



Curriculum for the Degree of Bachelor of Science in Business Administration

Courses Description

30512111	Principle Of Marketing	3(3-0)
It aims to provide students with the basic concepts of marketing, marketing orientations, E-marketing, the elements of marketing mix, micro and macroenvironment, market segmentation, market research, pricing, channel distribution and product development stages.		
30501444	Change And Development Management	3(3-0)
Covers: organizational change management: its importance, nature and levels, models, change process stages, and strategies for dealing with change resistance.		
30501231	Management Information System	3(3-0)
This course focuses on the importance of information system applications in the field of business and decision-making including information systems technologies, software, and communication systems, types and upgrading of information systems Information Systems evaluation IS Security.		
30513232	E-Business	3(3-0)
Providing students with the skills concerned with using information and communication technology to support business activities including: business trading, product and service exchange between organizations and individuals. Also, it aims at providing students with important topics in this domain such as supply chain management.		
30501212	Business Administration in English	3(3-0)
developing the student reading and writing skills, and learning the main managerial concepts in English and training them how to write business memo, letters, and reports		
30501318	Human Resources Management	3(3-0)
Covers: principles and concepts of Human Resources Management, the policies, programs and methods that have been developed and implemented successfully in the field. It includes a discussion of the various functional activities of Human Resource Management such as planning, recruitment, selection, job analysis, performance appraisal, training and development, compensation, career planning and promotion, safety and health, and labor relations.		
30501222	Total Quality Management	3(3-0)
Covers: basic concepts in total quality management , quality management as a system , the strategic dimensions for quality management , explanation of ISO , its goals , relation with information science , management , measuring product quality , quality control , quality management within managerial challenges .		

30501213	Organizational Behavior	3(3-0)
Covers: individual dimensions: values, directions, learning, personality, job pressures, and depression. The course also covers group dimensions: formal and informal groups and organizational dimensions: organizational structure, communication, leadership, motivation, and environmental aspects and their effect on the organization.		
30501232	Business Administration Computer Application/1	3(1-4)
An overview of the integrated software packages most often used in the workplace. Topics of subjects include computer concepts, word processing (Arabic and English), spreadsheet, database and presentation software applications		
30501341	International Business Management	3(3-0)
This module gives an overview of key topics in the areas of international business and international management. It pays special attention to issues such as globalization, FDI theory and patterns, the role and importance of the multinational company (MNC), managing human resources within the MNC, and comparative studies of cultural and institutional influences on the management of MNCs.		
30501445	Knowledge Management	3(3-0)
Assess Knowledge concept, Types, Sources and characteristics. Knowledge management evolution and concept. Knowledge management processes, functions. Knowledge management systems, benefits. Knowledge management models, Knowledge management strategies, the role of knowledge management in business. the concept , kind , resource , characteristic , developing operation of knowledge management and function system of (KM) , importance , element , model of (KM) strategy. Role of (KM) in organization stay on.		
30501317	Organization Theories	3(3-0)
Introduction to organization theories, the concept of organizational behavior and its development. organizational processes of the organizational behavior, organizational climate, conflict management, management of change, innovation management and job satisfaction, future trends in organizational behavior, formal and informal groups and groups dynamics.		
30501221	Operation Research	3(3-0)
Introduction for primary issues to operation research , function , objective , method in solving problem , taking decision , operation for quantitative analysis , linear programming the concept of model , method of statistical solution method of simplex , sensitivity analysis , concept of dual , right programming , using linear programming concept in decision making , computer software to solving linear programming , inventory model .		
30501323	Production and Operation Management	3(3-0)
Covers: the theory of production process management, the underlying assumptions and constraints that characterize the theory, quantitative methods used in analyzing the problems of production process management, decision making, forecasting, strategies and plans in production process management.		
30501426	Project Management	3(2-2)
This subject introduce many topics related to project management concepts, Scheduling, Resource allocation, cost management ,total quality management in project, communication, risk management, and integration project management, also the student will be learned the application of project management by MS project.		
30501333	Business Administration Computer Application/2	(1-4)3
The main goal of this subject to lean the student data analysis and its application in research methods by Spss software, the main topics will be teach are variable coding, data entering, support function, descriptive statistics and analytical statistics, data presentation ,application and data analysis in report writing.		

30501325	Scientific Research Methods For BA	(3-0)3
the concept of methodology development , problem that face and the kind of methodology and steps , resource of data , method of collecting , showing , analysis , hypothesis testing , use statistical method to data analysis , the technical issues in writing report and focusing at the managerial topic		
30501442	Strategic Management	(3-0)3
To get knowledge of the external and internal environment to the corporation management, the concept and entrance of strategic management, operation, find the suitable needed analysis alternative for strategic situation to implement, consist the policy.		
30501443	Small and medium size enterprise management (SMEs)	(3-0)3
The definition of small and medium enterprises and their importance to economies in general and to Jordan economy in specific. To study SMEs success and failures factors and the sectors attracting small and medium business. Study the social responsibility and ethics for SMEs and how to choose the legal forms and starting a small business. Developing business plan and financing SMEs.		
30501451	Practical Training	90 hours succeed
The practical training happen in one of the corporation that selected by the management of the college by co-operation with management of the corporation. It extend for a week the trainees student take a skill which is related with his specialization, design the training program by the trainees by co-operate with training corporation in condition of the acceptance of the academic corporation, the response of supervise at trainer student is belong to one of the teaching group and follow up his training method by the decision of the college.		
30501324	Supply Chain Management	3(3-0)
Covers: organizing purchasing and warehousing , purchasing with convenient price , quantity, time , and from convenient supplier , purchasing capital machines and equipment , warehouses management , stock control		
30512111	Crisis Management	3(3-0)
Covers: how to face crisis skills, reasons of crisis, crisis classifications, management, crisis classifications methods, management needs, steps for dealing with crisis, the importance of information and decision making.		
30501214	Consumer Behavior	3(3-0)
It involves consumer behavior theories, the influence of internal and external environment on consumption behavior, the model of consumer decision-making, the application of motivations, perception, learning, and attitudes' theories and its relation to the individuals' consumption behavior.		
30512211	Public Relations Management	3(3-0)
Covers: concept, principles, goals, importance, and its relation with development , public relations research , planning its activities , its evaluation , concept of communications , its importance , conferences , relations with suppliers , shareholders , customers , local society , and workers .		
30501316	Managerial Accounting	3(3-0)
Covers: The concept of managerial accounting and its importance for management decision making, differences among managerial, financial and cost accounting, cost classifications, and cost estimation for decision making purposes, cost-volume-profit relationship analysis, short-term decision, budgeting, slandered costs and variance analysis, and performance evaluation.		

30702232	Modern Subjects in Management	3(3-0)
<p>Topics address recently identified current events related to Business administration. The main aim of this subject is providing students with the skills and Knowledge relevant to the professional development of the student.</p>		
30501446	Relationship Marketing	3(3-0)
<p>Relationship Marketing comprehensively examines relationships in marketing and how these influence modern marketing strategy and practice. This course discusses the concept of customer lifetime value and its linkage to various customer relationship forms including customer, partner, stakeholder, and employee relationship marketing. Cross-marketing strategies for maximizing customer lifetime value are emphasized. A central theme in the course is the importance of creating loyal customers through relationship marketing, internal marketing; and of creating customer involvement in innovation processes.</p>		
30512333	Communication Management E	3(3-0)
<p>facilitate the following topics communication concept , review the English grammar review writing procedure like punctuation tools in writing sector , developing , writing letter , report with different kind , verbal communication.</p>		
30501319	Service Marketing	3(3-0)
<p>explain the service and its types , rules that service provides in local economic , differences between goods and services marketing , perceived reasons for service providers success , importance of interaction between customers and service providers , pricing , distributing , promoting the service , service characteristics , service life cycle .</p>		
30704242	Financial Management	3(3-0)
<p>Covers: An introduction about basic concept of financial management objective functions, financial statement, time value, and financial analysis.</p>		