



Princess Sumaya جامعة
University الأميرة سميرة
for Technology للتكنولوجيا

King Talal School of Business Technology – Business Administration Department

Business Administration Program Course Description

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33101	Principles of Management	Pre-requisite: None	Credit Hours: 3
	This course offers a broad insight into the basic principles of management, its importance, evolution, and schools of thought other topics include the evolution of contemporary administrative thought, decision making steps, managerial functions (planning, organizing, leading, and controlling), and how to exercise these functions in business organizations.		
33103	Microeconomics	Pre-requisite: None	Credit Hours: 3
	This course is designed to develop the students understanding of the system for allocating resources among competing wants, analysis of supply and demand and market equilibrium, Elasticity, consumer behavior theory, Theory of production & profit maximization, Analysis of markets and pricing in competitive and noncompetitive markets and other markets.		
33202	Organization Theory	Pre-requisite: 33101	Credit Hours: 3
	This course outlines the theoretical framework of an organization, including its types and dimensions. Main topics include organizational evolution, the importance of organization in achieving optimal productivity; the main theories and schools of thought surrounding the concept of organization.		
33203	Organizational Behavior	Pre-requisite: 33101	Credit Hours: 3
	This course underlines the concept of organizational behavior. Main topics include organizational structure; behavioral patterns at the individual and group levels; employee communication, motivation, and conflict; organizational climate; and environmental factors that can influence employee behavior and performance.		
33204	Macroeconomics	Pre-requisite: 33103	Credit Hours: 3
	This course introduces economic analysis of aggregate employment, income, and prices. Topics include major schools of economic thoughts; aggregate supply and aggregate demand; economic measures, fluctuations, and growth. Upon completion, students should be able to evaluate national economic components, conditions, and alternatives for achieving socioeconomic goals.		
33205	Financial Planning and Control	Pre-requisite: 33101 , 34101	Credit Hours: 3
	This course deals with the methods of financial planning and control at the level of the private sector institutions. Financial Control examines its objectives, methods, tools and institutions at the private sector level with a simple reference to these institutions at the public sector level in Jordan.		

33207	Islamic Business Management	Pre-requisite: 33101	Credit Hours: 3
	This course introduces students to Islamic Management in terms of its definition, concepts, nature, evolution and historical development. It also enables students to understand the basic components of traditional management from a comparative Islamic perspective. It covers concepts, problems and opportunities facing Islamic management within its competitive, political-legal, economic, social and global environments.		
33209	Management Communication Skills	Pre-requisite: 33101	Credit Hours: 3
	This course highlights the importance of managerial communications for businesses organizations. Main topics include providing effective communication systems; utilizing communications in the business field; and an emphasis on business writing skills.		
33212	Operations Research for Business	Pre-requisite: 20131	Credit Hours: 3
	This course outlines the concept of operations research (OR), its history, and evolution. Main topics include formulating OR models; linear programming and its tools (graphical solutions, simplex method, and the problem-solving method), decision theory; building decision matrices; decision-making under risk and conflict, and analyzing business networks.		
33215	Data Analysis	Pre-requisite: 20235	Credit Hours: 3
	This course explores the use of data mining and analytics to create business intelligence and use it for improving internal operations and understanding customers and supply chains. Moreover, this course provides an introduction to the concepts and methods of data analysis for decision-making. In this course students are required to learn a comprehensive set of spreadsheet skills and tools, including how to design, build, test, and use spreadsheets for business analysis. Students are also required to develop an understanding of the uses of business data analysis for decision-making, forecasting, and obtaining and maintaining a competitive advantage.		
33218	Logistics Management	Pre-requisite: 33101	Credit Hours: 3
	This course explains the concept of logistics management, and illustrating the main activities, and roles of logistics in any organization (services/manufacturing) as different modes of transportation, warehousing and storing, industrial packaging, materials handling, inventory control, order fulfillment, demand forecasting, production planning/scheduling, Procurement, customer service, facility location, return goods handling, parts and service support, salvage and scrap disposal, as well as its value to the customer. Furthermore, this course introduces the effective management of supply chains, considering both cost and customer service such as the relationship between logistics and marketing, production, and sales processes.		

33238	Investment Management	Pre-requisite: None	Credit Hours: 3
	This course deals with the investment decision in detail with the areas of real and financial investment, immediate and future instruments, returns and risks, and the exchange between its returns and risks and calculate the fair price of financial investment instruments. It also provides an overview of the composition of investment portfolios and measures their risks and returns and management and some investment institutions. It also examines the sources and costs of financing investments and methods of evaluating real investment alternatives.		
33247	Administrative Development	Pre-requisite: 33101	Credit Hours: 3
	This course includes defining the concept of administrative development and its linkages and elements as part of the overall integrated and balanced development process. It explains the process of analyzing the administrative and organizational reality of business institutions, public policy, strategies, and the mechanism of linking the various components of growth within the framework of interventions proposed to improve the organizational capacity address such reality.		
33309	Business Ethics and Social Responsibility	Pre-requisite: 33203	Credit Hours: 3
	This course underlines the concept of social responsibility, its history, and approaches that measure social performance and social responsibility for international companies. Main topics include basic business ethics problems, the historical development of business ethics theories, important issues in business ethics, environmental responsibility and professional ethics, transparency, and corporate governance. In this course, students are presented with the most significant contemporary ethical challenges faced by business organizations.		
33313	Production and Operations Management	Pre-requisite: 33212	Credit Hours: 3
	This course outlines the basic principles of production and operations management and their importance in business organizations. Main topics cover the objectives of production and operations management including their historical development, functions, and specific performance criteria. This course also provides a holistic view of the factors that affect the production process, productivity and quality and its strategic significance, in addition to recent trends in production and operations management. In this course students learn about the importance of production planning under flowing production and under production payments, short-term planning in industrial companies, and planning and scheduling industrial projects as well as production control.		

33317	Quality Management	Pre-requisite: 33203	Credit Hours: 3
	This course outlines the concept of total quality management, including its elements, and focuses on the application of quality management in organizations as well as the means by which business firms overcome quality-based challenges. This course also highlights total quality as an input to improve performance in business enterprises; performance management using the balanced scorecard; change management and how to deal with resistance to change; and finding ways to ensure the success of change and development initiatives in business organizations (practical applications).		
33326	Innovation Management	Pre-requisite: None	Credit Hours: 3
	This course provides students with an understanding of how creativity and innovation can be facilitated and managed in a work setting. In this course, students learn about theoretical conceptualizations of creativity and innovation as well as practical applications involved in fostering creativity and innovation in the workplace. Students are also expected to play an active role in learning through class exercises, class discussions, and presentations about real (or planned) innovations in business organizations.		
33330	Services Management	Pre-requisite: 33101	Credit Hours: 3
	This course outlines the concept of service organizations and its importance. Main topics include the characteristics of service organizations in addition to their categories, requirements, and challenges, and contemporary issues facing service sectors such as cost Escalation, quality, competition, and marketing.		
33331	Public Relations Management	3 Pre-requisite: 33209	Credit Hours: 3
	The course outlines the principles of public relations (PR). Main topics include PR functions and objectives, and the pillars of effective PR management and its connection with marketing and customer relations.		
33336	Knowledge Management	Pre-requisite: 33209	Credit Hours: 3
	This course offers an introduction to the main theories in the knowledge management field, and how knowledge management can enhance organizational performance. This course also highlights the importance of knowledge management in improving collective and individual performance, and focuses on how to utilize and measure knowledge, in addition to the impact of the internet and communications technology on knowledge management.		

33337	Financial Analysis	Pre-requisite: 34101	Credit Hours: 3
	This course emphasis on the analysis of financial data, which is used in evaluating organizational performance. Main topics include methods of analysis, financial control, and economic value. In this course, students are required to financially analyze changes in stock market prices in addition to speculating financial failure. Other topics include financial analysis for banks and other financial institutions.		
33342	Managerial Economics	Pre-requisite: None	Credit Hours: 3
	This course outlines the tools and techniques needed for effective economic decisions under the conditions of risk and uncertainty. This course also gives emphasis on decisions related to pricing, demand, and costs, in addition to procedures and criteria for decision-making. Additional topics include the theory of demand; pricing theory and practice; cost estimation; and pricing new products and competitive offers in addition to bid pricing.		
33400	Risk Management	Pre-requisite: 33313	Credit Hours: 3
	This course outlines the concept of risk management, including its types and historical development. The main topics include the concept of uncertainty and its levels; risk identification and methods of measurement; analyzing risk-based indicators; classic and modern risk management; and risk control both in the short-term and in long-term.		
33404	Strategic Management	Pre-requisite: Finish 90 Credit hours	Credit Hours: 3
	This course highlights the basic concepts of strategic management, including the steps of formulating an organization's vision, mission strategic analysis of the internal and external environment and formulating strategic objectives. The course also covers how strategies are generated, selected, implemented and evaluated.		
33405	Human Resource Management	Pre-requisite: 33203	Credit Hours: 3
	This course outlines the concept of human resources management and its importance in organizations. Other topics include human resource planning; employee recruitment, selection, and placement; job analysis and job descriptions; employee training; employee appraisal and rewarding; career planning; employee empowerment; and maintaining employee safety.		

33408	Change Management	Pre-requisite: 33313	Credit Hours: 3
	This course outlines the importance of planned organizational change in light of the dynamic environment that surrounds organization. In addition, this course focuses on the importance of organizational change and how to manage the overall process successfully in terms of the choice of strategies aimed at promoting organization performance at both the individual and group levels. Other topics include managing resistance to change; its pros and cons and, as well as the means to tackle the issue successfully.		
33409	Special Topics in Management	Pre-requisite: 33317	Credit Hours: 3
	This course highlights contemporary topics in the field of business administration including administrative obstacles to development, contemporary technology as an input for development, crisis management and modern leadership, managing creativity and innovation, team management, and other selected topics (to be assigned by the Department).		
33432	Purchasing and Inventory Management	Pre-requisite: 33101	Credit Hours: 3
	This course outlines the key features of purchasing and inventory management, including storage management; job procurement (quality and quantity); purchasing products at the right time and at the right price; supplier selection process; and the purchase of machinery and equipment. This course also focuses on the importance of storage and warehouses, stock control, production planning (including system scheduling and overall planning), intermittent production, quality and maintenance management, and management information systems.		
33434	Conflict and Negotiation Management	Pre-requisite: 33209	Credit Hours: 3
	This course offers an introduction to the theory of negotiation and explores the different models of negotiation and bargaining. This course also highlights the similarities and differences in the forms and methods of negotiation. Other topics include: the stages of negotiation (from pre- negotiation to post-settlement), negotiation skill development, and the strategic importance of negotiation and conflict management in business enterprises (types, causes, stages, and the skills required to reach solutions to crises to the satisfaction of the disputing parties).		
33435	International Business Management	Pre-requisite: 33404	Credit Hours: 3
	This course outlines the concepts of international business and globalization. Main topics include risk management; analyzing the international business environment; functional business strategies (human resource, finance, operations, marketing, and research and development); and the responsibilities of the director of international business development (future vision and mission).		

33439	Project Management	Pre-requisite: 33313	Credit Hours: 3
	This course outlines project management as a concept with an emphasis on the project life cycle. Main topics include: an introduction to project planning (budgeting, scheduling, staffing, directing, and controlling); network design and the application of widespread project management techniques (Critical Path Method "CPM", Project Evaluation and Review Technique "PERT"); and information systems (use and selection criteria).		
33445	Commercial & Electronic Legislation	Pre-requisite: Finish 99 Credit	Credit Hours: 3
	This course outlines the concepts of electronic and commercial legislation. Main topics include: the classification of companies, brokerage and agency contracts, financial securities and commercial papers, bankruptcy, electronic crimes, and topics related to insurance and collateral.		
33499	Graduation Project	Pre-requisite: Finish 100 Credit	Credit Hours: 3
	This course includes writing up a research proposal, developing proposed solutions to the problem, designing a questionnaire, producing analytical results and findings, in addition to presenting conclusions and recommendations in accordance with the integrated research methodology.		