK 411, same as MAEN 411, ACCN 462  
**Course Credit:** 3  
**Prerequisite:** Civic and Ethical Education

### **Course Description**

The course Corporate Social Responsibility (CSR) 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 feel comfortable with

### **Course Contents**

#### **Chapter 1: Introduction**

- 1.1. The concept of Ethics
- 1.2. Concepts related to Ethics
- 1.3. Approaches in the study of Ethics
- 1.4. Major Ethical Theories

#### **Chapter 2: Business Ethics**

- 2.1. Meaning and Definition of Business Ethics
- 2.2. Importance of Business Ethics
- 2.3. Principles of Business Ethics
- 2.4. Factors affecting Business Ethics
- 2.5. Costs and consequences of corruption

#### **Chapter 3: Responsibility**

- 3.1. Definition of responsibility
- 3.2. Types of responsibility
- 3.3. Traits of Civic character
- 3.4. Sources of responsibility
- 3.5. Developing social and moral responsibilities

#### **Chapter 4: Enhancing Professional Ethics in Management**

- 4.1. The relationship between Professional Ethics and Applied Ethics
- 4.2. Profession and Professional Ethics
- 4.3. Professional Codes of Conduct
- 4.4. Ethical Decision Making

#### **Chapter 5: Building Ethical Public Organizations**

- a. Bureaucracy: Theories and forms with Ethical Implications
- b. Features of Bureaucracy
- c. Democracy: Theory and Practice of Democracy
- d. Meaning and Essence of Democracy

#### **Chapter 6: Corporate Responsibilities, Consumer Stakeholders, and The Environment**

- 6.1. Corporate responsibility towards consumer stake holders
- 6.2. Corporate responsibility in Advertising
- 6.3. Controversial Issues in Advertising
- 6.4. Managing product safety and Liability Responsibility
- 6.5. Corporate responsibility and the Environment

#### **Instructional Method**

- Lecture, Group Discussion, Case Study, Project Work

#### **Text Book:**

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

#### **References**

1. David Bornstein, How to change the World: Social Entrepreneurs and the power of New Ideas, Oxford University Press, USA; 2007, ISBN-10: 01953347660
2. Law and Ethics in the Business Environment by Terry Habert and ElaineIngulli, 2003
3. Moral Issues in Business by Willam Shawand Vincent Barry, 2008
4. Wayne Visser, The A to Z of Corporate Social Responsibility: A Complete Reference Guide to Concepts, Codes and Organizations', 2008

#### **Evaluation Scheme:**

Test I	15%
Test II	15%
Assignment	15%
Project work	25%
Final Exam	<u>30%</u>
Total	100%

**Course Title:** Risk Management and Insurance  
**Course Number:** MARK 421, same as ACCN 352, MAEN 462  
**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.

### **Course Content**

#### **Chapter 1: Introduction: Risk and related topics**

- 1.1 Definition of risk, peril and hazard
- 1.2 Basic categories of risk
- 1.3 Types of pure risk
- 1.4 Burden of risk on society
- 1.5 Methods of handling risk

#### **Chapter 2: Insurance and Risk**

- 2.1 Definition and basic characteristics of insurance
- 2.2 Requirements of an insurable risk
- 2.3 Insurance, Gambling and Hedging compared
- 2.4 Types of insurance
- 2.5 Benefits and costs of insurance to society

#### **Chapter 3: Risk Management**

- 3.1 Definition and objective of risk management
- 3.2 Process of risk management
  - 3.2.1 Identifying loss exposure
  - 3.2.2 Analysis of loss exposure
- 3.3 Techniques for treating loss exposure
- 3.4 Implement and monitor the risk management program
- 3.5 Benefits of risk management

#### **Chapter 4: Legal principles in Risk and Insurance**

- 4.1 Legal principle underlying insurance contracts
  - Principles of Indemnity, insurable interest, subrogation and utmost Good faith.
- 4.2 Requirement of an insurance contract

- 4.3 Unique legal characteristics of insurance contracts
- 4.4 Basic elements common to most insurance contracts
- 4.5 Definition of the 'Insured', Endorsements and Riders
- 4.6 Deductibles and Coinsurance

**Chapter 5: Major classes of insurance contracts**

- 5.1 Life insurance
  - 5.1.1 Unique features of life insurance
  - 5.1.2 Major types of contracts
  - 5.1.3 General classification of life insurance
  - 5.1.4 Life insurance premium computation
- 5.2 Health insurance
  - 5.2.1 Categories of health insurance
  - 5.2.2 Forms of coverage
- 5.3 Property and liability insurance
  - 5.3.1 Fire insurance
  - 5.3.2 Automobile (Motors) insurance
  - 5.3.3 Liability insurance
  - 5.3.4 Accident insurance

**Instructional Method**

Lectures, Discussions, Home take assignments and Presentations.

**Recommended Text Book**

George E. Rejda. (2010). Principles of Risk Management and Insurance, 11<sup>th</sup> Edition.

**Major References**

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
2. George E. Rejda. (2007). Principles of Risk Management and Insurance, 10th Edition.
3. Mark S. Dorfman. (2007). Introduction to Risk Management and Insurance, 9th Edition)
4. Esther Zippora Baranoff. (2003). Risk Management and Insurance
5. Michel Crouhy, Dan Galai, Robert Mark, and Michel Crouhy. (2005). The Essentials of Risk Management
6. Emmett J. Vaughan and Therese M. Vaughan. (2007). Fundamentals of Risk and Insurance

**Evaluation Scheme**

Test I	15%
Assignments and presentations	10%
Test II	15%
Project work	20%
Final Exam	<u>40%</u>
Total	100%

**Course Title:           Production and Operations Management**  
**Course Number:       MARK 422, same as MAEN 442**  
**Credit Hours:         3**  
**Prerequisite:         None**

**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, 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

- **Course Content**

**Chapter 1: Operations and Productivity**

- 1.1. What is Operations Management?
- 1.2. Organizing to Produce Goods and Services
- 1.3. Why study Operations Management?
- 1.4. What Operations Managers Do?
- 1.5. Operations in Service Sector
- 1.6. Exciting New Trends in Operations Management
- 1.7. Ethics and Social Responsibility

**Chapter 2: Operations Strategy in Global Environment**

- 2.1. A Global View of Operations
- 2.2. Developing Missions and Strategies
- 2.3. Achieving Competitive Advantage through Operations
- 2.4. Issues in Operations Strategy
- 2.5. Strategy Development and Implementation
- 2.6. Global Operations Strategic Options

**Chapter 3: Design of Goods and Services**

- 3.1. Goods and Service Selection
- 3.2. Generating New Products
- 3.3. Product Development
- 3.4. Issues for Product Design
- 3.5. Time Based Competition
- 3.6. Defining a Product



- 3.7. Documents for a Product
- 3.8. Service Design

**Chapter 4: Managing Quality**

- 4.1. Defining Quality
- 4.2. International Quality Standard
- 4.3. Total Quality Management
- 4.4. Tools of TQM
- 4.5. The Role of Inspection
- 4.6. TQM in Service

**Chapter 5: Process Strategy**

- 5.1. Four Process Strategies
- 5.2. Process Analysis and Design
- 5.3. Service Process Design
- 5.4. Selecting Equipment and Technology
- 5.5. Process Redesign
- 5.6. Ethics and Environmentally Friendly Process

**Chapter 6: Capacity Planning**

- 6.1. Capacity
- 6.2. Capacity Planning
- 6.3. Break-Even Analysis
- 6.4. Applying Decision Trees to Capacity Decisions

**Chapter 7: Location Strategies**

- 7.1. The Strategic Importance of Location
- 7.2. Factors Affecting Location Decision
- 7.3. Methods of Evaluation location Alternatives
- 7.4. Service Location Strategies

**Chapter 8: Layout Strategies**

- 8.1. The strategic Importance of Layout Decisions
- 8.2. Warehousing and Storage layout
- 8.3. Fixed Position Layout
- 8.4. Process –Oriented Layout
- 8.5. Work Cells
- 8.6. Repetitive and Product –Oriented Layout

**Instructional Method**

Lectures, Discussions, Visits to factories and services provision centers, presentations.

**Text Book**

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:
3. Chase, Richard B. (1998). Production and Operations Management: Manufacturing and services (8th Ed).
4. Stevenson, William J (1996). Production/Operation Management 5th Ed.
5. Evans, James R. (1984). Applied Management & Operations Management.
6. Young and Scott, Essentials of Operations Management, 2009, ISBN-10: 1412925709

**Evaluation Scheme**

Test I	15%
Test II	20%
Project	25%
Final Exam	<u>40%</u>
Total	100%

**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 the 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 businesses 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 students' 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, labeling, 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.

**Course Content**

**Chapter 1. Introduction to Food Marketing**

- 1.1. What is Marketing?
- 1.2. Marketing as a Value added Process
- 1.3. Food Marketing Career Opportunities
- 1.4. Growth and Role of Marketing
- 1.5. Food Marketing in the Market Economy
- 1.6. Historical Bench Marks in Food Marketing

**Chapter 2. Agricultural Products and Food Marketing**

- 2.1. The Agricultural Plant
- 2.2. Characteristics of the Product
- 2.3. Characteristics of Production
- 2.4. The Farm Marketing Problems
- 2.5. The Farm Marketing Alternatives

**Chapter 3. Food Consumption and Marketing**

- 3.1. Understanding Food Preferences
- 3.2. Food Consumption and Expenditure Patterns
- 3.3. The Demographics of Food Consumption
- 3.4. Income and Food Consumption
- 3.5. Diet, Health and Food Marketing
- 3.6. The Away from Home Food Markets
- 3.7. Public Food Programs

**Chapter 4. Food Wholesale and Retailing**

- 4.1. Principal Trends in Food Wholesaling and Retailing
- 4.2. Food Wholesaling
- 4.3. Food Retailing
- 4.4. The changing nature of Food Stores
- 4.5. Completion and Pricing in Food Retailing
- 4.6. Marketing implications of retailing developments
- 4.7. The Food Service Market

### **Chapter 5. Price analysis and the Exchange Function**

- 5.1. Role of Prices in Competitive Economy
- 5.2. Relative Prices and Food Marketing decisions
- 5.3. Supply and Demand Analysis
- 5.4. Applications of Supply and Demand Analysis
- 5.5. Who benefits from Cost reducing farm Technology?
- 5.6. Marketing and the Law of One Price?
- 5.7. Price Discovery

### **Chapter 6. Market development and Demand Expansion**

- 6.1. Market development in the Food Industry
- 6.2. Varieties of Food Demand
- 6.3. Roles and Criticism of Advertising
- 6.4. Advertising in the Food System
- 6.5. Farmers and Market Development
- 6.6. Expanding non food uses for Agricultural products
- 6.7. Synthetics and Agricultural Substitutes
- 6.8. Public Food Programs

### **Chapter 7. Transportation and Storage**

- 7.1. Transportation for the Food Industry
- 7.2. Alternative Modes of Transportation
- 7.3. Transportation Regulation and Freight rates
- 7.4. Food Prices and Transportation Costs
- 7.5. Reducing the Food Transportation
- 7.6. Food stocks, Carryover and Reserves
- 7.7. Storage Operations
- 7.8. Who should store?
- 7.9. Improving Food Storage

### **Instructional Method**

- Lecture, Group Discussion, Case Study, Project Work

### **Text Book:**

Marketing of Agricultural Products, Richard Kohls, Joseph Uhl, 9<sup>th</sup> e, 2001, Pearson Education, ISBN13 9780130105844

### **References**

J. Verkammen, Agricultural Marketing, Structural Models for Price Analysis.

### **Evaluation Scheme**

Test I	15%
Test II	15%
Assignments and presentation	10%
Project	20%
Final Exam	<u>40%</u>
Total	100%

**Course Title: Strategic Marketing Management**  
**Course Number: MARK 432**  
**Credit Hours: 3**  
**Prerequisite: Principles of Marketing**

### **Course Description**

Strategic Marketing focuses on the development of decision-making skills required in marketing through the use of text-based lessons and case studies involving real-world marketing scenarios. Students will review and analyze key marketing concepts and strategies including: marketing opportunity analysis; product and service strategy; pricing and financial strategy; segmentation, targeting and positioning; brand management strategy; IMC strategy and management; and channel strategy. Students are required to apply the concepts learned to solving issues presented in several marketing case studies.

### **Course Objectives**

- Explain what is meant by the term “the marketing concept”
- Understand how strategic planning related to marketing
- Explain data mining for marketing research
- Define how social influences on consumer decision-making
- Identify the five steps of consumer decision-making.

### **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.

### **Course Content**

#### **Chapter 1: Overview of strategic marketing management**

- 1.1 introduction to strategic marketing
- 1.2 basic concepts in strategic marketing management
- 1.3 strategic decisions and the nature of strategy
- 1.4 marketing strategy interface

#### **Chapter 2: Strategic marketing planning**

- 2.1. Strategic planning process
- 2.2 Planning for the Long Term
- 2.3 strategic planning and the challenge of change
- 2.4 Strategic Planning and a Customer Orientation

#### **Chapter 3: Market and environmental analysis**

- 3.1 Macro environmental analysis
- 3.2 Micro environmental analysis

#### **Chapter 4: Market auditing and the analysis of capability**

- 4.1 definition of marketing audit
- 4.2 stages of marketing audit
- 4.3 Reviewing marketing effectiveness
- 4.4 The role of SWOT analysis
- 4.5 Competitive advantage and value chain analysis

## **Chapter 5: Strategy formulations**

- 5.1 Strategy selection
- 5.2 Portfolio analysis
- 5.3 Market attractiveness and business position assessment
- 5.4 Porter's three generic competitive strategies

## **Chapter 6: The strategic management of the marketing mix**

- 6.1 Product decisions and strategy
- 6.2 Pricing policies and strategies
- 6.3 Distribution strategies and distribution plan
- 6.4 Promotion and marketing communication

## **Instructional Method**

- Lecture, Group Discussion, Case Study, Project Work

## **Text Book:**

Strategic Marketing. Andrew Whalley, 2010, 978-87-7681-643-8

## **References**

1. Cravens David W. (2000). Strategic Marketing (6th Ed.)
2. Kerin, Roger A. (1995). Strategic Marketing Problems: Cases & comments
3. Strategic Management, A casebook, 7th ed., Mary M. Crossan et al (2005)
4. Strategic Management 7th ed., Charles W.L.Hill, Gareth R. Jones (2007)
5. Strategic Management: Competitiveness and Globalization Concepts, Ireland, Hoiskisson and Hitt, 7e, 2010, 848 p. ISBN10: 1439042304 2. Strategic Management, 11e, by Fred David, 2007
6. Competitive Strategy: Competitiveness and Globalization, 5e, 2004 Ireland et al.
7. Strategic Management. Global Cultural Perspectives for Profit and Non-Profit Organizations by Marios I. Katsioloudes, 2006

## **Evaluation Scheme**

Test I and II	30%
Assignment and presentation	10%
Project Work	20%
Final Exam	<u>40%</u>
Total	100%

**Course Title:** Business and Corporate Law  
**Course Number:** MARK 441, same as MAEN 451, ACCN 451  
**Course Credit:** 3  
**Prerequisite:** Civic and Ethical Education

### **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 judgment and leadership in accordance with their 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

### **Course Content**

#### **Chapter 1: The Role of Business Law**

- 1.1. Introduction
- 1.2. Meaning and Scope of Business Law

#### **Chapter 2: Personality**

- 2.1. Legal Definition of Persons
- 2.2. Acquisition of legal Personality
  - 2.2.1. Physical (natural person)
  - 2.2.2. Artificial (moral persons)

#### **Chapter 3: Contract**

- 3.1. Definition of contract
- 3.2. Formation of a valid contract
  - 3.2.1. Essential element
- 3.3. Offer and Acceptance
- 3.4. Defect in Consent
  - 3.4.1. Mistake
  - 3.4.2. Fraud
  - 3.4.3. Undue Influence (duress)
- 3.5. Non Performances of a Contract

#### **Chapter 4: Contract of Agency**

- 4.1. Meaning of Contract of Agency
- 4.2. Creation of Agency
- 4.3. Relation of Principal and Agent
  - 4.3.1. General Agency
  - 4.3.2. Special Agency
- 4.4. Relation of Principal, Agent and Parties.
- 4.5. Termination of Agency Relationship.

**Chapter 5: Sales and Security Devises.**

- 5.1. Nature and Formation of sales Contract
- 5.2. Form of The sales Contract
- 5.3. Distraction between Sale and Agreement to Sell
- 5.4. Transfer of Ownership (Risk of loses)

**Teaching Methods**

Lecture, Discussions, case study, Demonstrations and Presentations.

**Text Books**

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. Ethiopia Civil Code, Proclamation No 165 of 1990.
- 2. Business Law. By Richard A. Mann and Barry S. Roberts, 2006.
- 3. Understanding Business and Personal Law by Gordon W. Brown, Paul A. Sukys, 1998.
- 4. The Legal Environment of Business by Whitman and Gergacz, 1991.

**Evaluation Scheme:**

Test I and II	20%
Assignment and presentation	25%
Project work	25%
Final Exam	<u>30%</u>
Total	100%

**Course Title: Hospitality and Tourism Marketing**  
**Course Number: MARK 442**  
**Credit Hours: 3**  
**Prerequisite: Principles of Marketing**

### **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 include advertising, promotion, publicity, sales strategies, products, delivery and future trends in tourism. Stress is placed 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.

### **Course Content**

#### **Chapter 1: Meaning and nature of Hospitality and Tourism**

- 1.1. Definition of traveler, visitor and tourist
- 1.2. Type and forms of Tourism
- 1.3. The Tourism System

#### **Chapter 2: Historical development of Tourism**

- 2.1 Travel in Prehistoric times
- 2.2 Travel in Neolithic times
- 2.3 Travels during the Ancient Civilizations
- 2.4 Travel in the middle Ages
- 2.5 Travel in the Renaissance
- 2.6 Travel in the Industrial Age
- 2.8 Modern Mass Tourism

#### **Chapter 3: An overview of the Hospitality and Tourism**

- 3.1 Attractions
  - 3.1.1 Natural Attractions
  - 3.1.2 Man-made Attractions
  - 3.1.3 Mixed Attractions
- 3.2 Accessibility
  - 3.2.1 Surface Transport
  - 3.2.2 Air Transport
  - 3.2.3 Water Transport
- 3.3 Accommodation



- 3.3.1 Hotels
- 3.3.2 Other related establishments

**Chapter 4: Determinants of Tourism and Motivation to Travel**

- 4.1 Determinants of Tourism
- 4.2 The Demand for Tourism
  - 4.2.1 Effective demand
  - 4.2.2 Suppressed demand
- 4.3 Motivations for Tourism

**Chapter 5: Measurement of Tourism**

- 5.1 The need and importance of tourism statistics
- 5.2 Users of tourism statistics
- 5.3 Methods of Measurement

**Chapter 6: Roles and Impacts of Hospitality and Tourism**

- 6.1 Roles of Hospitality and Tourism
  - 6.1.1 Economic Roles
  - 6.1.2 Socio-cultural roles
  - 6.1.3 Environmental Roles
- 6.2 Impact of Hospitality and Tourism
  - 6.2.1 Impact on Environmental dimension
  - 6.2.2 Impact on socio- cultural dimension
  - 6.2.3 Impact on Economic dimension

**Chapter 7: International and National Tourism organizations**

- 7.1 Early history of Tourism Organizations
- 7.2 Need and importance of organizations in tourism
- 7.3 International Tourism Organizations
- 7.4 National Tourism Organizations

**Chapter 8: Hospitality and Tourism marketing and promotional mix'**

- 8.1 The marketing Mix's in relation to Hospitality and Tourism
  - 8.1.1 Tourism and hospitality products
  - 8.1.2 Tourism and hospitality price
  - 8.1.3 Tourism and hospitality distribution channels
  - 8.1.4 Tourism and hospitality promotion
    - 8.1.4.1 Advertising
    - 8.1.4.2 Publicity and public relations
    - 8.1.4.3 Sales promotion
    - 8.1.4.4 Personal selling
- 8.2 The marketing tools in relation to Hospitality and Tourism
  - 8.2.1 Printed Medias
    - 8.2.1.1 Brochure
    - 8.2.1.2 Folder
    - 8.2.1.3 Magazine
    - 8.2.1.4 Fliers
    - 8.2.1.5 Booklets
    - 8.2.1.6 News paper
  - 8.2.2 Broad casting media
    - 8.2.2.1 Television
    - 8.2.2.2 Radio
  - 8.2.3 Electronic media
    - 8.2.3.1 Internet

- 8.2.3.2 World Wide Web (WWW)
- 8.2.3.3 Intranet
- 8.2.3.4 Tele marketing
- 8.2.3.5 Face book
- 8.2.3.6 Twitter

**Teaching Methods**

Lecture, Discussions, case study, Computer Lab Work, Demonstrations and Presentations.

**Text Book:**

Phililp Kotler, Marketing for Hospitality and Tourism, 4<sup>th</sup> Editions, 2005, ISBN-10: 0131745077

**Reference**

1. Shoemaker, Lewis, Yesawich, Marketng Leadership in Hospitality and Tourism: Strategy and Tactics for Competitive Advantage, 4e, 2006; ISBN10: 0131182404
2. S. Page, Tourist Management, 3<sup>rd</sup> Edition, Managing for Change, 602 pages, 2009, ISBN 10: 1856176029
3. Tourism: Principles, Practice, Philosophies/ Charles R. Goeldner, J.R. Brent Ritchie 10ed (2006)

**Evaluation Scheme**

Test I	10%
Test II	10%
Test III	10%
Class activity & Participation	10%
Project	20%
Final Exam	<u>40%</u>
Total	100%

**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, activities, work break-down 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**

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

- Enable students to understand formulation of a project, project appraisal, and 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 realizing the intended outcomes.

### **Course Content**

#### **Chapter 1. An Overview of Project Management**

- 1.1. Introduction
- 1.2. Importance of Capital Investment
- 1.3. Difficulties of Capital Investments
- 1.4. Meaning of a Project
- 1.5. Types of projects
- 1.6. Characteristics of Project
- 1.7. Elements of any project undertaking
- 1.8. Importance /objectives of a project
- 1.9. Plans, programs and Projects

#### **Chapter 2. Project Cycle**

- 2.1. The Baum Cycle (World Bank Procedures)
  - 2.1.1. Identification
  - 2.1.2. Preparation (pre – feasibility or feasibility studies)
  - 2.1.3. Appraisal
  - 2.1.4. Implementation
  - 2.1.5. Evaluation
- 2.2. DEPSA's Project Cycle
- 2.3 UNIDO – Project Cycle
  - 2.3.1 The Pre – investment Phase
  - 2.3.2 The investment/implementation Phase
  - 2.3.3. The Operational Phase
- 2.4. The European commission/ Europe aid approach

#### **Chapter 3. Project Identification**

- 3.1. Pre – Identification

- 3.2. Project Identification
  - 3.2.1 Generation of Project Ideas
  - 3.2.2. Monitoring the Environment
  - 3.2.3. Internal appraisal /Corporate Appraisal
  - 3.2.4. Scouting for Project Ideas
  - 3.2.5. Screening potentially promising ideas/preliminary screening
  - 3.2.6. Project Rating Index
  - 3.2.7. Being an Entrepreneur

#### **Chapter 4. Project Preparation (Feasibility Study)**

- 4.1. Market and Demand Analysis
  - 4.1.1. Situational Analysis and Specification of Objectives
  - 4.1.2. Collection of Secondary Information
  - 4.1.3. Conduct of Market Survey
  - 4.1.4. Characterization of the Market
  - 4.1.5. Demand Forecasting
  - 4.1.6. Market planning
- 4.2. Technical analysis
  - 4.2.1. Raw Materials and Supplies Study (Materials and Inputs)
    - 4.2.2. Production Programme
      - 4.2.2.1. Determination of Plant Capacity
      - 4.2.2.2. Determination of the Feasible Normal Plant Capacity
  - 4.2.3 Technology and Engineering
    - 4.2.3.1. Estimates of Overall investments Costs
    - 4.2.3.2. Maintenance and Replacement Requirements
    - 4.2.3.3. Civil Engineering Works
    - 4.2.3.4. Detailed Plant Layout and Basic Engineering
    - 4.2.3.5. Selection of Machinery and Equipment
    - 4.2.3.6. Technology Acquisition and Transfer
    - 4.2.3.7. Technology Choice
  - 4.2.4. Locations, Site and Environmental Assessment**
    - 4.2.4.1. Location Analysis
    - 4.2.4.2. Natural Environment
    - 4.2.4.3. Environmental Impact Assessment
    - 4.2.4.4. Socio Economic Policies
    - 4.2.4.5. Infrastructural Conditions
    - 4.2.4.6. Factory Supplies
    - 4.2.4.7. Human Resources
    - 4.2.4.8. Effluent and Waste disposal
    - 4.2.4.9. Final Choice of Location
    - 4.2.4.10. Site Selection
    - 4.2.4.11. Cost Estimate
- 4.3. Financial Analysis
  - 4.3.1.1. Total Investment costs
  - 4.3.1.2. *Production Costs*
  - 4.3.1.3. Project Financing
  - 4.3.1.4. Basic Accounting Statements
  - 4.3.1.5. Financial Evaluation

#### **Chapter 5. Project Appraisal**

- 5.1. Project Evaluation Techniques or Criteria
  - 5.1.1. Non- Discounted or Traditional Techniques
    - A. Payback Period (PBP)
    - B. Accounting Rate of Return (ARR)

- 5.1.2. Discounted techniques
  - A. Net Present Value Method
  - B. Internal Rate of Return (IRR)
  - C. Profitability Index (PI)

**Chapter 6. Project Management and Organization**

- 6.1. Developing the project network
- 6.2. From work package to network
- 6.3. Constructing a project network
- 6.4. Activity-On-Node (AON) fundamentals
- 6.5. Start and finish Network Computations
- 6.6. Network Computation process
- 6.7. Work break down and tools and techniques of project Management
- 6.8. Level of Detail for Activities

**Chapter 7. Project management**

- 7.1. Project Scope Management
- 7.2. Project Time Management
- 7.3. Project Cost Management
- 7.4. Project Quality Management
- 7.5. Project Human Resource Management
- 7.6. Project Risk Management
- 7.8. Change control Management

**Chapter 8. Progress and performance measurement**

- 8.1. The project control process
- 8.2. Monitoring time performance
- 8.3. An Integrated cost/schedule system
- 8.4. Developing a status report
- 8.5. A hypothetical example
- 8.6. Indexes to monitor progress
- 8.7. Forecasting final project cost
- 8.8. Other control issues

**Instructional Method**

- Lecture, Group Discussion, Case Study, Project Work

**Text Book:**

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 Scheme**

Test I	15%
Test II	20%
Class activity and presentation	10%
Term paper	15%
Final Exam	<u>40%</u>
Total	100%

**Course Title:** Senior Project  
**Course Number:** MARK 462  
**Credit Hours:** 3  
**Prerequisite:** Marketing Research

### **Course Description**

This last course of the Marketing Management major is a chance for students to practice the knowledge they have gained through their time at college. Each student has to prepare a plan and perform a project within a business or to build up a small company. In doing so they have to show the excellence that has grown during the time of study. As examples, projects could be related to the internship, the business plan previously completed or some altogether new business idea. Necessary elements include the definition of the problem, stating project goals, scope of the project, risk analysis, planned schedule and conclusion.

### **Course Objectives**

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

- Clearly define project objectives and be able to organize the right people and resources around them.
- Gather information by both visitation and research.
- Plan the project organization, identifying necessary tasks to coordinate the project
- Manage all tasks and their execution.
- Utilize new technologies and educational resources in accomplishing project tasks.

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

### **Evaluation Scheme**

Plan	40%
Implementation	30%
Presentation	<u>30%</u>
Total	100%

**Course Title:** Business Mathematics  
**Course Number:** MARK 221, same as ACCN 221, MAEN 221  
**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 pursue their education further.

### 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.

### Course Content

#### Chapter 1: Linear Equations and their interpretative application (8 hours)

- 1.1 Linear equations and cost output relationships
  - Definition of important terms
  - Linear Cost output model development
- 1.2 Breakeven point analysis: Model and solutions
- 1.3 Market equilibrium analysis

#### Chapter 2: Matrix Algebra and its application (10 hours)

- 2.1 Matrix algebra (Addition and multiplication) and their application
- 2.2 The determinant
- 2.3 Matrix Applications
  - 2.3.1 Solving systems of linear equations (Gauss's Elimination method)
  - 2.3.2. Markov chain analysis (Models and solutions)

#### Chapter 3: Introduction to Linear Programming (12 hours)

- 3.1 Formulation of Linear programming models
  - 3.1.1 The maximization problem
  - 3.1.2 The minimization problem
- 3.2 Solution approaches to linear programming
  - 3.2.1 Graphic approach
  - 3.2.2 Algebraic (Simplex) method

#### Chapter 4: Mathematics of finance (8 hours)

- 4.1 Simple interest and discount
- 4.2 Compound interest
  - 4.2.1 Compound amount (Maturity value)
  - 4.2.2 Present value (principal) of compound amount
- 4.3 Annuities
  - 4.3.1 Definition and Types of annuities
  - 4.3.2 Future value and Present value of ordinary annuity
  - 4.3.3 Sinking fund
  - 4.3.4 Amortization and Mortgage payments

## **Chapter 5: Elements and applications of calculus (7 hours)**

- 5.1. Rules of differentiation
- 5.2. Business application of differential calculus (Marginal analysis)
- 5.3 Rules of integration
- 5.4 Business application of integral calculus

### **Instructional Method**

Lecture, Discussions, Individual and group assignments and Presentations.

### **Text Book**

Barnett Raymond A. and Ziegler Michael R, *Essentials of College Mathematics for Business and Economics*, Life Science and Social Science, 3<sup>rd</sup> ed., 2007

### **References**

1. Brechner (2007) Contemporary Mathematics for Business. Australia: Thomson-South western.
2. Kindstalter, William L. and Parish, W. Alton (2003): Business Mathematics. New Jersey: Prentice Hall.
3. Salzman, Stanley A. Miller Charles D. and Clendenen, Gary (2001). Mathematics for Business. Boston Addison Wesley.
4. William, Walter E and Reed James (1984). Fundamentals of Business Mathematics (3<sup>rd</sup> ed). Wim C. Brown Publishers.
5. Ann j. Hughes, Applied Mathematics: For Business, Economics, and the Social Sciences, 1983.
6. Hole Poul G., Finite Mathematics and Calculus with Applications to Business, 1974.
7. Dexter j Booth and John K Turner, Business mathematics with Statistics, 1996.

### **Evaluation Schemes**

Test I	15%
Test II	20%
Project work	25%
Final Exam	<u>40%</u>
Total	100%



**Course Title:** Business Statistics  
**Course Number:** MARK 311, same as ACCN331, MAEN 341  
**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 with 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

### Course Content

#### Chapter 1: Introduction to Statistics (5 hours)

- 1.1 Definition of Statistics and Characteristics of Statistics
- 1.2 Importance and limitations of statistics
- 1.3 Types/phases of Statistics
- 1.4 Major steps of any Statistical investigation

#### Chapter 2: Descriptive Statistics (3 hours)

- 2.1 Methods of data collection, Primary and Secondary sources.
- 2.2 Classification of Statistical data
- 2.3 Methods of data presentation
  - 2.3.1 Tabulation, Frequency distribution
  - 2.3.2. Graphs
  - 2.3.3. Charts and Diagrams

#### Chapter 3: Measures of Central tendency and Dispersion (8 hours)

- 3.1 Measures of central tendency
  - Mathematical averages
  - Positional averages
- 3.2 Measures of Dispersion/Variation

#### Chapter 4: Introduction to probability (6 hours)

- 4.1 Definition and basic terminologies
- 4.2 Counting rules (Multiplication rule, permutation, combination)
- 4.3 Probability of an event
- 4.4 Rules of Probability

#### Chapter 5: Probability distributions (6 hours)

- 5.1. Discrete probability distributions
  - The binomial probability distribution

- The poisson probability distribution
- 5.2. Continuous probability distributions
- Normal probability distribution

**Chapter 6: Sampling Techniques and sampling distributions (4 hours)**

- 6.1 Sample and the population
- 6.2 Random and Non- random sampling techniques

**Chapter 7: Statistical Estimation and Hypotheses Testing (8 hours)**

- 7.1 Point and interval estimates
- 7.2 Confidence interval estimates of the population mean
- 7.3 Reason for testing hypotheses
- 7.4 The hypotheses testing process
- 7.5 The Chi – square distribution

**Chapter 8: Simple Correlation and Regression (5 hours)**

- 8.1 Measures of correlation
- 8.2 Regression analysis

**Instructional Method**

Lecture, Discussions, Individual and group assignments and Presentations.

**Text book**

1. Anderson, David Ray., 8<sup>th</sup> ed., Statistics for Business & Economics, 2002
2. 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, 11<sup>th</sup> ed., Prentice Hall, USA
2. Brase, Charles Henry and Brase, Corrinne Pellillo (2006) Understanding Basic Statistics, 4<sup>th</sup> ed., Houghton Mifflin Company, New York
3. Lind , Douglas A.; Marchal, William G. and Wathen, Samuel A. (2007) Basic statistics for business and economics with student CD (CD-ROM), 6<sup>th</sup> ed., McGraw-Hill/Irwin, New York
4. Norean R. Sharpe, Richard D. De Veaux, and Paul F. Velleman., 2009. Business Statistics
5. James T. McClave, P. George Benson, and Terry Sincich., 2010. Statistics for Business and Economics, 11th Edition.
6. Paul Newbold, William Carlson, and Betty Thorne., 2009. Statistics for Business and Economics, 7th Edition.

**Evaluation Schemes**

Test I	15%
Test II	20%
Project work	25%
Final Exam	<u>40%</u>
Total	100%

**Course Title:** Management Information Systems  
**Course Number:** MARK 412, same as MAEN 342, INSY 531  
**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.

### **Course Content:**

#### **Chapter 1: Introduction**

- 1.1. Definition
- 1.2. Role and impact of MIS
- 1.3. MIS and Computer
- 1.4. MIS and USER

#### **Chapter 2: Basics of MIS**

- 2.1. Decision Making
- 2.2. Information
- 2.3. Systems
- 2.4. Systems Analysis and Design
- 2.5. Steps in the design of MIS
- 2.6. Application of MIS

#### **Chapter 3: Database Management Tools**

- 3.1. Data organization
- 3.2. Database model
- 3.3. Database designing steps
- 3.4. Performance monitoring and tuning
- 3.5. Security in the Database environment

3.6. MIS and RDBMS

#### **Chapter 4: Object Oriented Technology (OOT)**

- 4.1. What is object orientation?
- 4.2. Object oriented Analysis
- 4.3. Systems development through OOT
- 4.5. Object Oriented languages
- 4.6. OOT and MIS

#### **Chapter 5: Data Communication & Networks**

- 5.1. Network Topology
- 5.2. Features of local Area Network
- 5.3. Internet and E-commerce

#### **Chapter 6: Information Resource Management**

- 6.1. Centralized and Decentralization
- 6.2. Sector of information resources management
- 6.3. Global aspects of information systems
- 6.4. Strategic impact on organizations
- 6.5. Strategic impact on societies

#### **Instructional Method**

Lectures, assignments and group works

#### **Text Books**

O'Brien, James A., Marakas, George, Management Information Systems , 2008 ISBN10: 0073376760.

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

#### **References**

1. Management Information System, 4<sup>th</sup> ed. Haag, Cummings, Mccubbrey, 2004
2. Essentials of Management Information System, 6<sup>th</sup> ed., Kenneth C. Etal (2005)
3. Information System for Managers, 3<sup>rd</sup> ed., George W. Reynolds (1995)

#### **Evaluation Scheme**

Test I	15%
Test II	20%
Project work	25%
Final Exam	<u>40%</u>
Total	100%

## Course Description for Supportive Courses

<b>Course Title:</b>	<b>Microeconomics</b>
<b>Course Number:</b>	<b>ECON 202</b>
<b>Responsibility:</b>	<b>General Course</b>
<b>Credit Hour:</b>	<b>3</b>
<b>Prerequisite:</b>	<b>None</b>

### 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 labor 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.

### Course Content:

#### 1. The Theory of Consumer Behavior

- 1.1 Cardinal Utility Theories: Utility Approach
  - 1.1.1 Total and Marginal Utility
  - 1.1.2 Consumer Equilibrium
  - 1.1.3 Derivation of individual's Demand Curve
- 1.2 Ordinal Utility Theories: Indifference Curve Approach
  - 1.2.1 Indifference Curves and the Marginal Rate of Substitution
  - 1.2.2 The Budget Constraint Line
  - 1.2.3 Consumer Equilibrium
  - 1.2.4 Price and income Consumption Curve
  - 1.2.5 Derivation of Demand
- 1.3 Consumer Surplus
- 1.4 Market Demand
- 1.5 Elasticity Demand

#### II. Choice involving Risk (Varian, Pindyck and Rubinfeld)

- 2.1 Introduction
- 2.2 Expected Utility
- 2.3 Risk Aversion
- 2.4 Diversification
- 2.5 Risk Spreading

#### III. Theory of Production

- 3.1 The Production Function

- 3.2 Technology
- 3.3 Laws of Production
  - 2.3.1 The Laws of Variable Proportions
  - 2.3.2 Returns to scale
- 3.4 Choice of Optimal combination of Factors of Production

#### **IV. Theory of Costs**

- 4.1 Short-Run Costs
- 4.2 Long- Run Costs
- 4.3 Dynamic Changes in Costs -the Learning Curve

#### **V. Perfect Competition**

- 5.1 The Short-Run Equilibrium of the Firm and the Industry
- 5.2 Market Equilibrium
- 5.3 The Long-Run Equilibrium of the Firm and the Industry

#### **VI. Pure Monopoly**

- 6.1 Short-run Equilibrium
- 6.2 Long-Run Equilibrium
- 6.3 Price Discrimination
- 6.4 Multi-plant Monopolist
- 6.5 Social Cost of Monopoly power

#### **VII. Monopolistic Competition**

- 7.1 Product Differentiation and the Demone Curve
- 7.2 The Concept of industry and product 'Group'
- 7.3 Short-Run Equilibrium
- 7.4 Long-Run Equilibrium
- 7.5 Excess Capacity and Welfare Loss

#### **Instructional Method**

Lectures, Group Discussion, assignments and Project works

#### **Text Book:**

R.S. Pindyck and D. L. Rubinfeld, Microeconomics.

#### **References**

1. Hal R. Varian, Intermediate Microeconomics: A Modern Approach, 4<sup>th</sup> Ed.
2. Koutsyiannis, Modern Microeconomics.
3. E. Mansfield, Microeconomics: Theory and Applications.
4. D.S. Watson, Price Theory and its Uses.
5. J.P. Gold and C. Ferguson, Microeconomics Theory.
6. D.N. Dwivedi, Microeconomics Theory.
7. Essentials of Economics, 5e, by Mankiw, 2008
8. Principles of Microeconomics by Frank and Bernanke, 3rd ed., 2007

#### **Evaluation Schemes**

Test I	15%
Test II	20%
Class activity and presentation	10%
Term paper	15%
Final Exam	<u>40%</u>
Total	100%

**Course Title:** Macroeconomics  
**Course Number:** ECON 203  
**Responsibility:** General Course  
**Credit Hour:** 3  
**Prerequisite:** Microeconomics

### **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, and 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.

### **Course Content:**

#### **1. Introduction**

1.1. The State of Macroeconomics: Evolution and Recent Developments.

- 1.1.1. Classical school of Macroeconomics
- 1.1.2. Keynesians school of Macroeconomics
- 1.1.3. Post-Keynesianism Development
- 1.1.4. The New Keynesian school of Macroeconomics

1.2. Basic Concepts and Methods of Macroeconomic Analysis

- 1.2.1. Key concepts
  - 1.2.1.1. Components of National income accounting
  - 1.2.1.2. Nominal versus real macroeconomic variables
  - 1.2.1.3. Actual versus potential output
  - 1.2.1.4. Price indexes
  - 1.2.1.5. Other major macroeconomic variables:

#### **2. Aggregate Demand and Supply Analysis in a closed economy**

- 2.1. The Income-Expenditure Approach
- 2.2. Aggregate Demand Analysis in the goods market
  - 2.2.1. Components of aggregate demand

- 2.2.2. Determination of equilibrium output
- 2.2.3. The concept of multiplier
- 2.2.4. Interest rate and investment
- 2.2.5. Interest rate and aggregate demand: the IS curve
- 2.3. The Assets (or Money) Markets
  - 2.3.1 Money versus Bonds
  - 2.3.2 The demand for money
  - 2.3.3 Equilibrium in the asset markets: The LM curve
- 2.4. The Goods and Assets Markets: The IS-LM model
- 2.5. Analysis of Fiscal and Monetary Policies in the IS-LM framework
  - 2.5.1 Fiscal Policy
  - 2.5.2 Monetary Policy
  - 2.5.3 The Policy mix
- 2.6. Aggregate demand curve and the IS-LM model
- 2.7. Aggregate Supply
  - 2.7.1 Introduction
  - 2.7.2 The Classical approach to aggregate supply
  - 2.7.3 The Keynesian approach to aggregate supply
    - 2.7.3.1 The sticky price model
    - 2.7.3.2 The sticky wage explanation
    - 2.7.3.3 The worker-misperception model
      - 1. Imperfect information analysis

### 3. Open Economy Macroeconomics

- 3.1. Extensions of the Basic Model
  - 3.1.1 National Income Accounting
  - 3.1.2 National Income Determination
  - 3.1.3 Open Economy Multiplier
- 3.2. Internal and External Balance
- 3.3. The Mundell-Fleming (MF) Model
  - 3.3.1 Fiscal and Monetary policies under imperfect capital mobility
  - 3.2.2. Fiscal and Monetary policies under perfect capital mobility

#### Instructional Method

Lectures, Group Discussion, assignments and Project works

#### Text Book

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

#### References

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

#### Evaluation Scheme

Test I	20%
Test II	20%
Practical Project work	20%
Final Exam	<u>40%</u>
Total	100%



**Course Title:** Principles of Accounting I  
**Course Number:** ACCN 211  
**Credit Hour:** 3  
**Prerequisite:** None

### **Course Description**

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

### **Course Objectives**

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

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

### **Course Content**

#### **1. Accounting theory and Practices**

- 1.1 Definition of Accounting
- 1.2 Users of accounting information
- 1.3 The Building Blocks of Accounting
  - 1.3.1 Ethics in Financial Accounting
  - 1.3.2 Generally Accepted Accounting
    - 1.3.2.1 Assumptions
      - 1.3.2.1.1 Monetary Unit Assumptions
      - 1.3.2.1.2 Economic Entity Assumptions
- 1.4 The basic accounting equation
- 1.5 Using the basic accounting equations
- 1.6 Financial statements
  - 1.6.1 Income Statement
  - 1.6.2 Owner's equity statement
  - 1.6.3 Balance sheet
  - 1.6.4 Statement of cash flows

#### **2. The Accounting Cycle**

- 2.1 Classification of accounts & Chart of accounts
- 2.2 The account
- 2.3 Journals and ledger
- 2.4 The recording process
  - 2.4.1 Posting
- 2.5 The Trial balance

- 3. Adjusting the Accounts**
  - 3.1 Selecting the accounting period
    - 3.1.1 Fiscal year and Calendar year
    - 3.1.2 Accrual vs. cash basis accounting
    - 3.1.3 Recognizing revenue & expenses
  - 3.2 The basic of adjusting entries
    - 3.2.1 Types of adjusting entries
    - 3.2.2 Adjusting entries for deferrals
    - 3.2.3 Adjusting entries for accruals
    - 3.2.4 Summary of journalizing & posting
  - 3.3 The adjusted trail balance & financial statements
    - 3.3.1 Preparing the adjusted trail balance
    - 3.3.2 Preparing the financial statements
- 4. Completing the Accounting Cycle**
  - 4.1 Using a worksheet
  - 4.2 Closing the books
  - 4.3 Summary of the Accounting cycle
  - 4.4 The classification of Balance sheet
  - 4.5 Long term investment
    - 4.1.1 Property, plant, & equipment
    - 4.1.2 Intangible assets
    - 4.1.3 Current liabilities
    - 4.1.4 Long term liabilities
    - 4.1.5 Owner's Equity
- 5. Accounting for Merchandising Enterprises**
  - 5.1 Merchandising operations
  - 5.2 Recording purchases of merchandise
  - 5.3 Recording sales of merchandise
  - 5.4 Completing the accounting cycle
  - 5.5 Form of financial statements
    - 5.5.1 Multiple step income statement
    - 5.5.2 Single step income statement
- 6. Internal Control and cash**
  - 6.1 Internal control
  - 6.2 Cash control
  - 6.3 Use of a bank
    - 6.3.1 Making bank deposit
    - 6.3.2 Writing checks
    - 6.3.3 Bank statement
    - 6.3.4 Reconciling the bank statement
- 7. Accounting for Receivables**
  - 7.1 Types of receivables
  - 7.2 Accounts receivable
    - 7.2.1 Recognizing Accounts Receivables
    - 7.2.2 Valuing Accounts Receivables
    - 7.2.3 Disposing of Accounts Receivables
  - 7.3 Notes Receivables
    - 7.3.1 Determining the maturity date
    - 7.3.2 Computing interest
    - 7.3.3 Recognizing note receivable
    - 7.3.4 Disposing notes receivable

**Instructional Method**

Lectures  
Group Discussion,  
Assignments and  
Project works

**Text Book:**

Weygandt, Kieso, and Kimmel. Accounting Principles, 8e, 2007. ISBN10: 0471980193

**References**

1. Heintz, James A. and Parry, Robert, W: (2005). College accounting (18th ed). Australia: Thomson SouthWestrn.
2. Meigs, Robert F. (1999). Accounting the basis for decision 11th ed. Boston: Irwin McGraw Hill.
3. Horngren, Charles T., Harrison, Walter T. & Bamber Linda Smith. (2005). Accounting 6th ed.. New Jersey Pearson Printice Hall.
4. Larson Kermit D., Wild, Jhon J. , and Chiappetha, Barbera (2005). Fundamental Accounting Principles 17th ed. Boston: McGraw Hill. Irwin.
5. Needles, Belverd E. etal (1999). Principles of Accounting. Boston: Hughton Mifflin Co.

**Evaluation Scheme**

Test I	20%
Test II	20%
Practical Project work	20%
Final Exam	<u>40%</u>
Total	100%

**Course Title:** Introduction to Entrepreneurship  
**Course Number:** MAEN 211  
**Credit Hour:** 3  
**Prerequisite:** 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.
- Comprehend the financial issues associated with new venture start-ups.
- Develop an understanding of entrepreneurship as a business behavior worldwide.

### **Course Content**

#### **Chapter 1: Introduction to Entrepreneurship**

- 1.1. What is entrepreneurship
- 1.2. Why become entrepreneur
- 1.3. Characteristics of successful entrepreneur
- 1.4. Common myth about entrepreneurs
- 1.5. Entrepreneurship importance
  - 1.5.1. Economic impact of entrepreneurial firms
  - 1.5.2. Entrepreneurial firm’s impact on society
  - 1.5.3. Entrepreneurial firm’s impact on large firm
- 1.6. The entrepreneurial process

#### **Chapter 2: Recognizing opportunities and generating ideas**

- 2.1. Identifying and recognizing opportunities
- 2.2. Finding gaps in the market place
- 2.3. Personal characteristics of the entrepreneur
- 2.4. Techniques of generating ideas
- 2.5. Encouraging and protecting ideas

#### **Chapter 3: Feasibility Analysis**

- 3.1. What is feasibility analysis?
- 3.2. Role of feasibility analysis in developing successful business ideas
- 3.3. Product/service feasibility analysis

- 3.4. industry/ market feasibility analysis
- 3.5. Organizational feasibility analysis
- 3.6. Financial feasibility

**Chapter 4: Writing a business plan**

- 4.1. What is a business plan?
- 4.2. Why a business plan
- 4.3. Outline of the business plan
- 4.4. Presenting the business plan to investors

**Chapter 5: Industry and Competitor Analysis**

- 5.1. Industry analysis
- 5.2. The importance of industry versus firm-specific factors
- 5.3. The five competitive forces that determine industry profitability
- 5.4. Competitor analysis
- 5.5. Identifying competitors
- 5.6. Sources of competitive intelligence
- 5.7. Completing a competitive analysis grid

**Chapter 6: Developing and Effective Business Model**

- 6.1. Business Model
- 6.2. The importance of business model
- 6.3. Components of an effective business model

**Chapter 7: Getting financing of funding**

- 7.1. The importance of getting financing or funding
- 7.2. Sources of equity funding
- 7.3. Sources of debt financing
- 7.4. Creative sources of financing and funding

**Instructional Method**

Lecture, Discussions, Individual and group assignments and Presentations.

**Text Books**

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

**References**

1. Forsyth George R. Mount Joan and Ziger Terence .( 1991 ) Entrepreneurship and Small Business Development: Text and cases . ISBN- 0-13-282641-0.
2. How to Write a Business Plan, Ethiopian Chamber of Commerce, 2004.
3. Entrepreneurial Small Business, Katz, Jerry and Richard Green, 2008, 848 p.ISBN-10: 0073405063

**Evaluation Scheme:**

Test I	20%
Test II	20%
Project work	20%
Final Exam	<u>40%</u>
Total	100%

**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
- Design a marketing plan.

### **Course Contents**

#### **Chapter 1: Introduction**

- 1.1 Managerial Accounting Basics
  - 1.1.1 Comparing Financial Accounting, Cost Accounting and Management Accounting
  - 1.1.2 Management Functions
- 1.2 The Role Cost and management Accountant
- 1.3 Accounting and the Management Process
- 1.4 Cost-Benefit Philosophy & Behavioral Consideration in Management Accounting
- 1.5 Management Accounting in Service Organizations (Individual Assignment to be submitted until April 33, 2012)

#### **Chapter 2: Introduction to Cost Terms and Cost Classifications**

- 2.1 Cost in General
- 2.2 Cost Object and Cost Driver
- 2.3 Cost Accumulation, Assignment and Tracing/Allocation
- 2.4 Categories of Manufacturing Costs
- 2.5 Approaches to prepare income statement

#### **Chapter 3: Cost Behavior and Cost Volume Relationship**

- 3.1 Cost classification
  - 3.1.1 Variable cost
  - 3.1.2 Fixed cost
  - 3.1.3 Relevant Range
  - 3.1.4 Mixed cost

- 3.2 Cost Volume Profit Analysis
  - 3.2.1 Basic component
  - 3.2.2 CVP Income Statement
  - 3.2.3 Break-Even Analysis
  - 3.2.4 Target Net Income
  - 3.2.5 Margin of Safety
  - 3.2.6 Incremental approach

#### **Chapter 4: Job Order Cost Accounting**

- 4.1 Cost Accounting System
  - 4.1.1 Job Order Cost System
  - 4.1.2 Process Cost System
- 4.2 Job order cost Flow
  - 4.2.1 Accumulating Manufacturing Costs
  - 4.2.2 Assigning Manufacturing Costs to Work in Process
  - 4.2.3 Assigning Costs to Finished Goods
  - 4.2.4 Assigning Costs to Cost of Goods Sold
- 4.3 Under or Over applied Manufacturing Costs

#### **Chapter 5: Process Cost Accounting**

- 5.1 The Nature of Process Costing Systems
  - 5.1.1 Uses of Process Costs Systems
  - 5.1.2 Similarities & Differences between Job order cost and Process Cost System
  - 5.1.3 Process Cost Flow
  - 5.1.4 Assignment to Manufacturing Costs – Journal Entries
- 5.2 Equivalent Units
  - 5.2.1 Weighted Average method
- 5.3 Process Costing System - Illustration (Weighted Average method)
  - 5.3.1 Compute the Physical Unit Flow
  - 5.3.2 Compute Equivalent Unit Costs
  - 5.3.3 Compute Unit Production Cost
  - 5.3.4 Prepare a Cost Reconciliation Schedule

#### **Chapter 6: Spoilage, Reworked units, and scrap**

- 6.1 Spoilage, Rework, and Scrap in General
- 6.2 Process costing and spoilage
- 6.3 Job order costing and spoilage
- 6.4 Reworked Units
- 6.5 Accounting for scrap

#### **Chapter 7: Cost Allocation**

- 7.1 Cost Allocation – General
- 7.2 General Purpose of Cost Allocation
- 7.3 Cost Allocation Methods
- 7.4 The contribution approach to cost allocation

#### **Chapter 8: Cost Allocation-Joint Products and by-products**

- 8.1 Concepts – Joint Products, Byproducts, Joint Costs
- 8.2 Allocation of Joint Costs
- 8.3 Accounting for Byproducts

#### **Instructional Method**

Lecture, Discussions, Individual and group assignments and Presentations.

**Text Book:**

Cost Accounting, Managerial Emphasis A Horngren, Foster, Datar, 13thEd, 2008, Pearson Ed. Ltd., 896 p ISBN13: 9780136126638

**References**

1. Brock Horace R. and Herrington Linda A. (1999). Cost Accounting: Principles and Applications (6th Ed.). NW: McGraw Hill
2. Hilton, Ronald W. (1991). Managerial Accounting: Creating Value in a dynamic Business Environment. 6th ed. Boston: McGraw Hill Irwin.
3. Horngreen, Charles T. etal. (1996). Management Accounting. 2nd ed Ontario: Prentice Hall Canada Inc.
4. Cost and Management Accounting: An Introduction, Colin Drury.6th Rev.Ed. 2006 Thomson,596p ISBN-13: 978-1844803491
5. Horngren, Bhimani, Datar, Foster, Management and Cost Accounting, 4/E, ISBN10: 1405888202, ISBN13: 9781405888202, Pearson Education Limited, 2007

**Evaluation Scheme**

Test I	20%
Test II	20%
Practical Project work	20%
Final Exam	<u>40%</u>
Total	100%



## Course Description for Crosscutting Courses

<b>Course Title:</b>	<b>Civic and Ethical Education</b>
<b>Course Number:</b>	<b>CEED 201</b>
<b>Responsibility:</b>	<b>General course</b>
<b>Course Credit:</b>	<b>3</b>
<b>Prerequisite:</b>	<b>None</b>

### 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.

### Course Contents

#### Chapter One: Understanding Civic and Ethics (Week 1 & 2)

- 1.1. Civics And Ethics: Meaning;
- 1.2. Purposes & Objectives Of Civics & Ethics,
- 1.3. Sources Of Civics And Ethics..

#### Chapter Two: Understanding Society, State, and Government (Week 3,4,&5)

- 2.1. Perspectives on state and society
- 2.2. Government

#### Chapter Three: Understanding Citizenship: Ethiopian Focus (Week 6,7&8)

- 3.1. Definition and aspect
- 3.2. Modes of acquiring
- 3.3. Modes of loosing
- 3.4. Citizenship in Ethiopia Context

#### Chapter Four: Constitution, Democracy and Human Right: Ethiopian in Focus. (Week

## **9,10&11)**

- 4.1. Concepts, Experiences, Ethiopia's Experience, pre-1931, 1955, 1987, 1991, & 1995 constitutions.
- 4.2. Meaning and approaches of democracy; actors in democratization and democratic elections

## **Chapter Five : Ethics and Civic Virtue (Week 12 &13)**

- 5.1. Overview of ethics and ethical school of thought
- 5.2. Selected issues in applied ethics
- 5.3. Overview of civic virtue

## **Chapter Six: Issues in Civics and Ethics (14 &15)**

- 6.1. Contemporary Global Issues
- 6.2. Terrorism
- 6.3. Environmental Challenges
- 6.4. Poverty, Global Warming
- 6.5. Corruption
- 6.6. Rent Seeking
- 6.7. Globalization
- 6.8. Cultural Imperialism
- 6.9. Gender

## **Instructional Method**

- Lectures,
- Group Discussion, Assignments
- Debate
- Project works

## **Text Book:**

AAU (2005). Civic and Ethical Education, Compendium Part One and two. Addis Ababa: College of Social Sciences.

## **References**

1. Miller, E.D.I (1984). Question that matter: an invitation to Philosophy
2. FDRE (1995). The constitution of Federal Democratic Republic of Ethiopia Addis Ababa.
3. Vincent, B. (1980) Philosophy: a text with readings, chapter three ethics and chapter four, Social Philosophy.
4. Kassaye, A. (2001), Fundamentals of Civic and Ethical Education. Aurum, A. and Popkin, H.(1996) introduction to Philosophy (Chapter 4 & Chapter 5)
5. Assefa Fiseha (2005) Federalism and the Accommodation of Diversity in Ethiopia: A Comparative Study, Netherlands, Wolf Legal Publishers.
7. Fasil Nahum (1997), Constitution for a Nation of Nations: The Ethiopian Prospect. Asmara: The Red Sea pre
8. Kassahun Berhanu (1998) 'Democracy, State-Building and Nations in Ethiopia: 1974-1995.' In Gros, Jean- Germain (ed.) Democratization in Late Twentieth- Century Africa coping with Uncertainty.

9. Hope University College(2013) Civics and Ethics Course Material, Unpublished.Policy/legal Documents
10. The Federal Democratic Republic of Ethiopia Constitution of 1995 Proclamation No. 1/1995, 21st August, 1995,
11. The 2003Ethiopian Nationality Proclamation Articles

### **Evaluation Schemes**

Continuous assessment:

Group project with presentation	10%
Group project without presentation	10%
Class Participation and activity	15%
Test I	15%
Quiz I Week 4	10%
Final Exam	<u>40%</u>
Total	100%

**Course Title:** Basic Writing Skills  
**Course Number:** FLEN 201  
**Responsibility:** General course  
**Credit Hour:** 3  
**Prerequisite:** None

**Course Description:**

This is an intermediate English course that provides students with the knowledge and skills to create grammatically correct and meaningful sentences. During lectures and within the Language Lab, students are given the opportunity to expand and practice their English language ability through speaking, listening, reading and writing activities. Textbook activities are provided to formalize and expand students' knowledge.

The course proceeds to paragraph writing and gives an introduction to basic essay writing. Attention is given to the reading of textbooks and everyday English materials. Students are also provided the opportunity to study spoken English and focus on pronunciation and fluidity.

**Course Objectives:**

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

- Correctly identify parts of speech and English tenses.
- Write grammatically correct and meaningful sentences.
- Produce sentences in terms of structure.
- Correct parallelism errors.
- Practice sentences dealing with action doers and receivers.
- Understand syllables, stress and clear pronunciation.
- Begin to create paragraphs, descriptive, compare and contrast essays.

**Course Content:**

1. Descriptive adjective and other parts of speech
2. Creating paragraphs and short stories using common tenses.
3. Sentence constructions
  - 3.1 Writing grammatically correct sentences
  - 3.2 Writing sentences with similar meanings using different structures
    - 3.2.1 Using the word "wish"
    - 3.2.2 Active and passive voices
  - 3.3 Practicing how to change sentence fragments
    - 3.3.1 Correcting run-ons into complete sentence forms
  - 3.4 Revising
    - 3.4.1 simple,
    - 3.4.2 compound,
    - 3.4.3 complex
    - 3.4.4 and compound-complex sentences.
  - 3.5 Combining sentences meaningfully
    - 3.5.1 Coordinating sentences
    - 3.5.2 subordinating sentences
4. Parallelism and modifiers
  - 4.1 Correcting parallelism errors

- 4.2 Using modifiers in different contexts
- 5. Producing and developing Paragraphs
  - 5.1 Writing a topic sentence
  - 5.2 Revising for unity, coherence and support and sentence skills
  - 5.3 Developing different types of paragraphs
    - 5.3.1 process
    - 5.3.2 cause and effect, etc.
- 6. Introducing essays
  - 6.1 Considering purpose and audience
  - 6.2 Choosing a topic
  - 6.3 Narrowing the topic
  - 6.4 Types of essays
    - 6.4.1 Introducing descriptive essay and compare and contrast essays
  - 6.5 Developing an essay
    - 6.5.1 Thesis statement, body and conclusion
    - 6.5.2 Revising for unity, coherence and support and sentence skills
- 7. Fundamentals of spoken English
  - 7.1 Pronunciation, syllables and stress
  - 7.2 Speech skills
- 8. Reading skills
  - 8.1 Focus on language
    - 8.1.1 Identifying the tenses in the stories.
    - 8.1.2 Indicating verb form (imperative form, etc...
  - 8.2 Developing reading skills
    - 8.2.1 Finding message of the story
- 9. Listening
  - 9.1 Note taking and summarizing
  - 9.2 Interactive exercises
- 10. Language Lab
  - 10.1. Active reading
  - 10.2. Communication skills 1 & 2
  - 10.3. Tense busters
  - 10.4. Clear pronunciations

**Texts:**

**Primary Text:**

1. Fawcett, S (2007) Evergreen: A Guide to Writing with Readings. Houghton Mifflin. USA.

**Secondary Text:**

1. Bucsemi, S.V. and Smith, C. (2007). 75 Readings: Anthology. 10<sup>th</sup> edition. New York: McGraw-Hill.
2. Boardman, C.A. and Frydenberg, J (2002). Writing to communicate: paragraphs and essays. 2<sup>nd</sup> edition. New York: Pearson
3. Fleming, L., (2005). Reading for results, 9<sup>th</sup> edition. New York: Houghton Mifflin.
4. Kennedy, X.J., Kennedy D.M. and Aaron, J.E. (2003). The brief Bedford Reader, 8<sup>th</sup> Edition. New York: Bedford.
5. Lebauer, R.S. (1988). Learn to Listen; Listen to Learn- an advanced ESL-EFL Lecture Comprehension and Note Taking text book. New Jersey: Prince Hall.

6. Level, B. (2001). Writing and Grammar: Communication in Action, New Jersey: Prentice Hall,
7. Wyrick, J., (2005) Steps to writing well, 6<sup>th</sup> Edition,

**Teaching-Learning Methods:** Student-centered learning through lectures, Language Labs, group work and assignments.

**Evaluation Modalities:**

<b>Modality</b>	<b>%</b>
Class participations	15
Test 1	10
Assignment	20
Common test 2	20
Test 3	10
Final Exam	25
<b>Total</b>	<b>100</b>

**Grade Specifics:**

<b>Task</b>		<b>%</b>
Class participations	Lectures	10
	Language Lab	5
Tests	Listening Test	5
	Short Speech	5
Assignments	Written Assignments x 5	20
	Free Writing Assignment in class	5
	Language Lab Computer Project	5
Common test		20
Final Exam		25
<b>Total</b>		<b>100</b>

**Course Title:** English for Communication I  
**Course Number:** FLEN 202  
**Responsibility:** General course  
**Credit Hour:** 3  
**Prerequisite:** FLEN 201, Basic Writing Skills

**Course Description:**

This advanced writing skills course enables students to create and critically analyse business and academic written English. Various forms of English communication are studied, including: descriptive and process essays, professional letters, emails, summaries, memos and research reports.

During the course students are provided opportunities to produce high-quality academic reports ensuring they understand formal and informal styles, paraphrasing texts, plagiarism, incorporating evidence with proper documentation, topics, paragraphs and essay development

Listening and reading exercises provide students the chance to practice creating text and audio summaries with real-life English materials.

**Course Objectives:**

After completing the course students will be able to:

- Write paragraphs with clear topic sentences,
- Write essays with concise thesis statements, introductions and conclusions,
- Write clear and concise business letters, emails and memos,
- Efficiently paraphrase and summarize texts and audio information,
- and create high-quality evidence-based academic research papers that include international-standard referencing.

**Course Content:**

1. Planning and writing essays
  - 1.1 Narrative, persuasive, expository and descriptive,
  - 1.2 Information mapping,
    - 1.2.1 topic,
    - 1.2.2 subtopics,
    - 1.2.3 topic sentences,
    - 1.2.4 thesis statement.
  - 1.3 Developing sentences using transitional words,
  - 1.4 Introductions, body paragraphs, conclusion.
2. Writing direct and indirect quotations.
3. Writing informal, formal and business letters.
4. Editing and writing
  - 4.1 email messages and memos,
  - 4.2 summaries,
  - 4.3 research reports,
  - 4.4 and proposals.
5. Introducing business communication
6. Paraphrasing texts and summarizing audio and written texts.

7. Reading exercises
  - 7.1 Reading for details,
  - 7.2 Reading for gist,
  - 7.3 Reading for specific purposes.
8. Listening exercises
  - 8.1 Oral answers for oral questions
  - 8.2 Written answers for oral questions
  - 8.3 Listening exercises for lecture note taking
9. Group presentation of a research paper
  - 9.1 Printed document (1000 words)
  - 9.2 Oral presentation
10. Language Lab
  - 10.1 Road to IELTS 4: writing 1 and 2
  - 10.2 BBC Learning English
    - 10.2.1 General and business English
    - 10.2.2 Talking business
    - 10.2.3 Presentations
  - 10.3 Study skills success (intermediate and advanced)
  - 10.4 Typing skills (using the software in the language lab)

**Texts:**

Primary Text:

2. Alerd, G.J., Brusaw, C.T. and Oliu, W.E. (2009). *Handbook of Technical Writing*. 9<sup>th</sup> ed. New York: St Martin's press.
3. Fawcett, S (2007). *Evergreen: A Guide to Writing with Readings*. Boston: Houghton Mifflin.

Secondary Text:

1. Alfred, G.,J. Brusaw, C. T. and Oliu, W. (2009), *The Business Writers Handbook*. 9<sup>th</sup> edition. Boston: St Martin's press.
2. Guffey, M. E., (2004), *Essentials of Business Communication*. 6<sup>th</sup> ed, Ohio: Thomson South-Western.
3. Level, B. (2001). *Writing and Grammar: Communication in Action*, New Jersey: Prentice Hall,
4. Langan, J. (2008), *Exploring Writing: Sentences and Paragraphs*, 2<sup>nd</sup> , New York: McGraw Hill,
5. Merkel, M. (2010). *Technical Communication*. 9<sup>th</sup> ed. Boston: Bedford,
6. Memering, D. and Palmer, W. (2006). *Discovering Arguments, an Introduction to Critical Thinking and Writing with readings*. 2<sup>nd</sup> ed, New Jersey: Pearson.
7. Soles, D. (2005). *The Essentials of Academic Writing*. Houghton Mifflin, New York.

**Teaching-Learning Methods:**

Student-centered learning through lectures, Language Labs, group work and assignments.



**Evaluation Modalities:**

<b>Modality</b>	<b>%</b>
Class participations	15
Test 1	15
Assignments	15
Test 2	10
Common Test 3	20
Final Exam	25
<b>Total</b>	<b>100</b>

**Grade Specifics:**

<b>Task</b>		<b>%</b>
Class participation	Lectures	10
	Language Lab	5
Classwork	Presentation of a Research Paper	5
	Text Summary Test	5
	Audio Summary Test	5
Assignments	Written Assignments x 5	15
	Essay Writing in class	5
	Research Paper and presentation	10
Common Test		20
Final Exam		25
<b>Total</b>		<b>100</b>

**Course Title:** English for Communication II  
**Course Number:** FLEN 301  
**Responsibility:** General course  
**Credit Hours:** 3  
**Prerequisite:** English for Communication I

**Course Description:**

This course provides students with the skills for effective communication specifically concentrating on public speaking, proposal writing and group activities. Through Competency-Based Education (CBE) students will be provided the opportunity to practice audience and purpose identification, speech planning, use of visual aids and persuasive performance.

Students will give presentations of varying lengths, conduct research, write proposals relevant to their field of study and present research using AV equipment. They will also conduct group meetings in which they negotiate issues, apply critical thinking to decision-making, deal with conflict respectfully and use English conversational conventions.

Participants will also be allowed the opportunity to develop specific business skills vital for their future employment including creating their resume and preparing for job interviews.

**Course Objectives:**

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

- Communicate clearly, correctly and appropriately with others through spoken and written English.
- Critically understand the importance of effective communication.
- Prepare presentations with an awareness of audience and purpose.
- Evaluate and refine presentations for crucial and persuasive information.
- Produce effective presentations with and without AV materials.
- Show effective listening skills in different cultures.
- Employ active communication strategies such as giving and receiving feedback.
- Apply critical thinking and decision-making skills to technical tasks.
- Work effectively in small groups.
- Write a professional resume and cover letter.

**Course Content:**

10. Basics of English communication
  - 10.1 Philosophy, meaning, significance and styles of communication
  - 10.2 Communication skills: receptive and productive
  - 10.3 Critical analysis and discussion of famous speeches
11. Audience-centered approach to communication
  - 11.1 Audience analysis
  - 11.2 Purpose identification: inform or persuade
12. Developing presentations
  - 12.1 Preparation: gathering, sorting and selecting information
  - 12.2 Using informational or persuasive strategies to fit purpose
  - 12.3 Short speeches
13. Final presentation preparation

- 13.1 Editing for purpose, audience and time
- 13.2 Outlining and creating presentation notes
- 13.3 Audio Visual Aids
- 13.4 Rehearsing: memorization, timing, visual aids, technology, feedback
- 14. Speech delivery
  - 14.1 Vocal characteristics: volume, tone, pitch, pronunciation and articulation
  - 14.2 Non-verbal characteristics:
    - 14.2.1 eye contact,
    - 14.2.2 expressions,
    - 14.2.3 posture, movement and gestures
  - 14.3 Maintaining audience focus
- 15. Working within small groups
  - 15.1 Effective participation:
    - 15.1.1 conversation skills,
    - 15.1.2 rule-based structures,
    - 15.1.3 non-verbal communication.
  - 15.2 Leading groups, managing meetings, setting agendas
  - 15.3 Problem solving through negotiation, critical thinking and collaborative writing
  - 15.4 Group presentations
- 16. Research-based proposal
  - 16.1 Selecting and narrowing the topic
  - 16.2 Research, investigation and note-taking
  - 16.3 Developing the report
- 17. Employment skills
  - 17.1 Resume writing: planning, language and formatting
  - 17.2 Purposeful introductory letters
  - 17.3 Communication for job interviews

**Texts:**

**Primary Text:**

- 4. Beebe, S. A. & Beebe, S. J. (2006) Public Speaking: An Audience-Centered Approach. Pearson Education. USA

**Secondary Text:**

- 5. Lucas, S. E. (1998). The Art of Public Speaking. McGraw-Hill. USA

**Evaluation Modalities:**

<b>Modality</b>	<b>%</b>
Class participations	15
Group work	20
Assignments	20
Common Test	20
Final Exam	25
<b>Total</b>	<b>100</b>

**Grade Specifics:**

<b>Task</b>		<b>%</b>
Class participations	Lectures	10
	Language Lab	5
Group work	Interview Role-Play	2
	Group Discussion	4
	Individual Short Speech	5
	Group Research Proposal Presentation	10
Assignments	CV and Introductory Letter	4
	Research Proposal	5
	Written Assignments x 5	10
Common Test		20
Final Exam		25
<b>Total</b>		<b>100</b>

**Course Title:** Introduction to Computer Applications  
**Course Number:** COMP 201  
**Responsibility:** General course  
**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
- Apply 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

### **Course content**

#### **Chapter 1: Introduction to computer systems**

- 1.1 Components of a computer
  - Input, processing, output, memory, storage
- 1.2 What are networks and the Internet?
- 1.3 How to use the Windows operating systems
  - Starting and stopping
  - Desktop
  - Windows, menus, scroll boxes, icons
  - Using the keyboard and mouse
  - Using folders and files
- 1.4 Brief introduction to University IT services
- 1.5 Brief introduction to use of Word and Excel

#### **Chapter 2. Using the Internet**

- 2.1 Internet ethics
- 2.2 Sources of academic information
  - 2.2.1. E-books

- 2.2.2. Journals
- 2.2.3. Encyclopedias
- 2.2.4. Newspapers
- 2.3 Web Searches
- 2.4 Referencing web pages
- 2.5 Managing e-mail
  - 2.5.1. Sending
  - 2.5.2. Receiving
  - 2.5.3 Filing

### **Chapter 3. Using Word Processing**

- 3.1 How to write a research paper
- 3.2 Windows, ribbons and toolbars
- 3.3 Document settings and styles
- 3.4 Text editing
- 3.5 Page layout
- 3.6 Typing skills
- 3.7 Tables
- 3.8 Headers and footers, footnotes

### **Chapter 4. Using spreadsheets**

- 4.1 What is a spreadsheet?
- 4.2 Worksheet window
- 4.3 Menus and toolbars
- 4.4 Entering text and numbers
- 4.5 Doing calculations
- 4.6 Using formulas and functions
- 4.7 What IF analysis and goal seeking
- 4.8 Formatting
- 4.9 Graphics
- 4.10 Printing

### **Chapter 5. Making presentations**

- 5.1 How to make good presentation materials
- 5.2 What is presentation software
- 5.3 Presentation window
  - 5.3.1. Ribbon
  - 5.3.2. Toolbars
  - 5.3.3. Themes
- 5.4 Creating slides
  - 5.4.1. Templates
  - 5.4.2. Formatting
  - 5.4.3. Transition between slides
  - 5.4.4. Review
- 5.5 Inserting clip art and photographs
- 5.6 Arranging slides and saving

### **Chapter 6. Elective Projects**

- 6.1 Using a database
- 6.2 Photo editing
- 6.3 Drawing using 2-d and 3-d CAD applications
- 6.4 Using MatLab

### **Instructional Methods**

The class meets in a computer lab and follows the pattern: half-hour lecture, one-hour directed computer work, ¼ hour typing practice, one-hour supervised practice time.

***Textbook***

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

***References***

- 1 Advanced Excel for scientific data analysis by Robert de Levie, 2004
- 2 Microsoft Office XP, Marianne Fox et al., 2002
- 3 Beginning Open Office 3 from Novice to Professional by Andy Chanelle, 2009

**Evaluation Scheme**

Test I	20%
Test II	20%
Project work	20%
Final exam	<u>40%</u>
Total	100%

**Course Title:** General Psychology  
**Course Number:** PSYC 201  
**Responsibility:** General course  
**Credit Hour:** 3  
**Prerequisite:** None

### **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

### **Course Content**

#### **Chapter 1: What is Psychology? (5hrs)**

- 1.1. What is psychology?
- 1.2. Definition and meaning of psychology
- 1.3. The Roots of psychology
- 1.4. The Emergence of psychology as a science.
- 1.5. Early schools of Psychology
- 1.6. Contemporary psychological perspectives
- 1.7. The goals of psychology
- 1.8. The sub – Fields of psychology
- 1.9. Research methods in psychology

#### **Chapter 2: Principles of Learning (5 hrs)**

2. 1. Definition of Learning
2. 2. Transfer of learning
2. 3. Factors Affecting Learning
2. 4. Forms of Learning: Types of Learning
2. 5. Theories of Learning
  - 2.5.1. Behavioral Theories of Learning
    2. 5. 1. 1. Types of Learning by conditioning
      2. 5. 1. 1A. Classical Conditioning (Respondent conditioning)
      2. 5. 1. 1B. Operant conditioning (Instrumental conditioning)
      2. 5. 1. 2C. Differences between Classical and Operant Conditioning.
    - 2.5.2. Cognitive Learning.



**Chapter 3: Developmental Psychology (8 hrs)**

- 3. 1A. Definition of Developmental Psychology
- 3. 1B. Development and Related Terms
- 3. 2. Sources of Development
- 3. 3. Principles of Development
- 3. 4. Aspects of Development
- 3. 5. The Prenatal Development and Birth
- 3. 6. Stages of Human Development
  - 3. 6. 1. Prenatal Development
    - 1. The Germinal period
    - 2. The Embryonic Period
    - 3. The Fetal period
  - 3. 6. 2. Postnatal Development
    - 1. Infancy Stage
    - 2. Childhood Stage
      - a. Early childhood period
      - b. Late childhood Period
    - 3. Adolescence Stage
    - 4. Adulthood Stage.

**Chapter 4: Remembering (Memory) and Forgetting (5hrs)**

- 4. 1. Remembering (Memory)
  - Definition of Remembering
    - 4. 1. 1. Components (stages) of Memory
    - 4. 1. 2. Types of Memory (remembering)
    - 4. 1. 3. Factors Affecting remembering (memory)
    - 4. 1. 4. Improving Memory
    - 4. 1. 5. Five Good Ways to improve Memory Recall
- 4. 2. Forgetting
  - 4. 2. 1. Theories of Forgetting
  - 4. 2. 2. Types of Forgetting (Reasons of Forgetting)

**Chapter 5: Motivation and Emotions (5hrs)**

- 5. 1. Motivation
  - 5. 1. 1. Definition of Motivation
  - 5. 1. 2. Classification of Motivation
  - 5. 1. 3. Aspects of Motivation
  - 5. 1. 4. Theories of Motivation
  - 5. 1. 5. Frustration and Conflict of Motives
- 5. 2. Emotions
  - 5. 2. 1. Definition of Emotions
  - 5. 2. 2. Types of Emotions
  - 5. 2. 3. Functions of Emotions
  - 5. 2. 4. Theories of Emotions

**Chapter 6: Psychology of Personality (6hrs)**

- 6. 1. Definition of Personality
- 6. 2. Theories of Personality
  - 6. 2. 1. Psychoanalytic Theory of personality
    - 1. Levels of Consciousness (Mind)
    - 2. Structure of personality
    - 3. Psychological Defense Mechanisms
    - 4. Psychological Stages of Personality Development
  - 6. 2. 2. Neo – Psychoanalytic Theories of Personality
  - 6. 2. 3. Humanistic Theories of Personality Development
  - 6. 2. 4. Trait Theories of Personality Development
  - 6. 2. 5. Type Theories of Personality Development

## **Chapter 7: Perception (6hrs)**

7. 1. Definition of Perception
7. 2. Sensation and Perception
7. 3. Perception and Learning
7. 4. Shifting of Attention
7. 5. Perceptual Organization
7. 6. Perceptual Constancy
7. 7. Errors of Perception
7. 8. The Role of Motivation and Learning in perception
7. 9. Attention.

## **Text Book**

Kalat, James. Introduction to Psychology, 8<sup>th</sup> ed. Wadsworth, 2008

## **References**

1. Weiten, Wayne, Diane Helpem. Psychology: Themes and Variations: with Concept Charts. Briefer Edition, 7th ed. Thomson-Wadsworth, 2007
2. Psychology: A Modular Approach to Mind and Behavior, 10e, Dennis Coon, 2006.
3. Psychology, Stephen Davis and Joseph Pallidino, 4e, 2003
4. The Essential World of Psychology, Samuel Wood and Ellen Green Wood, 2002.
5. Psychology: A Journey, Dennis Coon, 2002.
6. Psychology, 7th ed., John Santrock, 2005

## **Evaluation Scheme**

Continuous Assessment:

Test I	10%
Test II	20%
Class Activity	10%
Assignment (ind/group)	20%
Final Exam	<u>40%</u>
Total	100%

**Course Title:** Leadership Skills  
**Course Number:** LEAD 441, same as MAEN 441  
**Responsibility:** General course  
**Credit Hour:** 3  
**Prerequisite:** Introduction to Business Management

### **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

### **Course Content**

#### **Chapter 1: Introduction**

- 1.1. Definition of Leadership
- 1.2. Description of Leadership

#### **Chapter 2: Approaches to Leadership**

- 2.1. Trait Approach
- 2.2. Skills Approach
- 2.3. Style Approach

#### **Chapter 3: Theories of Leadership**

- 3.1. Contingency theories
- 3.2. Path-Goal Theory
- 3.3. Leader-member exchange theory

#### **Chapter 4: Types of Leadership**

- 4.1. Transformational Leadership
- 4.2. Authentic Leadership
- 4.3. Team Leadership
- 4.4. Servant Leadership
- 4.5. The practices of exemplary leadership

#### **Chapter 5: Other Contemporary issues of Leadership**

- 5.1. Women Leadership
- 5.2. Culture and Leadership

## **Instructional Methods**

Lecture, Discussions, Demonstrations and Presentations.

## **Text Books**

1. Northouse, Peter G, 2010, Leadership: Theory and Practice, 5<sup>th</sup> ed, New Delhi: SAGE Publications India Pvt. Ltd.
2. Focus on Leadership: Servant Leadership for 21<sup>st</sup> Century, Ken Blanchard
3. Awakening the Leader Within: A Story of Transformation, Kavin Cashman, Jack Forem
4. The Purpose-Driven Life, Rick Warren, 2002

## **References**

1. Principle-Centered Leadership, Steven Covey, 1991
2. Leadership Challenges, Kouzes and Posner, 4<sup>th</sup> Ed, 2008
3. Leadership: Courage in Action, Robert Terry, 1999.
4. Leadership: Theory and Practice, Northouse, 9<sup>th</sup> Ed, 2009

## **Evaluation Schemes**

Test I	15%
Test II	15%
Class activity and Presentation	10%
Project work	20%
Final Exam	<u>40%</u>
Total	100%