



## ICT-U CAMEROON, P.O. Box 526 Yaounde, Cameroon

### Schools and Programs

## DETAILED ICT-U PROGRAMS AND CORRESPONDING CREDIT HOURS

### *Important note on English as a Second Language (ESL) and International Computer Driving License (ICDL):*

**English as a Second Language (ESL):** The courses detailed in this document are all taught in English. However, students with French or Spanish as their first language will be offered the opportunity to go through a one-semester intensive English as a Second Language (ESL) program to prepare the students for our ICT University courses. This one semester program DOES NOT count towards the student's degree. The details of the ESL program follow the explanation of the ICDL.

### **International Computer Driving License (ICDL):**

The ICDL demonstrates a student's ability to use a computer and its most popular computer applications. Candidates have to pass tests in the following seven modules as the first three (3) credit hour course at ICT-U. The ICDL program is for anyone who wishes to become fully competent in the use of a computer and common applications. Each ICDL module provides a practical program of up-to-date skills and knowledge areas which are validated by a test.

For students to achieve a solid base of skills and knowledge, therefore attaining a minimum level of digital literacy, it is recommended that candidates complete and attain certification in a minimum of four ICDL modules. Students are required to take training on each module prior to taking the test. Each module is tested separately with each test lasting no longer than 45 minutes. For a recommended level of ICT competence to be achieved, a certification of a minimum of seven ICDL modules is appropriate. In order to achieve the ICDL certification, individuals must pass a test for each of the seven modules.

ALL ICT-U students MUST take this course which counts for three (3) credit hours towards their degree. This course will be open to members of the public who just wish to do this as their part of their professional development, without engaging in any of ICT-U's degree programs.



- Module 1 - Concepts of ICT
- Module 2 - Using the Computer and Managing Files
- Module 3 - Word Processing
- Module 4 - Spreadsheets
- Module 5 - Using Databases
- Module 6 - Presentation
- Module 7 - Web Browsing and Communication
- Module 8 - 2D Computer Aided Design
- Module 9 - Image Editing
- Module 10 - Web Editing
- Module 11 - Health Information Systems Usage
- Module 12 - IT Security
- Module 13 - Project Planning

**English as a Second Language (ESL) Detailed Program:** Organized in five modules

### **English as a Second Language Module 1**

#### **Conversation Skills Are Developed**

• Reading and writing are important skills, but we begin the ESL program with emphasis on listening and speaking. The main focus of the program is developing one's ability to use English in everyday personal and workplace situations.

The student will receive a student assignment booklet and CD which are designed to help you learn to speak English. The student needs to follow the directions in the student assignment booklet to understand how and when to use each component of the program.

### **English as a Second Language Module 2**

#### **Literacy in the Workplace**

The student will learn the essentials of basic English necessary to survive on the job.

- Completing simple forms and asking for directions
- Identifying places at work
- Following simple instructions for using common machines at work
- Greeting customers, taking their orders and offering assistance
- Understanding good work habits
- Working with money, both at work and at home
- Following safety rules at work
- Reading help wanted ads, and completing a job application

### **English as a Second Language Module 3**



## Everyday English

The student will learn the essentials of basic English necessary to survive in any English speaking country

- Introducing and completing an identification form
- Reading maps, following directions and using a payphone
- Calendars, times and dates, store hour signs, and the weather
- The supermarket, reading price tags and expiration dates
- Shopping for clothes, comparison shopping, and writing checks
- Buying or renting a home, asking for simple repairs
- Making doctors' appointments, listening to doctors' instructions
- Reading help wanted ads, completing job applications
- Using public transportation and reading traffic signs

## English as a Second Language Module 4

### Basic Skills in Reading

The student readings include a variety of sources such as popular literature, classical literature, articles, reviews, and workplace-related materials.

- Fiction - includes many different examples from novels and short stories
- Nonfiction - biographies, autobiographies, essays, magazine articles, reviews
- Poetry and Drama - popular, social, and classical aspects of each are covered
- Prose and Visual Information - brochures and ads, calendars and schedules, forms and documents, manuals and handbooks, drawings and diagrams, charts and graphs

## English as a Second Language Module 5

### Basic Skills in Writing

Writing is a form of expression and communication. When the student writes well, others can understand what they are saying. The student will learn to use the writing process to their advantage.

- Essay and Creative Writing - the writing process, narrative writing, descriptive writing, expository writing, persuasive writing
- Workplace and Personal Writing - letter writing, job search writing, workplace writing, explanatory writing, report writing
- Grammar Guide - mechanics, usage, sentence structure
- Writing Handbook - models, editing, checklist, proofreading



## II. DEGREE PROGRAM: DOCTORATE CYCLE (PhD, DBA)

### ACADEMIC PROGRAM 1: BUSINESS ADMINISTRATION (PhD/DBA)

#### Program Overview

The PhD program in Business Administration for Sustainable Development has three different concentrations; namely Finance, Marketing, and Management. This is a research-oriented program designed to prepare students for professions in the academic and business community. The program is an intensive course of study in the theory and empirics of Finance, Marketing, and Management. The coursework is designed to introduce the student to all basic areas of concentration; however the responsibility for grasping the material lies with the student. To be successful in this program, the student must be committed to the highest level of academic achievement. A combination of classroom instruction, seminars, independent studies and individual work with faculty prepares the student for continued research in their areas of concentration.

The PhD program can be completed in three years for full-time students taking classes in the Spring, Summer and Fall semesters, however, students are allowed to go above three years in the program but cannot exceed five years. There are required to complete at least 54 credit hours selected from a list of core, required, and elective courses offered. Student may also receive credits for research work, if this work is of high scientific quality (i.e. in principle publishable) and is not related to the thesis work of the student.

The course load will consist of the following:

1. Completion of Coursework
  - ICT Research Seminars (15 hours)
  - Courses in Area of Concentration (27 hours) (Manuscript development)
  - Quantitative Research Methods/Statistics (6 hours)
  - Qualitative Research Methods (6 hours)
2. Doctoral degree comprehensive examination
3. Submission/Publication of three peer reviewed journal and three conference articles (facilitated through one-to-one mentoring of ICT-U faculty members)
4. Scientific (theory-driven) thesis/dissertation
5. Public Defense of thesis/dissertation



**Below is a list of courses by concentration.**

**1. Finance Courses**

Financing and Legal Aspects of Entrepreneurship (3 hrs)  
Principles of Real Estate (3 hrs)  
Real Estate Valuation and Investment (3 hrs)  
Real Estate Finance (3 hrs)  
Topics in Real Estate (3 hrs)  
Real Property Law (3 hrs)  
Risk and Insurance (3 hrs)  
Life and Health Insurance (3 hrs)  
Property and Liability Insurance (3 hrs)  
Risk Management (3 hrs)  
Bank Administration (3 hrs)  
Financial Markets and Institutions (3 hrs)  
Business Finance (3 hrs)  
Business Finance (3 hrs)  
Advanced Business Finance (3 hrs)  
Multinational Managerial Finance (3 hrs)  
Investments (3 hrs)  
Fixed Income Securities (3 hrs)  
Student Managed Investment Fund (3 hrs)  
Directed Study and Research (1-6 hrs)  
3910 Topics in Finance (1-3 hrs)  
3930 Undergraduate Internship in Finance (3 hrs)  
4240 Cyber Law and Intellectual Property (3 hrs)  
4440 Group Insurance and Pensions (3 hrs)  
4828 Security Analysis and Portfolio Management (3 hrs)  
4830 Analysis of Corporate Financial Statements (3 hrs)  
4850 Financial Derivatives (3 hrs)  
7300 Seminar in Real Estate (3 hrs)  
7310 Real Estate Financial Decisions (3 hrs)



- 7320 Advanced Topics in Real Estate (3 hrs)
- 7350 Theory of Real Estate Markets (3 hrs)
- 7400 Financial Risk Management (3 hrs)
- 7520 Seminar in Financial Research Methods (3 hrs)
- 7550 Theory of Finance (3 hrs)
- 7585 Advanced Topics in Financial Economics (3 hrs)
- 7632 Seminar in Commercial Banking (3 hrs)
- 7633 Financial Markets (3 hrs)
- 7650 Seminar in Financial Markets and Intermediaries (3 hrs)
- 7710 Public Financial Management (3 hrs) *Cross-listed as PADM 7710.*
- 7718 Multinational Financial Management (3 hrs)
- 7719 Advanced Financial Management (3 hrs)
- 7720 Topics in Business Finance (3 hrs)
- 7740 Venture Capital and Investment Banking (3 hrs)
- 7750 Seminar in Corporate Finance (3 hrs)
- 7826 Investment Analysis and Portfolio Theory (3 hrs)
- 7845 Student Managed Investment Fund (3 hrs)
- 7849 Normative Portfolio Analysis Theory (3 hrs)
- 7850 Seminar in Investments (3 hrs)
- 7855 Seminar in Options, Futures, and Other Derivatives (3 hrs)
- 7900 Individual Study in Finance (3 hrs)
- 7930 Graduate Internship in Finance (3 hrs)
- 7950 Seminar in Research (1 hrs)
- 8000 Thesis Research (1-12 hrs per sem.)
- 8900 Pre-dissertation Research (1-9 hrs)
- 9000 Dissertation Research (1-12 hrs per sem.)

## 2. Marketing Courses

- Marketing and Society (3 hrs)
- Sports Marketing (3 hrs)
- Consumer Analysis and Behavior (3 hrs)
- Marketing Research (3 hrs)



Marketing Communication: Promotion (3 hrs)  
Buyer-Seller Communication (3 hrs)  
Business Marketing (3 hrs)  
Marketing Tools Fundamentals (3 hrs)  
Marketing Research Field Project (3 hrs)  
Sales Management (3 hrs)  
Direct Marketing (3 hrs)  
Marketing on the Internet (3 hrs)  
Strategic Marketing (3 hrs)  
Internship in Marketing (1-6 hrs)  
Marketing Management (3 hrs)  
Independent Study: Advanced Marketing Problems (1-6 hrs)  
Advanced Topics in Retailing Management (3 hrs)  
Services Marketing (3 hrs)  
Entrepreneurial Marketing and Sales (3 hrs)  
Marketing Tools Foundations and Applications (3 hrs)  
Customer Decision Making and Brand Marketing Strategy (3 hrs)  
Marketing Research and Brand Analysis (3 hrs)  
Promotion Management and Strategy (3 hrs)  
Global Marketing Issues and Strategies (1.5 hrs)  
Services and Professional Services Marketing (3 hrs)  
Brand Marketing Strategy (3 hrs)  
Advanced Seminar in International Marketing (3 hrs)  
Topics in Advanced Marketing Management (3 hrs)  
Marketing Strategy (3 hrs)  
Marketing Theory and Thought (3 hrs)  
Seminar in Advanced Marketing Problems (3 hrs)  
Applications of Marketing Theory (3 hrs)  
Marketing Models (3 hrs)  
Marketing Construct Analysis (3 hrs)  
Advanced Marketing Research Techniques (3 hrs)  
Advanced Seminar in Consumer Behavior (3 hrs)



- 8000 Thesis Research (1-12 hrs per sem.)
- 8900 Pre-dissertation Research (1-9 hrs)
- 9000 Dissertation Research (1-12 hrs per sem.)

### **Courses in Management**

- Seminar in Personnel / Human Resources (3 hrs)
- Organizational Behavior (3 hrs)
- Seminar in Policy Formulation and Administration (3 hrs)
- Research Issues in Strategic Management (3 hrs)
- The development of Management Thought (3 hrs)
- Research Seminar 2: Theory and Design of Organizational Studies (3 hrs)
- Innovation and Creativity (3 hrs)
- Petroleum Land Management Practice (1hr)
- Petroleum Land Management (3 hrs)
- Family Business Management (3 hrs)
- Entrepreneurship (3 hrs)
- Financing and Legal Aspects of Entrepreneurship (3 hrs)
- Social Entrepreneurship (3 hrs)
- Principles of Management (3 hrs)
- Independent Study: Advanced Management Topics (1-6 hrs)
- Business and Society (3 hrs)
- Management Internship (3 hrs)
- 3320 Human Resource Management (3 hrs)
- Introduction to Labor Relations (3 hrs)
- Public Sector Labor Relations (3 hrs)
- Labor-Management Conflict and Cooperation (3 hrs)
- Strategically Managing Organizations (3 hrs)
- HONORS: Strategically Managing Organizations (3 hrs)
- Special Topics in Entrepreneurship (3 hrs)
- Internship in Entrepreneurship (3 hrs)
- Independent Study in Entrepreneurship (3 hrs)
- Consulting Field Project (3 hrs)





Small Business Management (3 hrs)  
Franchising Management (3 hrs)  
Employee Selection and Placement (3 hrs)  
Compensation Administration (3 hrs)  
Multinational Management (3 hrs)  
Legal Issues in Human Resource Management (3 hrs)  
Crisis Management (3 hrs)  
Human Behavior in Organizations (3 hrs)  
Technological Entrepreneurship (3 hrs)  
Managing Technology Transfer (3 hrs)  
Management of Technology (3 hrs)  
Entrepreneurship Management (3 hrs)  
Business and Society (3 hrs)  
Development of Management Thought (3 hrs)  
Seminar in Contemporary Management Topics (3 hrs)  
Seminar in Human Resources (3 hrs)  
Reward Systems in Organizations (3 hrs)  
International Business Management (3 hrs)  
Comparative and Cross-Cultural Management (3 hrs)  
Labor-Management Relations (3 hrs)  
Organizational Behavior (3 hrs)  
Strategic Management of Health Care Organizations (3 hrs)  
Organization Theory (3 hrs)  
Current Issues in Strategic Management (3 hrs)  
Research Issues in Strategic Management (3 hrs)  
Thesis Research (1-12 hrs per sem.)  
Dissertation Research (1-12 hrs per sem.)  
Research Methods in Management (3 hrs)  
Pre-dissertation Research (1-9 hrs)  
Pro-seminar in Management (1 hr)  
Seminar in Advanced Business Problems (3 hrs)