Al-Balqa' Applied University

Curriculum for the Bachelor Degree in Business Administration

The curriculum for the B.S.c. degree in *Business Administration* (132) credit hours are distributed as follows:-

No.	Requirements	Credit Hours (Cr.H)
1	University Requirements	
	• Compulsory	21
	• Elective	6
2	Faculty Requirements	21
3	Specialization Requirements	
	• Compulsory	66
	• Elective	9
4	Supportive Specialization Requirements	9
	Total	132

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First : University Requirement (27 Cr .H.)
   A: Compulsory Requirements (21 Cr.H.):

Course No.	Course Title	Cr.H.	Weekly Hours		Prerequisite
			Lecture	Lab.	
35003101	Arabic (1)	3	3	--	--
35003102	Arabic (2)	3	3	--	35003101
35004101	English (1)	3	3	--	--
35004102	English (2)	3	3	--	35004101
35005101	Computer Skills (1)	3	--	6	--
35001101	Military Sciences	3	3	--	--
35002100	National Education	3	3	--	

B: Elective University Requirements : (6 Cr.H.)

 The student is allowed to select (6 Cr.H.) from the university elective courses offered by faculties other than the faculty of college.

Course No.	Course Title	Cr.H
36001101	Communication skills	3
36002102	Introduction to Psychology	3
36003103	Jordanian Society	3
36004104	Sport for All	3
36005105	Islamic Culture	3
36006106	Administration and Economic Concepts	3
36007107	Agriculture in Jordan	3
36008108	Environment and Society	3
36012109	Orthodox Caliphs	3

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Second: Faculty Requirements: (21 Cr .H.)

Course No.	Course Title	Cr.H.	Weekly Hours		Pre-requisite
			Lec.	Lab.	
35005102	Computer Skills (2)	3	--	3	301001101
30601111	Principles of Planning	3	3	--	--
30701121	Principles of Microeconomics	3	3	--	--
30701111	Principles of Macroeconomics	3	3	--	--
30501111	Principles of Management	3	3	--	--
30601121	Principles of Business law	3	3	--	--
30702111	Principles of Accounting (1)	3	3	--	--

Third: Specialization Requirements: (75 Cr. H.)

A- Compulsory Requirements (66 Cr. H.)

Course No.	Course Title	Cr.H.	Weekly Hours		Prerequisite
			Lecture	Lab.	
003069102	Principle of marketing	3	3	--	--
003069228	Communication management E	3	3	--	003069101
003069237	Human Resources Management	3	3	--	003069101
003069239	Research Methodology	3	3	--	003013102
003069240	Total quality management	3	3	--	003013102 003069101
003069245	Organizational Behavior	3	3	--	003069101
003016341	Management Information Systems	3	3	--	003069101 301001102
003069342	Business administration computer Application/1	3	--	6	003013222 301001102
003069343	International Business Management	3	3	--	003069228
003069346	Knowledge management	3	3	--	003069346
003069347	0rganization theories	3	3	--	003069101
003069356	Operation research	3	3	--	003013101
003069398	Practical training	3	--	--	90 hours succeed
003069360	International marketing E				003069102
003069461	Sales management E	3	3	--	003069102 003069101

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Course No.	Course Title	Cr.H.	Weekly Hours		Prerequisite
			Lecture	**Lab.**	
003016463	Electronic commerce	3	3	--	003069102 003016341
003069466	Production Management	3	3	--	003069356
003096467	Project management	3	2	2	003069466
003069468	Business administration computer Application/ 2 E	3	--	6	003069342
003069742	Leadership in business	3	3	--	003069101
003069474	Strategic management	3	3	--	003069101
003069499	Graduation project	3	3	--	003069239

B- Specialization Elective Requirements: (9 Cr. H.) to be selected from the following list:

Course No.	Course Title	Cr.H.	Weekly Hours		Prerequisite
			Lecture	**Lab.**	
003069254	Crisis management	3	3	--	003069101 003012223
003069256	Public relations management	3	3	--	003069101 003069102
003069264	Service marketing	3	3	--	003069102
003069346	Time management	3	3	--	003069111
003069362	Consumer behavior	3	3	--	003069102
003069453	Supply chain management	3	3	--	003069356
003069455	Electronic -government	3	3	--	003069341
003069461	Organizational change management	3	3	--	003069347

Fourth: Supportive Specialization Requirements: (9 Cr.H):

Course No.	Course Title	Cr.H.	Weekly Hours		Prerequisite
			Lecture	**Lab.**	
003013101	Mathematics	3	3	--	--
003013102	Principles of Statistics	3	3	--	--
003015211	Financial management	3	3	--	003041101

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First year					
First Semester			**Second Semester**		
Course No.	**Course Title**	**Cr.H.**	**Course No**	**Course Title**	**Cr.H.**
00301101	Arabic 1	3	00301102	Arabic 2	3
00302101	English 1	3	00302102	English 2	3
003013111	Microeconomics	3	00301101	Computer skills 1	3
003069101	Principles of management	3	03013101	Mathematics	3
--	--		03041101	Principles of accounting	3
Total		**12**	**Total**		**15**

Second year					
First Semester			**Second Semester**		
Course No.	**Course Title**	**Cr.H.**	**Course No**	**Course Title**	**Cr.H.**
003015112	macroeconomics	3	003069240	TQM	3
003012223	Principles of planning	3	003069239	Research Methodology	3
--	selective uni requirement	3	003069172	Principles of business law	3
003069228	Communication management	3	000301102	Computer skills 2	3
003069102	Principles of marketing	3	003069237	HRM	3
003013102	Principles of statistics	3	--	Elective university requirement	
Total		**18**	**Total**		**18**

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Third year					
First Semester			**Second Semester**		
Course No.	**Course Title**	**Cr.H.**	**Course No**	**Course Title**	**Cr.H.**
--	Elective department requirement	3	003015211	Financial management	3
003030343	International business management	3	--	Elective department requirement	3
003016341	MIS	3	003069346	Knowledge management	3
003069345	Organizational behavior	3	003069342	Comp app / 1	3
003069347	Organizational theories	3	003069360	International marketing	3
--	Elective university requirement	3	003069356	Operation research	3
Total		**18**	**Total**		**18**

Summer semester
Field training course (3 CR. H.) 90 hours succeed.

Fourth year					
First Semester			**Second Semester**		
Course No.	**Course Title**	**Cr.H.**	**Course No**	**Course Title**	**Cr.H.**
--	Elective departments requirement	3	003069499	Graduation project	3
003069468	Comp app / 2	3	003069467	Project management	3
003069461	Sales managements	3	003069422	Leadership in business	3
003016463	E - commerce	3	003069474	Strategic management	3
003069466	Production management	3			
--	Elective university requirements	3			
Total		**18**	**Total**		**12**

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Course Description

| 35003101 | **Arabic Language 1** | 3(3-0) |

This course contains a set of linguistic skills in different levels such as the sounds of the Arabic language, its morphology, syntax, rhetoric, lexicography and writing. It includes as well as on applications on the use of Arabic dictionaries and applications on some writing skills indispensable for scholars in their working lives. It also contains a refined set of Quranic, poetry and short stories of Arabic texts to give the learners the opportunity to be in contact with and to appreciate these texts.

Prerequist Arabic 99 or passing Arabic Level Exam

| 35003102 | **Arabic Language 2** | 3(3-0) |

This course aims to develop student's skills in writing and expression and to provide him with the necessary and basic ones in order to employ them in his daily use, and enable him to stand on the origins of various Arabic scripts, and access to various forms of technical and functional old and new writing.

Prerequist 35003101

| 35004101 | **English 1** | 3(3-0) |

Is a complete graded course for foreign learners of English; it covers the skills of listening, speaking, reading, and writing; as well as improving pronunciation and building vocabulary; particular emphasis is placed on listening and speaking; the language of the course is British English.

Prerequist English 99 or passing English Level Exam

| 35004102 | **English 2** | 3(3-0) |

Is a continuation of English I Course in terms of approach and methodology However, it covers a new range of interesting topics, and provides a more advanced grammar syllabus in a communicative context as well, therefore, this topic tends to be a continuation of ENGL 101 goals.

Prerequist 35004101

| 35005101 | **Computer Skills 1** | 3(0-6) |

An introduction to computing and the broad field of information technology. Topics covered include the basic structure of digital computer systems; operating systems; application software; data communication and networks; and the Internet hands-on learning emphasizes windows (latest operating systems); MS-Office; and the Internet.

| 35001101 | **Military Science** | 3(3-0) |

This course aims at providing university students with general military culture and illustrating the overall military capabilities of the armed forces to defend the homeland and its role in development and service of the Jordanian society through lectures and field visits.

| 35002100 | **National Education** | 3(3-0) |

The course of National Education is one of the compulsory requirements of all students in Jordanian universities, national and private. The general intent is to provide students with the theoretical and practical knowledge of the homeland (Jordan), land and people, and to consolidate the love of the homeland and national brotherhood in them, to motivate them to serve the nation and the people consciously and sincerely, to be innovative and competitive by exhortations to achieve the desired progress in various fields of life.

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Course Description

| **Principles of Management** | **3(3-0)** |

Covers: management function and its role in organizations and society. By the end of the course, students will be able to understand management styles, and an in-depth understanding of co-workers and a general understanding of the business environment in which they operate.

| **Principles of business Law** | **3(3-0)** |

Covers: introduction to the legal system and selected areas of law relevant to business to limit the legal exposure of the business and **liaise** effectively with legal advisers

Planning and Control Management

Covers: understanding and practicing of the planning and controlling functions and their related activities. This course consists of two functions: planning and controlling which will be examined with their contributions to management and the relationship between them and the other managerial functions

| **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.

| **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, comm8unication, leadership, motivation, and environmental aspects and their effect on the organization.

| **Leadership in business** | **3(3-0)** |

This course covers various topics in leadership such as leadership concepts, sources of strength, and styles of leadership, choosing the right type, style, and technique of leadership.

| **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.

| **Management Information Systems** | **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.

| **Business administration computer Application/1** | **3(0-6)** |

Covers: Structured programming languages, program design, development, running, and concepts testing, debugging programs, syntax and semantics of the programming language, basic elements of the language: variables, constants, and data types. It also covers basic input/output functions and conditional and iterative control structures.

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Course Description

Business administration computer Application/ 2	**3(0-6)**

Covers: training students to use the software in the accounting business, which includes project planning and estimating costs and personnel management affairs, salaries and wages, procurement, production, storage, marketing and customer service

Production 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.

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.

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.

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 .

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

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 .

international marketing	**3(3-0)**

Covers: international marketing requirements , linking international marketing with organization's general strategies merging the activities related to researches , manufacturing and development of new products , international environment , mechanisms for entering external markets , barriers facing firms in international markets , letters of credit , international product , price , place , promotion .bill of lading .

consumer behavior	**3(3-0)**

essentials for developing consumer behavior field , consumer providing of information and data for understanding , factors that influence purchasing and consuming behavior within the environmental changes and the financial resources available , market segmentation , consumer motives and needs .

service marketing	**3(3-0)**

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 .

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Course Description

Strategic management	**3(3-0)**

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.

Practical training	**3(3-0)**

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.

Graduation project	**3(3-0)**

the student design a practical study for a topic of a management in corporation with different kind by methodology by selecting a topic and design a study with the support of the project teacher , evaluate project by a supporter and teacher.

Methodology method	**3(3-0)**

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

Electronic commerce	**3(3-0)**

learn how deal with electronic stocks , electronic distribution ,electronic exchange also the student know the problem which face the electronic commerce , it deal with security transaction (privacy) , the weakness which relate with works activity by the consequences of electronic commerce activity inside and outside the corporation.

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 indecision making , computer software to solving linear programming , inventory model .

Organization theories	**3(3-0)**

give knowledge to the student in the primary concept of organization theories by showing the social organization , characteristic , exchange relation between individuals , organization , know the school , theories of different organizing thinking , philosophy , evaluating , mentioning the strengths and weakness in each also studying the exchange relation between organization around environment , the most important operation inside the organization also organization design.

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.

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managerial Communication	**3(3-0)**

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.

Sales management	**3(3-0)**

explain the important and real role for sales activity , the role of implementing corporation objective in maintain and compare between sales activity and marketing activity which consist of introduction of sales management and personal sales and organizing , planning , selecting , training , evaluating performance sales ethics (consumer model).

principle of Marketing	**3(3-0)**

introduction in marketing importance , consumer behavior by analysing internal environment and outside environment by know the element of marketing mix like product , price , promotion , pricing.

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.

Computer Application on for business administration (2)	**3(0-6)**

The main goal of this subject to lean the student data analysis and it's 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.

Electronic –government	**3(3-0)**

This course introduces the technology of e-government with an in-depth examination of current government development and management challenges in the delivery of services and information, electronically,. Several topics are examined: current E-government challenges and trends (2) Web presence development (3) statutes affecting development and management (4) constituent needs assessment (5) service delivery application and transaction package (6) how to develop effective E-government administrators

Time management	**3(3-0)**

Introduction to Time Management, Managing Time Through Self-Management Principles, Determining your time style , Mapping and Analyzing Your Current Situation , Determining your primary purposes , Planning for the Future , Prioritizing and Scheduling , Managing Your Time Day to Day , Getting the Best Return on Your Time Investment ..

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