



Faculty of business
Business Administration Department

Study Plan of the Bachelor's Degree
In: Business Administration
Academic Year: 2025-2026

Study Plan Credit hours (132)

Major Type: Blended

Type of Program: **Blended**

Humanities

Scientific/Technical

Science Medical

Teaching Type	Percentage of study plan hours/number	Actual Ratio
Complete Online E-Learning	20% - 10% Maximum	20%
Blended learning (for Humanities majors)	60% - 40% Maximum	60%
Face-to-face learning (for Humanities majors)	20% Minimum	20%

Note: The learning types of the courses are disseminated at all academic levels in the program



Department Vision

Entrepreneurship and excellence in education, academic learning and research in business administration and management, and human resource management at the local and regional levels.

Department Mission

Preparing scientifically qualified staff supported by knowledge and skills of business administration, management, human resource management and professional ethics to work in all areas of business organizations, to meet the needs of the local and regional community, in accordance with local and international quality criteria.

Program Mission

Providing distinguished academic programs in business administration supported by knowledge, skills and professional ethics through qualified cadres capable of keeping pace with local and international standards in accordance with the e-learning inclusion criteria.

Educational Program Objectives

1. Promoting graduates' knowledge in the field of business administration, general knowledge and the use of technology in the field of business administration.
2. Developing specialized scientific and applied skills in the field of business administration and linking them to labor market.
3. Promoting students' skills and abilities to diagnose problems using statistical and quantitative methods related to decision-making.
4. Developing students' skills and ability to prepare scientific research in the field of business administration.
5. Directing students to adapt to environmental changes and professional and ethical values in business organizations.
6. Develop teaching cadres capable of keeping pace with technologies in the field of education.

Educational Program Outcomes

1. Identifying recent trends and commitment to the professional ethics system in the fields of business administration.
2. Clarifying knowledge and skills related to business management.



3. Adopting scientific methods and information technology to analyze various administrative situations and problems.
4. Analyzing critical thinking skills (quantitative and qualitative) in business.
5. Employing modern management concepts to deal with contemporary administrative problems.
6. Developing solutions to the administrative problems facing business organizations.

Plan Contents

The study plan for the Bachelor's degree in Business Administration consists of 132 credit hours distributed as follows:

Sequence	Classification	Credit Hours	Percent %
1st	University Requirements	27	20.4%
2nd	College Requirements	18	13.6%
3rd	Program Requirements	84	64%
4th	Free course	3	2%
Total			100%

Coding System Approved by the University

2	0	1	1,2	3,4	Semester	year	
College Code	Major Code		Knowledge domain		Course Level		Sequence

Knowledge Domain

Domain Code	Knowledge Domain	Credited Hours of Study Plan
1	Management and Behavior	21
2	Supporting administrative aspects	12
3	Quantitative Methods, Scientific Research and Information Technology	24
4	Business Functions	15



First: University Requirements: (27) Credit Hours

A. Compulsory University Requirements: (18) Credit Hours

Teaching type			Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face				
✓			50511104	Communication Skills 1 (Arabic Language)	3	50511111
✓			50511105	Communication Skills 1 (English Language)	3	50511112
✓			50511205	Life Skills and Social Responsibility	3	-
✓			50511206	National Education	3	-
✓			50511305	Entrepreneurship and Innovation	3	-
✓			50511308	Military Science	3	-
✓			50541209	Voluntary Work and Community Development	0	-
Total					18	

B. Elective Requirements: (9) Credit Hours from the following list:

Teaching type			Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face				
✓			50521106	Communication Skills 2 (Arabic Language)	3	50511104
✓			50521107	Communication Skills 2 (English Language)	3	50511105
✓			50521203	Principles of Psychology	3	-
✓			50521204	Human Rights	3	-
✓			50531101	Islamic Culture	3	-
✓			50531205	History of Jerusalem and Hashemite Custodianship	3	-
✓			50541103	Computer Skills	3	50511113
✓			50541204	Development and Environment	3	-
✓			50541206	Health and Society	3	-



✓			50541208	Introduction to Sustainable Development	3	-
✓			50541211	Introduction to Artificial Intelligence	3	-
✓			50541308	Foreign Language	3	-
✓			50541309	Digital Culture	3	5051113
Total					9	

Second: College Requirements: (18) Credit Hours

A. Compulsory Requirements: (18) Credit Hours

Teaching type			Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face				
	✓		2011101	Principles of Business Administration	3	-
		✓	2021101	Principles of Accounting (I)	3	-
		✓	2221101	Principles of Financial Management (I)	3	-
	✓		2091111	Principles of Digital Marketing	3	-
	✓		20541101	Fundamentals of Management Information Systems	3	-
	✓		20851101	Fundamentals of Human Resource Management	3	-
Total					18	



Third: Program Requirements (84) Credit Hours

A. Compulsory Requirements: (63) Credit Hours

Teaching type			Course Number	Course Title	Credit ed Hours *	Theoretical	Practical	Pre- Requisite
Online E- Learning	Blended	Face-to- Face						
	✓		20111206	Administrative Communication Skills	3	3	---	2011101
	✓		20132107	Methods of Scientific Research	3	3	---	-----
		✓	20514103	Business Intelligence and Data Analytics	3	2	1	20541101
		✓	20513205	Cybersecurity in Business	3	2	1	20541101
	✓		20142105	Marketing Management	3	3	---	20911111
		✓	20142203	Supply Chain Management	3	2	1	2011101
	✓		20112103	Organizational Behavior	3	3	---	2011101
	✓		20121211	Principles of Economic Sciences	3	3	---	-----
	✓		20132206	Total Quality Management	3	3	---	2011101
	✓		20122205	Public Relations Management	3	3	---	-----
	✓		20123101	Change and Crisis Management	3	3	---	2011101
	✓		20113104	Strategic Management	3	3	---	2011101
	✓		20123102	Business Ethics	3	3	---	-----
		✓	20133203	Operations Research	3	3	---	50551106
		✓	20133211	Applications of Artificial Intelligence in Business/E	3	---	3	-----
	✓		20134104	Production and Operations Management	3	3	---	20133203
	✓		20114107	International Business Administration	3	3	---	2011101
	✓		20134205	Project Management	3	3	---	20133203
	✓		20124207	Contemporary Administrative Issues	3	3	---	2011101
		✓	20144201	Graduation Project	3	---	3	Completi on of 90 Cr. Hrs
		✓	20144202	Field Training	3	---	3	Completi on of 90 Cr. Hrs
Total					63	51	12	



* Credit Hours

B. Elective Requirements: (9) Credit Hours

Teaching type			Course Number	Course Title	Credited Hours*	Theoretical	Practical	Pre-Requisite
Online E-Learning	Blended	Face-to-Face						
	✓		20113108	Business Entrepreneurship	3	3	---	2011101
	✓		20122101	Health Services Management	3	3	---	2011101
	✓		20122203	Tourism and Hotel Management	3	3	---	2011101
		✓	20144206	Special Topics / E	3	3	---	-----
		✓	20211201	Principles of Accounting (2)	3	3	---	2021101
	✓		22222102	Banking Management	3	3	---	2221101
	✓		20813102	Leadership and Teamwork	3	3	---	20853210
	✓		20814101	Labor Law and Industrial Relations	3	3	---	20851101
	✓		20853209	Talent Management	3	3	---	20851101
	✓		20911203	Online Consumer Behavior	3	3	---	2091111
	✓		20112102	Organization Theory	3	3	---	2011101
Total					9			

C. Ancillary Courses (12) Credit Hours:

Teaching type			Course Number	Course Title	Credited Hours*	Theoretical	Practical	Pre-Requisite
Online E-Learning	Blended	Face-to-Face						
	✓		20553102	E-Business/E	3	3	---	20541101
	✓		20652102	Commercial Legislation	3	3	---	-----



Teaching type				Course Number	Course Title	Credited Hours*	Theoretical	Practical	Pre-Requisite
Online E-Learning	Blended	Face-to-Face	Face						
	✓			50531108	Principles of Statistics for Business	3	3	---	-----
	✓			50551106	Business Mathematics	3	3	---	-----
				Total		12	12		

* Credit Hours

D. Free course: (3) Credit Hours

Teaching type				Course Number	Course Title	Credited Hours*	Theoretical	Practical	Pre-Requisite
Online E-Learning	Blended	Face-to-Face	Face						

E. Remedial course: (0) Credit Hours

Teaching type				Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face	Face				
X				50511111	Arabic Language (Remedial)	3	
X				50511112	English Language (Remedial)	3	
X				50511113	Computer Skills (Remedial)	3	
				Total		0	



Guidance plan

First Year

First Semester

Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
2011101	Principles of Business Administration	Blended	3	-----	-----
2021101	Principles of Accounting (I)	Face to face	3	-----	-----
2091111	Principles of Digital Marketing	Blended	3	-----	-----
20541101	Fundamentals of Management Information Systems.	Blended	3	-----	-----
-----	University Elective Requirement	Online E-Learning	3	-----	-----
Total			15		

Second Semester

Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20121211	Principles of Economic Sciences	Blended	3	-----	-----
20851101	Fundamentals of Human Resource Management.	Blended	3	-----	-----
22211101	Principles of Financial Management (I)	Face to Face	3	-----	-----
-----	Compulsory University Requirement	Online E-Learning	3	-----	-----
2011206	Administrative Communication Skills	Blended	3	Principles of Business Administration	-----
-----	Elective University Requirement	Online E-Learning	3	-----	-----
Total			18		



Second Year

First Semester					
Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20132107	Methods of Scientific Research	Blended	3	-----	-----
20652102	Commercial Legislation	Blended	3	-----	-----
20112103	Organizational Behavior	Blended	3	Principles of Business Administration	-----
20142105	Marketing Management	Blended	3	Principles of Digital Marketing	-----
-----	Elective Major Requirement	Blended	3	-----	-----
-----	Compulsory University Requirement	Online E-Learning	3	-----	-----
Total			18		

Second Semester					
Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
-----	University Elective Requirement	Online E-Learning	3	-----	-----
20142203	Supply Chain Management	Blended	3	Principles of Business Administration	-----
-----	Compulsory University Requirement	Online E-Learning	3	-----	-----
50551106	Business Mathematics	Blended	3	-----	-----
20132206	Total Quality Management	Blended	3	Principles of Business Administration	-----
20122205	Public Relations Management	Blended	3	-----	-----
Total			18		

* Credit Hours





Third Year

First Semester

Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20123101	Change and Crisis Management	Blended	3	Principles of Business Administration	-----
20113104	Strategic Management	Blended	3	Principles of Business Administration	-----
20513204	Cybersecurity in Business	Blended	3	Fundamentals of Management Information Systems	-----
20123102	Business Ethics	Blended	3	-----	-----
-----	Compulsory University Requirement	Online E-Learning	3	-----	-----
-----	Elective Major Requirement	Blended	3	-----	-----
Total			18		

Second Semester

Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20553102	E-Business/E	Blended	3	Fundamentals of Management Information Systems	-----
20133203	Operations Research	Face to face	3	Business Mathematics	-----
50531108	Principles of Statistics for Business	Blended	3	-----	-----
20133209	Applications of Artificial Intelligence in Business/E	Face to face	3	-----	-----
-----	Compulsory University Requirement	Online E-Learning	3	-----	-----
Total			15		

* Credit Hours



Fourth Year

First Semester

Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20134104	Production and Operations Management	Blended	3	Operations Research	-----
20114107	International Business Management	Blended	3	Principles of Business Administration	-----
-----	Elective Major Requirement	Blended	3	-----	-----
-----	Free Course	-----	3	-----	-----
20514103	Business Intelligence and Data Analytics	Face to Face	3	Fundamentals of Management Information Systems	-----
Total			15		

Second Semester

Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20134205	Project Management	Face to Face	3	Operations research	-----
20124206	Contemporary Administrative Issues	Blended	3	Principles of Business Administration	-----
20144202	Field Training	Face to Face	3	Completion of 90 Cr. Hrs	-----
-----	University Requirement	Online E-Learning	3	-----	-----
20144201	Graduation Project	Face to face	3	Completion of 90 Cr. Hrs	-----
Total			15		

* Credit Hours

Courses Tree

Courses Tree

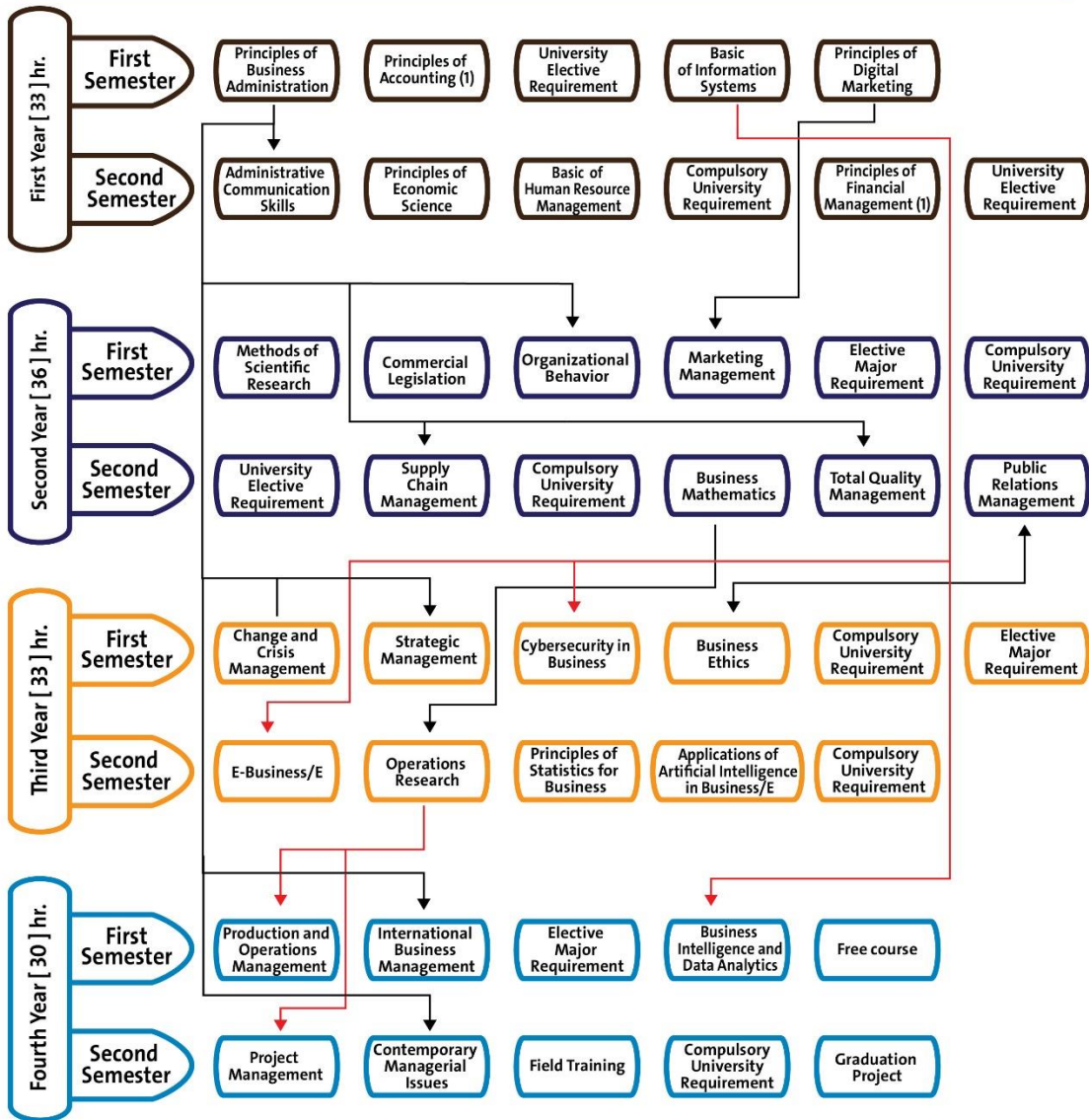
College: Business

Department: Business Administration

Major: Business Administration

Program: Bachelor

Issue Date: 11/11/2024



F566, Rev. a
Ref.: Quality Assurance Council Session (08/2021-2022), Decision No.:01, Date: 21/05/2022



F026-I, Rev. d
Ref.: Deans' Council Session (14/2025-2026), Decision No.: 02, Date 09/12/2025





Course Description

2011101 Principles of Business Administration (3, Prerequisite: None, Blended).

This course aims to provide students with a comprehensive understanding of the fundamental concepts of management and the various management schools of thought, enabling them to gain deeper insights into how organizations operate and are managed effectively. The course covers the primary functions of management and how they interact to achieve organizational goals. It also emphasizes the development of essential managerial skills, including creative problem-solving, efficient time management, and optimal utilization of available resources. Additionally, the course focuses on enhancing communication skills among different management levels within the organization and fostering successful interaction with external environmental elements.

2021101 Principles of Accounting (I) (3, Prerequisite: None, Face-to-face).

This course aims to introduce students to the science of accounting, the accounting system, its basic elements, double-entry bookkeeping, capital transactions, cash operations, merchandise operations, accounts receivable, and the preparation of a trial balance and financial statements.

2221101 Principles of Financial Management (I) (3, Prerequisite: None, Face-to-face).

This course aims to familiarize students with the basic aspects of financial management concepts, the role of financial management in business enterprises, and the forms of business organizations. It equips students with skills related to calculating the time value of money, including the present and future value of a single amount, annuities, mixed payments, perpetuities, and effective interest rates. The course also covers the main financial statements (balance sheet, income statement, retained earnings, and cash flows) and involves critical analysis of the company's situation through financial analysis using financial ratios.

2091111 Principles of Digital Marketing (3, Prerequisite: None, Blended).

The Fundamentals of Digital Marketing course introduces fundamental concepts about the impact of digital transformations on the emergence of electronic markets and the role of the internet in evolving traditional marketing into digital marketing. It covers topics such as online consumer characteristics, market segmentation, and the transformation of the marketing mix, including new approaches to product attributes, pricing, promotion, and distribution. The course also explores digital marketing strategies and techniques for customer service.

2054101 Fundamentals of Management Information Systems (3, Prerequisite: None, Blended).

This course aims to introduce the fundamental concepts of Management Information Systems (MIS) and their applications in business organizations. It covers the classification, functions, components, and technical infrastructure of MIS, along with their impact on different managerial levels within an organization. The course also explores the significance of managing information systems and their influence on business organizations.

**20851101 Fundamentals of Human Resource Management (3, Prerequisite: None, Blended).**

This course aims to provide students with a comprehensive understanding of the role of Human Resource Management (HRM) in organizations and its integration with organizational processes. Students will learn how to explain the various HRM functions and their significance in achieving organizational objectives. The course will cover methods for designing, classifying, and evaluating job descriptions, as well as effective human resource planning and the implementation of recruitment, selection, and hiring processes. Additionally, it will focus on performance management and evaluation methods, as well as the principles of determining compensation and benefits for human resources. Finally, students will acquire practical skills in attracting, developing, and retaining human resources, while enhancing job satisfaction through hands-on applications and case studies.

20111206 Administrative Communication Skills (3, Prerequisite: Principles of Business Administration, Blended)

This course aims to deepen students' understanding of the importance of administrative communication skills and their critical role in achieving success within business organizations. It focuses on clarifying fundamental communication skills, outlining their steps, and establishing the foundations for successful business correspondence. The course includes the development of skills in writing business letters, internal memos, and work reports effectively and professionally. It also covers the application of interview and negotiation skills, as well as meeting management, enhancing the ability to communicate effectively and engage productively within the workplace. Additionally, the course aims to develop students' capacity to organize and manage meetings and interviews efficiently, emphasizing the use of effective communication skills to achieve organizational and business objectives.

20132107 Methods of Scientific Research (3, Prerequisite: None, Blended)

This course focuses on studying the principles and foundations of the scientific method in research, beginning with an introduction to the concept of scientific research and an overview of research methodologies. It follows the steps of the scientific method, including problem identification, hypothesis formulation, the development of a theoretical framework, and reviewing previous studies. The course also explains how to design research and establish a methodology, in addition to exploring tools for data collection and sample selection. Furthermore, it covers the process of conducting statistical analysis of the collected data and deriving conclusions.

20513205 Cybersecurity in Business (3, Theoretical: 2, Practical: 1 Prerequisite: Fundamentals of Management Information Systems, Face to face)

This course focuses on understanding the fundamental principles of cybersecurity and its applications in the modern business environment. It aims to equip students with the knowledge and skills necessary to protect information and digital systems from cyber threats, with an emphasis on the security challenges faced by business organisations. The course includes an introduction to cybersecurity and its core concepts, types of cyber threats and common attacks, security policies and procedures in organisations, cyber risk management, vulnerability analysis, compliance with regulatory standards and laws (such as GDPR and ISO 27001), network security, digital infrastructure protection, and the role of employees in enhancing cybersecurity and promoting a culture of security awareness.



20514103 Business Intelligence and Data Analytics (3, Theoretical: 2, Practical: 1 Prerequisite: Fundamentals of Management Information Systems, Face to face)

This course aims to equip students with the knowledge and skills necessary to use business intelligence and data analytics tools and techniques to support decision-making in a business environment. It emphasizes understanding business intelligence and how it improves company performance, using data analytics tools to gain useful insights, and creating interactive dashboards and analytical reports. The course also includes the application of data mining techniques, predictive modelling, and aligning analytics with strategy and decision-making.

20142105 Marketing Management (3, Prerequisite: Principles of Digital Marketing, Blended).

This course aims to provide a comprehensive understanding of marketing management and its importance in achieving organizational objectives. It covers the fundamental concepts of marketing management, including analyzing the marketing environment, identifying marketing opportunities, and developing and effectively implementing marketing strategies. The course emphasizes the marketing mix (product, price, place, and promotion) and how to utilize it to balance organizational goals with market needs. It also focuses on marketing control methods, as well as international, industrial, and service marketing, alongside the characteristics and skills of a global marketing manager. The course offers a practical framework for understanding marketing management processes as an integrated system designed to achieve competitive excellence in the market.

20142203 Supply Chain Management (3, Prerequisite: Principles of Business Administration, Face to Face)

This course aims to provide students with a clear understanding of modern concepts and fundamental principles in supply chain management. It includes an explanation of essential knowledge and approaches for effective decision-making in supply management. The course emphasizes applying scientific methods (qualitative and quantitative) to analysis problems and obstacles faced by supply chain management in organizations. It seeks to enhance students' ability to develop solutions and address challenges in both internal and external environments by utilizing critical and strategic thinking skills to achieve the organization's strategic objectives.

20112103 Organizational Behavior (3, Prerequisite: Principles of Business Administration, Blended)

This course aims to provide a comprehensive and in-depth understanding of theories related to organizational behavior and to clarify the factors influencing the behavior of individuals and groups within organizations, including individual factors and those related to teams and workgroups. It highlights key motivation theories and the role of incentives in influencing behavior. The course also explains the role of effective leadership and organizational culture in fostering and enhancing positive behavior within organizations. Additionally, it aims to develop students' skills in effective communication and emotional intelligence, using these skills to influence perception, build positive attitudes, achieve team cohesion, and guide the behavior of individuals and groups toward achieving the organization's strategic objectives.

50551106 Business Mathematics (3, N:3, P:0, Prerequisite: None, Blended)

This course focuses on the basic tools of mathematics and learning how to use this knowledge and tools to understand, explain, and solve events and problems in the real world of economics and business. Topics in mathematics that will be covered in this course include: equations and functions of different degrees, algebra, matrices and linear programming, logarithms, differential and integral calculus.



20132206 Total Quality Management (3, Prerequisite: Principles of Business Management, Blended)

This course aims to deepen students' understanding of the fundamental concepts and theories in quality and Total Quality Management (TQM), emphasizing their importance in achieving a competitive advantage for organizations. It explores the evolution of TQM and highlights the contributions of early pioneers in the field. The course focuses on developing the skills necessary to analysis current organizational processes and identify opportunities for improvement, applying quality principles to enhance operational efficiency and effectiveness. It includes designing and implementing quality management plans in real-world contexts, with an emphasis on the strategic implications of these improvements in reducing costs, improving organizational performance, and increasing market success opportunities.

20122205 Public Relations Management (3, Theory: 3, Practical: 0, Prerequisite: None, Blended).

This course covers the concept and development of public relations management, communication management, and the building of public relations strategies to enhance positive relationships with the external environment. It also addresses the measurement of the effectiveness of public relations strategies and the analysis of results to improve performance. The course equips students with knowledge about the functions, goals, and programs of public relations, its relationship with the administrative process, and the roles of public relations specialists and consultants in development and public opinion. It also explores decision-making processes related to public relations, their applications with organizational audiences, the structuring of public relations departments, and public relations programs in international organizations.

20123101 Change and Crisis Management (3, Prerequisite: Principles of Business Administration, Blended)

This course aims to provide students with an in-depth understanding of organizational change management and crisis management, focusing on the concept of organizational change and its significance, along with models and steps for effective change management. Students will also learn about the concept of crises and methods for managing them, equipping them with the skills to adapt to changing work conditions and positively address organizational shifts. The course emphasizes the importance of handling crises professionally and effectively, working under pressure, and developing the competencies necessary for active participation in change management. It also focuses on applying crisis management plans effectively and responding swiftly and efficiently to emergency situations.

20113104 Strategic Management (3, Prerequisite: Principles of Business Administration, Blended)

This course aims to provide students with an in-depth understanding of strategic management and its critical role in business organizations. It includes a detailed study of strategic formulation, including the development of vision, mission, and strategic objectives. The course emphasizes the practical application of strategic management skills, such as using tools like SWOT analysis to evaluate strengths and weaknesses in the internal environment and understand opportunities and threats in the external environment. It also involves developing the ability to create effective strategic plans, focusing on goal setting and selecting the optimal methods to achieve them. The course enables students to gain advanced knowledge in strategic planning and implementation within the context of modern business practices.



**20123102 Business Ethics (3, Prerequisite: None, Blended)**

This course aims to introduce students to the concepts of business ethics and social responsibility and their importance in business organizations. It focuses on developing skills to critically and objectively analysis and discuss ethical issues in organizations. The course also involves acquiring the necessary skills to distinguish between ethical and unethical practices and identify cases of administrative corruption. Furthermore, it aims to enhance competencies in building a management system based on principles of governance and achieving sustainable development. These insights empower students to apply their knowledge across various sectors of business organizations.

20133203 Operations Research (3, Prerequisite: Business Mathematics, Face-to-face)

This course aims to deepen students' understanding of the fundamentals of operations research and its applications in administrative processes. It focuses on developing practical skills for managerial decision-making through quantitative inputs, enabling students to analysis administrative scenarios and cases in a quantitative and objective manner. The course includes developing competencies in administrative decision-making processes using mathematical and analytical methods, including evaluating the effectiveness of mathematical models in various administrative operations. Additionally, it provides students with the tools necessary to apply mathematical theories and concepts to practical cases in a management context, enhancing their ability to analysis problems and devise innovative and effective solutions.

20133211 Applications of Artificial Intelligence in Business/E (3, Prerequisite: None, Face-to-face)

This course aims to provide students with a comprehensive understanding of the fundamental concepts of artificial intelligence (AI) and its growing significance in the contemporary business world. The course covers the evolution of AI and its main fields, such as machine learning, natural language processing, and big data analytics, with a focus on the practical applications of these technologies in business environments. Students are introduced to how intelligent tools can be employed in areas such as management, marketing, human resources, and supply chains, with the goal of improving decision-making processes and enhancing operational efficiency. The course offers practical opportunities through exposure to real-world case studies and hands-on experiences using simplified digital tools that help students gain a preliminary understanding of how intelligent models work. Additionally, the course encourages students to develop critical and analytical thinking skills in handling data and systematically solving managerial problems. Furthermore, it highlights the ethical and professional dimensions associated with the use of AI in business, thereby raising students' awareness of their future responsibilities in this field.

20134104 Production and Operations Management (3, Prerequisite: Operations Research, Blended)

This course focuses on the fundamentals of production management, providing a detailed introduction to key theoretical topics and practical techniques in managing this function. Its goal is to optimize input usage, improve output quality, and achieve a balance between efficiency and effectiveness. Students are introduced to the basics and concepts of production management, applicable to both industrial and service organizations, as well as its historical development. The course covers strategic planning in operations and production management, product and process design, site selection and evaluation for establishing facilities, internal layout planning, demand forecasting methods, and calculating production capacity. These topics aim to enhance students' skills in applying quantitative methods to production decision-making.



20114107 International Business Management (3, Prerequisite: Principles of Business Administration, Blended)

This course aims to provide students with a comprehensive understanding of the concepts of international business management, focusing on its theories and applications in business organizations. The course seeks to enhance critical thinking skills, the ability to anticipate future changes, and the evaluation of the impact of international business techniques and agreements on organizations and their operating environments. It includes developing the capability to use quantitative and qualitative methods to measure and resolve issues related to international business and make appropriate decisions. Furthermore, the course emphasizes the optimal utilization of organizational resources to achieve efficiency and effectiveness, enabling students to attain advanced levels of understanding and competence in the field of international business and its successful management.

20134205 Project Management (3, Prerequisite: Operations Research, Blended)

This course aims to equip students with a deep understanding of scientific methods (both qualitative and quantitative) applied throughout all project phases and to teach students how to critically analysis and evaluate project resources and estimate costs efficiently and effectively. The course emphasizes developing skills in implementing project scheduling methods, such as utilizing network diagrams, to ensure effective project delivery. Additionally, it includes fostering competencies for effective project management, including team formation and proper project organization. The course also addresses developing solutions to challenges and issues that projects may encounter within organizations, enabling students to apply their skills and leverage their capabilities in real-world work environments.

20124206 Contemporary Administrative Issues (3, Prerequisite: Principles of Business Administration, Blended)

This course aims to provide students with comprehensive knowledge of modern administrative challenges and issues facing organizations in the 21st century. It focuses on developing critical analysis skills and a deep understanding of the evolving organizational environment. Students will learn to apply managerial theories and concepts to address practical problems. Additionally, the course enhances students' competencies in effective communication, leadership, and strategic decision-making within complex and dynamic contexts. It incorporates real-world case studies and practical applications to bridge the gap between theoretical knowledge and practical realities.

20144201 Graduation Project (3, Prerequisite: Completion of 90 Cr. Hrs, Face-to-face)

This course aims to enhance students' research capabilities, focusing on the application of scientific research methods. Students will learn how to formulate research questions, design studies, collect data, and analysis it systematically and methodically. The course encourages independence and innovation in selecting topics and developing ideas, enabling students to delve into specific issues aligned with their interests and professional goals. Additionally, students will work on developing their skills in writing and presenting research reports, thereby refining their communication and presentation abilities. This course provides an opportunity for students to demonstrate their critical and analytical thinking skills and apply the knowledge gained throughout their studies.

20144202 Field Training (3, Prerequisite: Completion of 90 Cr. Hrs, Face-to-face)

This course focuses on providing students with the opportunity to work, learn, and gain practical experience within an organization. It helps students develop an understanding of the professional field and industry related to their major area of study, thereby enriching their educational experience. This hands-on experience is highly valuable in preparing students for their future careers.



20113108 Business Entrepreneurship. (3, Prerequisite: Principles of Business Administration, Blended)

This course aims to introduce students to the concept of entrepreneurship and its importance in establishing business ventures, with a focus on small businesses. It highlights the fundamentals, characteristics, requirements, and core activities of entrepreneurship, as well as the key traits and skills of successful entrepreneurs. The course also addresses the foundations of launching entrepreneurial projects and the main challenges that hinder their success. It focuses on equipping students with the necessary skills to transform entrepreneurial ideas into real-world projects, while building their capacities in preparing business plans, financial plans, marketing strategies, and operational plans for entrepreneurial ventures. Additionally, the course provides a detailed explanation of small businesses, their operational techniques, and their role in forming a developmental platform for medium and large-scale enterprises, as well as their contribution to supporting the economy at a broader level.

20122101 Health Services Management (3, Prerequisite: Principles of Business Administration, Blended)

This course aims to provide students with comprehensive and specialized knowledge in the field of healthcare management. It focuses on developing the skills needed to understand and manage healthcare systems, including hospitals and other healthcare institutions. Students will learn fundamental concepts related to health, medical treatment, and healthcare services, while developing the ability to analyze and understand the characteristics and challenges of healthcare systems. The course also equips students with practical skills in strategic planning, decision-making, and resource management to improve the quality of healthcare services. Designed to enhance students' professional competencies, this course prepares them to excel in the field of healthcare management.

20122203 Tourism and Hotel Management (3, Prerequisite: Principles of Business Administration, Blended)

This course aims to equip students with both foundational and advanced knowledge in the field of tourism and hospitality management. Students will learn how to apply effective management principles in hotels and tourism establishments, with a focus on strategies to enhance guest experiences and improve operational efficiency. The course covers essential skills in planning, marketing, and human resource management within the sector, as well as addressing challenges related to sustainability and global changes. It aims to strengthen students' leadership and analytical competencies, enabling them to make strategic and innovative decisions in response to the evolving challenges of the hospitality industry. This course is designed to prepare students to become innovative and effective leaders in tourism and hospitality management.

20144206 Special Topics / E (3, Prerequisite: Principles of Business Administration, Face-to-face)

This course aims to provide students with an in-depth understanding of the modern administrative challenges facing organizations today. Students will gain advanced knowledge of the latest management theories and practices. The course focuses on developing critical thinking, problem-solving, and effective communication skills. Students will learn to apply these skills in practical contexts through case studies and interactive exercises. Leadership competencies and adaptability to continuous changes in the work environment will also be emphasized. The course will be taught in English, enhancing students' ability to communicate and work in diverse, multicultural international settings.

20211201 Principles of Accounting (2) (3, Prerequisite: Principles of Accounting (1), Face-to-face)

The course aims to deepen students' understanding of fundamental accounting concepts and principles. It covers inventory, accounting adjustments, accounts receivable, notes receivable, financial investments in stocks and bonds, merchandise inventory, and various accounting treatments for fixed assets, depreciation methods, and short-term notes payable. It also covers financial reporting adjustments per International Financial Reporting Standards (IFRS).



2222102 Banking Management (3, Prerequisite: Principles of Financial Management, Blended)

This course provides students with a comprehensive understanding of the challenges facing banking and the importance of monitoring bank performance. It covers the types of banks, including commercial, savings, and investment banks, and the role of central banks in the economy through monetary policy. It focuses on the role of commercial banks in money creation, types of deposits and loans. The course includes analyzing the bank's performance in terms of assets, liabilities, investments, equity, revenue and expenses, off-balance sheet activities, deposit fees, and loan fees, in addition to interest rate management. The course also emphasizes applying financial skills and knowledge in the financial and banking sectors.

20813102 Leadership and Teamwork (3, Prerequisite: Fundamentals of HRM, Blended)

This course aims to introduce students to the concept of leadership and its significance in the business context, as well as the importance of teamwork in organizations, including team types and the foundations for forming successful teams. The course focuses on developing skills for managing and guiding teams, motivating their members, and effectively resolving conflicts. It seeks to enhance students' abilities to organize and manage teams effectively by directing members, distributing tasks, and monitoring progress toward achieving goals. Additionally, the course emphasizes developing the ability to analysis team performance, using this analysis to identify strengths and weaknesses, and taking concrete actions to improve the overall performance of teams.

20814101 Labor Law and Industrial Relations (3, Prerequisite: Fundamentals of HRM, Blended)

This course aims to deepen students' understanding of the provisions and articles related to labor law, providing a comprehensive legal framework for addressing various labor issues. It includes distinguishing and classifying different types of employment contracts and understanding the differences between them under Jordanian law. The course focuses on developing the skills necessary to analysis and evaluate cases related to labor law, including proposing appropriate solutions to practical problems. It also emphasizes critical thinking and the ability to assess the compliance of labor practices with legal provisions. Additionally, the course enhances competencies in drafting and preparing employment contracts effectively and in alignment with Jordanian labor law.

20853209 Talent Management (3, Prerequisite: Fundamentals of HRM, Blended)

This course aims to provide a comprehensive understanding of talent management objectives and how they contribute to organizational success. It includes an exploration of effective strategies and tools for acquiring, deploying, developing, and retaining talent. The course emphasizes developing skills in training and career development while formulating strategies to enhance human capital within the organization. It seeks to equip students with the ability to identify and attract the necessary human talent, deploy it effectively within the organization, and design and implement talent development programs and retention strategies to ensure the organization's continuity and growth.

20911203 Consumer Behavior via the Internet (3, Prerequisite: None, Blended)

The course includes introducing concepts related to digital buyer behavior or through the digital environment, by focusing on the basic concepts related to consumer behavior online, the factors influencing consumer behavior online, the role of organizations and government in protecting the electronic consumer, the most important approaches and models that explain consumer behavior. An analysis of the most important cultural, social and individual variables, such as motives, needs, trends, personality, and the distinction between learning, perception and social class that shape the purchasing behavior of the buyer via the Internet, in addition to discussing the family, reference groups and opinion leaders and their impact on consumer behavior. In addition, to building and evaluating the marketing communications mix and electronic consumer behavior.

**20112102 Organization Theory (3, Prerequisite: Principles of Business Administration, Blended)**

This course aims to deepen students' understanding of organizational theory and its significance in the context of business organizations. It focuses on explaining traditional models of organizational theories and linking them to current developments and challenges in the business environment. The course also seeks to develop skills in analyzing the internal environment of organizations and preparing them to adapt to changes in the external environment. It includes designing organizational structures that align with the organization's operating environment, emphasizing the development of students' abilities to diagnose and analysis problems, address real-world issues, and apply theoretical concepts effectively. This approach provides students with a comprehensive understanding of organizational theories and their practical applications.

20553102 E-Business/E (3, Prerequisite: Fundamentals of MIS, Blended)

This course aims to introduce the fundamental concepts of e-business management, its functions, objectives, models, and infrastructure. It explores e-business strategies and e-commerce, studying the role of e-business and e-commerce in transforming industry structures and their impact on business operations, including electronic transactions, supply chains, decision-making, and organizational performance.

20652102 Commercial Legislation (3, Prerequisite: None, Blended)

This course aims to study the concept of commercial law and its sources, business, the merchant, the store, the commercial contracts, the commercial bills, and banking transactions.

50531108 Principles of Statistics for Business (3, Prerequisite: None, Blended)

Data and its representation in tables and graphs, measures of central tendency and dispersion, counting methods, variance, binomial distribution, probability laws, random variables, sampling distributions, correlation and regression, correlation coefficient.

20121211 Principles of Economic Sciences (3, Prerequisite: None, Blended)

This course aims to introduce students to the fundamental concepts of economics, covering both microeconomics and macroeconomics. The microeconomic section addresses topics such as supply and demand and their elasticities, consumer behaviour and utility theory, as well as production, costs, and their various types. It also explains different market structures, including perfect competition and monopoly. The macroeconomic section covers topics such as gross domestic product (GDP), production possibilities, aggregate demand and supply, along with concepts of consumption, saving, investment, and economic equilibrium. This course helps students build a foundational knowledge base to understand how the economy functions both at the individual and firm level, as well as at the level of the national economy as a whole.