
Faculty Compulsory Requirements (21 Hours)

301101 Principles of Management

(3:3-0)

Prerequisite: None

The course aims at providing the student with the basic knowledge of theories, principles, concepts and contemporary practice of management in the business Sector. The course covers the following topics: meaning, importance, and evolution. The Course also covers the managerial Functions: planning, decision- making, organizing, directing and controlling. In addition to the enterprise functions such as production, marketing, human resources, material management, finance, research and development, knowledge and information management.

302101 Principles of Microeconomics

(3:3-0)

Prerequisite: None

This course introduces the science of Economics and the economic problem with its implications for the use and allocation of economic resources. It also discusses value theories with particular emphasis on supply and demand, equilibrium, price determination, and elasticity. The course also discusses consumer behavior theory and consumer equilibrium through utility and indifference curve analysis. Finally, it discusses production theory and equilibrium through cost and revenue analysis in different markets in the short run and the long run, as well as distribution theory and factor price determination.

302111 Principles of Statistics

(3:3-0)

Prerequisite : None

This course introduces the science of Statistics and statistical research methods. It Also discusses sampling and sample data collection and classification. It covers various topics in descriptive statistics, correlation and regression analysis, time series, index numbers and an introduction to probability theory.

303101 Principles of Accounting (1)

(3:3-0)

Prerequisite: None

Definition and role of accounting, Accounting principles, concepts, and postulate . accounting cycle, accounting system. The accounting equation, accounting in services and trading projects, cash and accrual biases, adjustments, correction errors, financial statements.

304101 Introduction to E-Business

(3:3-0)

Prerequisite: None

This course aims to introduce students to the origins and beginnings of e-business, the evolution of e-business models, integrated e-supply chain management, virtual relationships (virtual communities and e-markets), e-marketing and its importance in the e-business environment, the evolution of e-payment systems, e-government and the provision of e-services, Security and protection in the e-business environment, the impact of social, ethical and cultural issues on e-business.

304200 Management Information Systems and Finance

(3:3-0)

Prerequisite: 304102

This course introduces the basic concepts of Management Information Systems and their applications in business organizations. This includes MIS classification, functions, components, technology infrastructures, and their impact on various management levels. The course also includes such important topics like e-business and e-commerce, information systems security, and information resources management. Labs include hands-on training to develop selected MIS applications using MS Access.

306101 Principles of Marketing

(3:3-0)

Prerequisite: None

This course aims at defining marketing, its foundation, Functions, and stages. Analyzing the marketing environment, the marketing mix (product, price, promotion, and distribution), market segmentation, consumer behavior, marketing information systems, and international marketing. In addition, marketing through the internet and the social responsibility of marketing will be briefly discussed.

Department Compulsory Requirements (60 Hours)

301221 Commercial Legislation

(3:3-0)

Prerequisite: 301101

This course includes the study of trade laws in general, this course discusses how to distinguish between business and civil works, in addition to defining the concept of trader and shop and their characteristics. In the last section, we look generally at commercial companies, types, methods of formation and legal characteristics through the Companies Law and the laws governing the work of companies.

304100 Principals of Information Technology

(3:3-0)

Prerequisite: 305101

This course provides introduction to Information Technology, Introduction to Programming Languages, Introduction to Algorithms Using Flowchart, VB.Net Environment, Controls, Properties, Forms, Run Program, Definition of Variables and Data Types, Calculations, Conditional Sentences, Repetition Phrases, Arrays, Functions.

304201 E-Business Technologies

(3:3-0)

Prerequisite: 304101

Identify the origin and structure of the Internet: Identify the network of electronic switches and packet technology in data communication: Identify the classification of networks (Internet, Intranet, Extranet): The expansion of Internet networks and the use of protocols and encoding system (IP4, IP6): the evolution of technologies Used with web pages (GML, SGML, HTML, XML): E-Business Infrastructure: Server and Client System and Service Layers 2, 3, and Q: Internet Technology Applications and Structures: Collaborative Technologies - Business Process Tracking Systems: Data Structure: Identification XML: Structure, Elements and Properties (XML): Document Type Definition: Reef of XML elements and properties by DTD: Linking XML pages with DTD: Dealing with XML Schema to create and define XML elements and properties: Identifying the Internet Service Stack (TCP / IP, HTTP, XML, SOAP, WSDL, BPEL, UDDI).

304203 E-Business Strategies

(3:3-0)

Prerequisite: 304101

The general framework of e-business strategy, analysis of the impact of the Internet on the external environment, analysis of the impact of the Internet on the internal environment of the institution and strengths and weaknesses, strategic options in e-business, creating value through e-business strategies, mobile e-commerce as a strategic choice.

304208 Web Applications Programming

(3:3-0)

Prerequisite: 304100

Object-oriented programming and GUI programming, web page programming techniques such as ADO.NET and ASP.NET, server-side programming, and other programming languages used in the Internet with a focus on e-business applications.

304301 Databases for e-Business

(3:3-0)

Prerequisite: 304208

Understand the concept and history of the origin of databases: see the elements, components of databases and database management systems and characteristics: Identify the characteristics of databases for personal use and used in projects: Understanding the term relational model: Characteristics of relationships: keys used in databases (Main, Foreign, Candidate, Composite, Alternative): Understanding Integrative Reference and Functional Reliability: Understanding the Principle of Normalization to Improve Tables and Relationships: Dealing with the Relational Entity Model: The Concept of Vulnerable Entities and Properties (Main, Composite, Derivative and Multivalued) , Creating relationships between entities: dealing with the number of elements in the group and the degree of relations: Converting the relational entities model to relational tables: dealing with the language of (SQL): Create, modify and delete (databases, tables and fields): dealing with table constraints (Default, Unique, Primary, Foreign, Check), Add, Modify, and Delete Data: Select data according to conditions and operations: Use commands (Update, Delete, Like, Top, Order By, Group By, Sorting).

304304 e-Business Operations & Models (3:3-0)

Prerequisite: 304203

Definition of business model and e-business model, elements of e-business model, types of e-business models, study of some famous e-business models (such as Amazon), building e-business model, management of e-business processes, business process representation, ERM systems and examples.

304305 Websites Systems Security (3:3-0)

Prerequisite: 304301

Knowledge and skills to deal with common website problems and errors, fundamentals of data encryption, types of attacks on websites, types of threats on websites, firewall and virtual private networks, concepts of data security and its relationship to websites.

304311 Social Media and Electronic Customer Relationship Management (3:3-0)

Prerequisite: 304201

Concepts of customer relationship management, electronic customer relationship management and customer database, the economic value of electronic customer relationship management, electronic customer relationship management systems and their application in organizations, data mining, ethical issues in the handling of customer data, social networks and use to enable Enterprise, improve the profitability of the organization through the use of social networks in the management of customer relationship.

304401 e-Supply Chain Management (3:3-0)

Prerequisite: 304304

Define the main components of the supply networks and their functions, administrative processes, performance measures and decisions. A deep insight into the role of Internet technologies and e-commerce in e-procurement processes. Collaborative planning, forecasting, replacement, supplier relationship, negotiation strategies, risk management and ethical issues in supply chain management, leading experiences in electronically managing supply chain in companies and organizations with significant experience in the field.

304402 Business Intelligence Systems

(3:3-0)

Prerequisite: 304301

Introduction to business intelligence concepts, data mining and information systems functions. Effectively solve business problems using data tasks to create data warehouses, implement data mining and analytics tools to obtain a new business model for organizational functions, differences between report types and analytics, enterprise data storage, big data, decision support systems, knowledge management systems.

304403 e-Business Systems Development

(3:3-0)

Prerequisite: 304301

Introducing a complete life cycle approach to e-business systems, managing e-business information systems projects, evaluating e-business systems projects and feasibility studies. Basic concepts and methodologies used to analyze e-business systems, design of e-business systems, implementation and maintenance of e-business systems, factors of success of the development of e-business systems.

304405 Ethical and Legislative Issues for e-Business

(3:3-0)

Prerequisite: 304101 + 301221

This course addresses the legal, ethical and social issues in e-business and addresses the emerging cybercrime through its definition, characteristics, nature, objectives and challenges facing cybercrime in Jordanian legislation. It will provide students with the knowledge and analytical tools necessary to identify those key issues. This article also covers certain offenses related to intellectual property rights through trademarks, copyrights and patents. Other topics covered include privacy, responsibility, fraud and other crimes.

304411 Entrepreneurship and building the project business plan

(3:3-0)

Prerequisite: 304304

Foundations of entrepreneurship, entrepreneurial mind, strategic management in entrepreneurship, e-business and entrepreneurship, sources of ideas for new projects, forms of business ownership and franchising, the difference between shareholders and the nature of business opportunities and planning for startups, develop a business plan, develop a marketing plan, develop a financial plan, Cash flow management, sources of funds: equity and debt, global aspects of entrepreneurship.

304412 e-Commerce Tools and Applications

(3:3-0)

Prerequisite: 304208

Understanding the content management systems and their uses: Understanding the functioning of these applications: How to choose the appropriate content management systems: Checking the characteristics of content management systems: Selecting the content management systems for enterprises: Hosted systems: Open source systems: Licensed systems: Compare the characteristics of content management systems : Terms in content management (Open Source, LAMP / WAMP / XAMP, FTP, Transferring files options, WYSIWYG Editors, Users privileges, Metadata;), How to improve the performance of search engines Content Strategy Planning: Content Analysis: Control On the life cycle of contents: displacement and transfer of content management systems.

304498 Graduation Project/ Field Training

(3:3-0)

Prerequisite: 304403 + 304411 + 90 hours

Apply knowledge and skills to develop e-business projects and operations. The project is implemented by a team of two or three students working under the supervision of a faculty member, including studying the current situation, posing a problem with a solution proposal, building a business model, feasibility study of the model, analysis and design of the system, application of the system, adding content to the system, Documentation of the project, presented to the committee of the faculty.

305309 Websites Design and Management

(3:3-0)

Prerequisite: 305201

Principles and methods used to plan, design, create, manage and improve websites. It covers important topics such as website architecture and site page elements such as text, images, tables, forms, frames, hyperlinks, and more. Skills for using page creation software, using multimedia, successive patterns, programming and website content management. HTML.

305320 e-Commerce & e-Payment

(3:3-0)

Prerequisite: 305201

Principles of e-commerce, e-markets, retail e-commerce, consumer behavior, types of e-commerce, e-commerce models, e-payment models, profit models, e-payment methods, ethics related to e-payment, e-auctions.

305403 Multimedia Systems and Applications

(3:3-0)

Prerequisite: 305309

Modern principles and techniques of multimedia systems and training students to use their various applications. Introduction to multimedia authoring systems and the use of their core technologies such as digital images, graphics, animation, audio and video. Methods of representation, processing and retrieval of multimedia data. Skills of developing interactive websites for administrative applications.

305406 Information Systems Projects Management

(3:3-0)

Prerequisite: 304301

Fundamentals of project management and the different stages in the project life cycle such as planning, analysis, design, construction, testing and operation

Department Elective Requirements (6 Hours)

304407 E-Learning

(3:3-0)

Prerequisite: 304201

Issues related to e-learning experiences in particular personal and professional development using the tools, resources and areas provided by the Internet. Identify the educational theories underlying the e-learning experience, and use and evaluate models of these tools and applications. Development of educational websites, educational design models.

304309 Mobile Commerce

(3:3-0)

Prerequisite: 304208

Basic principles of Android programming, variables, control statements, activities and intentions, UI design, displaying images and menus, data archiving, content provider, SMS, location services, and development of Android services.

304312 e-Government & Change Management

(3:3-0)

Prerequisite: 304201

Basic concepts of e-government, components of e-government, the transformation of government services to e-government services, the use of information systems in e-government, the application of business plan models used to develop e-government services, some ways to succeed in the development of e-government, challenges in the implementation of e-government services, management Content, change management in e-government application.

304313 Advance Web Applications Programming

(3:3-0)

Prerequisite: 304208

This course aims to strengthen the programming skills of students to create advanced and complex web applications. Topics include: Web services, case management, configuration and optimization, deployment and deployment of Microsoft ASP.NET-based web applications, protection of web applications, and development of cellular-based e-business applications.

304407 Advanced Topics in e-Business

(3:3-0)

Prerequisite: 304304

Recent developments in new methods, practices and applications in the field of e-business. Subjects vary according to technical developments in the business environment. Through this course, students acquire new knowledge and develop skills to help them develop complex e-business systems.

Department Supportive Compulsory Requirements (12 Hours)

301103 Introduction to Research Methods (3:3-0)

Prerequisite: 302111

The course aims to identify the basics of scientific research, tools, methods and types, so that the student is able to prepare and draft reports, research and scientific studies, in addition to helping him to overcome the life problems facing him and solve them in a scientific way.

301311 Human Resources Management (3:3-0)

Prerequisite: 301101

The course introduces the student to the concept of human resources management, its importance, nature, and functions of human resource formation (design and analysis of work, human resources planning, human resources recruitment, selection and appointment of human resources), compensation and reward of human resources (job evaluation system, compensation system) Direct Finance, Financial Remuneration System, Functional Benefits System, Performance Appraisal System (PAS), Human Resources Training and Development (Training, Development), Human Resources Maintenance (Safety, Health), and HR (Human Resources Integration, Relationship) Analysis of the role of these functions, such as participation in the development of policies and strategies.

302110 Mathematics for Business (3:3-0)

Prerequisite: Non

Relationships, Functions, Derivation, Derivatives of Algebraic, Logarithmic and Exponential Functions, Applications in Administrative Sciences, Linear Modifiers, Matrices, Determinants, Linear Programming.

305101 Introduction to Computer Applications

(3:3-0)

Prerequisite: 9601099

Introduction introduces students to the basic concepts of computer, computer applications and the Internet. Plus how to use computer and file management. In this course, students will learn how to use the following applications:

Ms Word

Ms Excel

Ms PowerPoint

This course also includes an introduction to web page design and training students to design web pages using Ms Word application.

Department Elective Requirements (From Other Faculty Department) (6 Hours)

301372 Business Communication (3:3-0)

Prerequisite: 301101

The course focuses on highlighting the importance of communication as one of the ingredients of success for effective managers. Accordingly, the course provides the student with the basic concepts and principles of the communication function in addition to providing the student with oral and written communication skills necessary for success in the work environment.

302303 Insurance Management (3:3-0)

Prerequisite: 302110

Definition of Risk, Risk Management, Definition of Insurance, Insurance Functions, Pillars of Insurance Contract, Legal Principles of Insurance Contract, Legal Features of Insurance Contract, General Insurance, Civil Liability Insurance, Marine Insurance, Motor Insurance, Reinsurance, Islamic Insurance, Social Security.

303102 Principles of Accounting (2) (3:3-0)

Prerequisite: 303101

Inventory and inventory adjustments for the elements of the statement of financial position, inventory of cash, receivables, receivables, inventory and short-term investments, current liabilities, preparation of financial statements after adjustments.

305307 Knowledge Management (3:3-0)

Prerequisite: 304102

The basic concepts of knowledge management and the use of their methods to capture and transfer knowledge and participate in the use within the organization Knowledge management concepts, life cycle of knowledge management systems, knowledge architecture, composition, knowledge management processes (captured, processed, tested and disseminated in the e-business environment) and finally knowledge management tools, knowledge portals, knowledge ownership and management of workers in the field.

305404 Enterprise Resource Planning Systems

(3:3-0)

Prerequisite: 304304

Structure, prepare and modify systems management processes at the company level. Principles of business processes and re-engineering, selection and mapping processes, gap analysis and application of enterprise systems. Coverage of institutional units and decision analysis tools. management of workers in the field.

306314 e-Marketing

(3:3-0)

Prerequisite: 305201

Communication Development in Jordan, Digital Economy Compared to Analog, TRA, Ajyal Communications, E-Marketing Compared to E-Business, Electronic Marketing Mix Items, Product, Pricing and Electronic Distribution Chains, Electronic Promotion and Performance Indicators CTR, OTC, CPI, Web Design, Customer care, customization compared to statistics, security, privacy.
