
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 covers the definition of accounting, the role accounting plays in the business environment, and its historical development. The course discusses the definition of the economic unit and its relation to the accounting cycle, and the accounting system and its components. It covers the recording of financial transactions relating to capital investment, fixed asset, cash, inventory, notes payable and notes receivable and other transactions. The course ends with preparing the income statement and balance sheet. Accounting principles, concepts, and postulates are also discussed briefly.

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

Marketing definition, marketing process, marketing strategy, the functions of marketing, the importance of marketing, the analysis of the marketing environment, segmentation, targeting, and positioning(STP),consumer behavior, the marketing mix (the product strategy, the pricing strategy, the distribution and promotion strategy), services marketing, the stages of new product development, and product life cycle.

Department Compulsory Requirements (60 Hours)

301212 Operations & Production Management

(3:3-0)

Prerequisite: 302110

The course covers the concepts, Strategies, and quantitative methods and analysis for decision making in the functions of production and operations management, which are: demand forecasting, planned location, facility layout, process strategies, capacity planning, supply chain management, process planning and design, quality control, aggregate planning, and scheduling.

304411 Entrepreneurship and Building the Project Business Plan

(3:3-0)

Prerequisite: 306312

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.

306201 Marketing Management

(3:3-0)

Prerequisite: 306101

Concept of marketing management, the tasks of marketing management, marketing mix management, designing and managing products, pricing management and policies, distribution channel management, integrated marketing communications, methods and tools of marketing planning, implementation and control.

306204 Services Marketing

(3:3-0)

Prerequisite: 306101

Services definition, the economy of services, services classifications, the service buyer behavior, services marketing strategies, the marketing mix of service (product, price, place, promotion, people, physical evidence, and process), the positioning strategy of services, the core and complementary levels of services , new services development, and quality of services.

306205 Integrated Marketing Communications

(3:3-0)

Prerequisite: 306101

Concept of integrated marketing communications, the elements of integrated marketing communications, planning of integrated marketing communications, advertising, sales promotion, personal selling, public relations, direct marketing, measuring and evaluating the effectiveness of marketing communications, the ethics of integrated marketing communications.

306223 Tourism Marketing

(3:3-0)

Prerequisite: 306204

Definition of tourism marketing and hospitality services, the importance of tourism marketing and hospitality services, travel and tourism motives, the characteristics of tourism product and hospitality services, tourism supply and demand, the marketing mix of tourism services, the competitiveness of tourism industry and the tourism marketing strategies.

306309 Sales Management

(3:3-0)

Prerequisite: 306101

development of sales management, the internal organization of sales management, choosing and training of sales force, planning sales activities, sales objectives, methods for predicting sales, the estimated sales budget, planning sales areas, sales quota of sales representatives, and evaluation of sales force performance.

306310 Financial Services Marketing

(3:3-0)

Prerequisite: 306204

Financial services, electronic marketing of financial services and banking, the financial marketing environment, characteristics of financial products, marketing mix of financial services, the quality of financial services, the strategy and product life cycle of financial services, pricing, distribution and promotion of financial services, the effect of personal selling and public relations on financial services.

306311 Consumer Behavior (3:3-0)

Prerequisite: 306101

Nature and importance of consumer behavior, decision making process, market segmentation, the (personal, psychological, social, and cultural) factors affecting the consumer behavior, the culture and subculture, the social class, family, reference groups and opinion leaders, motives, perception, learning, attitudes, and personality.

306312 Quantitative Methods in Marketing (3:3-0)

Prerequisite: 301103

Quantitative methods in market segmentation, coefficient of contingency, chi square, the feasibility of the target market, predicting the market share, markov chain, one-way ANOVA, two-way ANOVA, the quantitative methods for products, Boston Matrix, product life cycle, the quantitative methods for pricing and promotion, sales forecasting methods, the quantitative methods of consumer behavior, and the queuing theory.

306313 New Products Management (3:3-0)

Prerequisite: 306201

Creativity and innovation management, new product development stages, idea generation, evaluation of new concepts and ideas, screening methods, testing new concepts, features of new products, new product design, testing the use of new product, commercial launching, and integrated product strategy.

306314 E - Marketing (3:3-0)

Prerequisite: 306101

E-Marketing Vs. Digital Marketing Evolution of Web, Website Design, E- promotion /communication, Search Engine Marketing Vs. Search Engine Optimization, Affiliate Marketing, Google Ads and AdSense, e-buying processes, Customer Experience and E-Marketing Plan.

306321 Social and Non-Profit Marketing (3:3-0)

Prerequisite: 306101

Not for Profit Marketing Definition, International Classification of Non-profit Orgs, Non- Profit Marketing Strategy Phases, QoS for non-profit Orgs, Segmentation, Targeting & Positioning, Voluntary Work Management in Non-Profit Orgs, Donation Raising Approaches, Social accountability for Marketing, Role of NGOs Sector in education, health and SMEs financing.

306323 Brand Management (3:3-0)

Prerequisite: 306313

Emergence and evolution of the brand concept, product classifications and the importance of brands, product differentiation and its role in the competitive markets, brand differentiation, building well- known brands, well- known brand components, financial value of a well- known brand, different approaches to building a brand, relative position for brands, the marketing activities directed towards building a well-known brand, socially responsible marketing strategy to build brands.

306420 Marketing Strategies (3:3-0)

Prerequisite: 306201

Concepts and components of the strategy, levels of strategic planning, development and building of marketing strategy, strategic analysis, strategic choice at the corporate level and at the strategic business unit level, market segmentation, market targeting, the concept of competitive advantage, the implementation of marketing strategy, controlling and evaluation of the marketing strategy.

306421 International Marketing (3:3-0)

Prerequisite: 306201

Definition of international and global marketing, theories of international marketing behavior, assessment of the international marketing environment, marketing research and international information systems, strategies for entering international markets, export, licensing and acquisition, policies for international (products, pricing, promotion, and distribution), international trade exchange procedures.

306422 Marketing Research**(3:3-0)****Prerequisite: 306312**

Marketing information system and its components, types of marketing research, marketing research methodology, data types and sources of primary data, population and samples, questionnaire design, statistical analysis methods and tests, final report preparation.

306426 Contemporary Issues in Marketing**(3:3-0)****Prerequisite: 90 Hours**

Introducing all new Contemporary Issues in Marketing like, Sports Marketing, blue oceans strategy, political marketing, brand marketing, Nostalgia, emotional intelligence and its' relationship with marketing, and digital marketing as well any new trends related to contemporary Issues in marketing

306428 Business - to - Business Marketing**(3:3-0)****Prerequisite: 306201**

Nature of business marketing and the differences between business products and consumer products, methods of forecasting demand for business products, purchasing centers, the relationship between buyer and seller in the business market, methods used by industrial marketers to influence industrial customers, business market segmentation, targeting and positioning, industrial product strategy, Marketing channels in the business market, pricing strategies and policies in the business market.

306498 Graduation Project/ Field Training**(3:3-0)****Prerequisite: 90 Hour**

Graduation Project: This course covers a systematic process for evaluating the marketing strategy for a specific firm by applying marketing strategy detailed steps. At the end of the course, students will be prepared to present their analysis for a committee consisting of academic members from the same department.

Other option;

Field Training: By 160 hours. Training students in companies of several marketing fields such as the banking sector, insurance companies and airline agencies. to give the trainee the chance to gain practical experience that will help him/ her in finding a suitable job in the future.

Department Elective Requirements (6 Hours)

306206 Distribution Channels& Retailing (3:3-0)

Prerequisite: 306201

Definition of distribution channels, the objectives of the distribution channel, the functions of the distribution channels, the environmental analysis of the distribution channels, planning and organization of distribution channels, brokers and agents, wholesale companies, retailing companies, physical distribution management, service distribution channels compared to physical goods, leadership within the distribution channels, conflict within the distribution channels, and supply chain.

306207 Public Relations (3:3-0)

Prerequisite: 306101

Importance of public relations, the organization of public relations, planning in public relations, means of communication in public relations, crisis management, public relations and publicity, evaluation of public relations programs, measuring public opinion and attitudes, practical case studies related to public relations departments in companies.

306210 Materials Management (3:3-0)

Prerequisite: 302110

Purchasing functions, organization of purchasing function, purchasing strategies, MRP, economic size determination, selection of suitable purchasing sources, receiving and inspecting the purchased products, purchasing and quality, purchasing and price, purchasing of industrial equipment, sale of industrial production waste, storage and functions, determination of stock levels and reorder point, storage procedures, storage control.

306324 Health Care Marketing

(3:3-0)

Prerequisite: 306204

Fundamentals and principles of health care and pharmaceutical marketing, the behavior of the beneficiary of health care and pharmaceutical services, market segmentation, targeting ,and positioning in the health care and pharmaceutical markets, strategic marketing planning in health care and pharmaceutical organizations, (product strategy, quality, promotion, and Pricing) of health care and pharmaceutical products, factors affecting the distribution of health care and pharmaceutical services, marketing applications in the health sector, health care and pharmaceutical situation in Jordan.

306404 Customer Relationship Management

(3:3-0)

Prerequisite: 306204

Relationship marketing and its different theoretical and practical domains. Relationship Economics (customer acquisition, customer retention, acquisition and retention costs, economics of retention strategies, switching costs, relationship longevity, knowing your customer, validity of relationship economics), Relationship drivers, Customer Partnerships, CRM Concepts (retention rate, acquisition rate, defection rate, customer life time value).

306405 Personal Selling Skills

(3:3-0)

Prerequisite: 306309

Personal Selling Process, Human Interaction, Information and Personal Selling, 4 Phases of Sales Process, Customers Encounter in Personal Selling, Opening and Closing of The Sales Process, Personal Selling Practical Training While Dealing with Clients, Sales Work Pressures, Time Management and Problems Solving in Creative Methods, Emotional Intelligence of Sales Men.

Department Supportive Compulsory Requirements (12 Hours)

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

Prerequisite: 302111

The course identifies the basics of the scientific research, and clarifies the tools, methods and approaches that can be used, and thus, the student will be able to prepare and write different reports and research. This in turn will help the student to overcome and deal with several life problems in a scientific manner.

302110 Mathematics for Business (3:3-0)

Prerequisite: None.

Sets. Periods. Polynomial. Fraction. Integer Exponents. Linear inequalities. Functions. Straight-line equation. Derivation. Integration. Matrices

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

Prerequisite: 304101

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 to improve the profitability of the organization through the use of social networks in the management of customer relationship.

305101 Introduction to Computer Applications

(3:3-0)

Prerequisite: 9601099 / P.T

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)

301221 Commercial Legislations (1)

(3:3-0)

Prerequisite: 301101

This course defines the general provisions of organizations and the legal system for various commercial companies. This course also includes a study of the Jordanian companies' law, by which the general provisions of the commercial companies stipulated in the Jordanian companies' law are explained

302213 Financial Management

(3:3-0)

Prerequisite: 303101

Objectives of financial management. Financial management functions. Financial Analysis. Financial Ratios. Liquidity Ratios. Activity Ratios. Debt Ratios. Profitability Ratios. Market Ratios. Time Value of Money. Future Value. Present Value. Bonds. Shares. Working Capital Management. Liquidity Management. Cash Management. Inventory

303301 Managerial Accounting

(3:3-0)

Prerequisite: 303101

Use of accounting information for managerial purposes to make rational decisions. Cost classification and behavior, cost- volume-profit analysis; relevant cost for decision making, pricing decisions; make or buy decisions; decentralized management; budgeting, and operational and capital budgets

305309 Web Site Design & 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.

305403 Multimedia Systems & Applications

(3:3-0)

Prerequisite: 305101

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.
