



Princess Sumaya
University
for Technology

جامعة
الأميرة سميرة
للتكنولوجيا

PROGRAM PROFILE

B.Sc. Business Administration

2024 / 2025

PROGRAM PROFILE

PROGRAM AIMS AND OBJECTIVES

PROGRAM LEARNING OUTCOMES

CURRICULUM

COURSE DESCRIPTION



King Talal School
of Business
Technology

كلية
الملك طلال
لتكنولوجيا الأعمال

Bachelor of Business Administration

The Bachelor of Science in Business Administration program at is designed to cultivate future-ready business leaders equipped with comprehensive knowledge, strategic thinking, and practical skills to thrive in dynamic global markets. Accredited by AACSB and recognized by the HR Certification Institute (HRCI), this program integrates cutting-edge business theories with real-world applications, preparing graduates to excel in diverse organizational settings.

The curriculum spans core business disciplines, including management, finance, marketing, operations, and strategic decision-making, while emphasizing digital transformation, ethical leadership, and innovation. Students engage with contemporary topics such as AI in business, data analytics, and e-commerce, ensuring alignment with industry trends and technological advancements.



PROGRAM AIMS



The program aims to achieve the PSUT vision and continuously enhance the quality of learning in all business fields by including the latest research in Business to provide suitable job opportunities to the graduates and enable them to compete in the Academic field.

PROGRAM OBJECTIVES



- Deliver excellence in business education by integrating high-level competencies with current local and global trends.
- Align academic learning with market needs through dynamic curricula and exposure to real-world business practices and innovations.
- Equip graduates with in-demand skills to enhance employability and competitiveness in both professional and academic settings.
- Foster continuous development and adaptability to ensure success across all business disciplines.

For More Info

www.PSUT.edu.jo/KTSBT/BAdmin

PROGRAM LEARNING OUTCOMES

| Program Learning Outcomes (LOs) | |
|---------------------------------|--|
| PLO1 | Demonstrate basic knowledge in the business and technology. |
| PLO2 | Apply business and technology concepts that can help develop business solutions. |
| PLO3 | Critically analyze business issues taking into account economic, sustainable, and ethical factors. |
| PLO4 | Integrate key analytical methods that can help provide creative and innovative solutions |
| PLO5 | Collaborate effectively within a team to build jointly prepared projects. |
| PLO6 | Demonstrate the written communication skills essential in business settings |
| PLO7 | Demonstrate effective use of the oral presentation skills that are essential in business |

PROGRAM FEATURES



- **Holistic Business Education:** Courses cover organizational behavior, financial analysis, project management, and international business, fostering well-rounded expertise.
- **Practical Experience:** Hands-on learning through field training, case studies, and a capstone graduation project.
- **Career Versatility:** Graduates pursue roles in HR, operations, consulting, marketing, and entrepreneurship across public and private sectors.
- **Specialized Electives:** Tailor your degree with electives in innovation management, risk assessment, Islamic business practices, and sustainable development.

POSSIBLE FIELDS OF WORK FOR GRADUATES



Graduates of this program can work in digital marketing, social media management, SEO, performance marketing, and other related areas. They are qualified for roles such as Digital Marketing Specialist, Web Analyst, Email Marketer, and SEO Specialist.

Curriculum

Bachelor's Degree in Business Administration 2024/2025

| Course Title | Credit Hours | Prerequisite |
|--|--------------|--------------|
| University Requirements (27 CHs) | | |
| 1. Compulsory Requirements (18 CHs) | | |
| Computer Skills (Remedial) | 0 | |
| Arabic Language Communication Skills (Remedial) | 0 | |
| English Language Communication Skills (Remedial) | 0 | 31021 |
| Arabic Language Communication Skills | 3 | 31022 |
| English Language Communication Skills | 3 | |
| National Education | 3 | |
| Leadership and Societal Responsibility | 0 | |
| Military Science | 3 | |
| Entrepreneurship and Innovation | 3 | 60 CHS |
| Life Skills | 3 | 60 CHS |

2. Elective Requirements (9 CHs)

| | | |
|---|---|-------|
| History of Science | 3 | |
| Sports and Health | 3 | |
| Foreign Languages | 3 | |
| Arabic Islamic Civilization | 3 | |
| Arabic Literature | 3 | 31112 |
| Governance and Development | 3 | |
| Human Rights | 3 | |
| Introduction to Politics and Economic Science | 3 | |
| Introduction to Psychology | 3 | |
| Development and Environment | 3 | |
| Scientific Research Method | 3 | |
| Contemporary Issues in the Arab World | 3 | |
| Jerusalem: History and Facts | 3 | |
| Philosophy and Critical Thinking | 3 | |

School Requirements (24 CHs)

1. Compulsory Requirements (24 CHs)

| | | |
|---|---|-------|
| Mathematics for Business | 3 | |
| Statistical Methods for Business | 3 | |
| Principles of Management | 3 | |
| Principles of Accounting (1) | 3 | |
| Principles of Marketing | 3 | 31112 |
| Business Information Technology 1 | 3 | |
| Leadership and Digital Transformation | 3 | |
| Introduction to AI in Business Applications | 3 | 36110 |

Program Requirements (81 CHs)

1. Compulsory Requirements (66 CHs)

| | | |
|---------------------------------|---|-------|
| Organizational Behavior | 3 | 33101 |
| Microeconomics | 3 | |
| Macroeconomics | 3 | 33103 |
| Management Communication skills | 3 | 33101 |

| | | |
|--|----------|---------------|
| Operations Research for Business | 3 | 20131 |
| Logistics Management | 3 | 33101 |
| Business Ethics and Social Responsibility | 3 | 33203 |
| Production and Operations Management | 3 | 33212 |
| Quality Management | 3 | 33203 |
| Public Relations Management | 3 | 33209 |
| Strategic Management | 3 | 90 CHs |
| Human Resources Management | 3 | 33203 |
| Change Management | 3 | 33313 |
| Field Training | 3 | 90 CHs |
| International Business Management | 3 | 33404 |
| Project Management | 3 | 33313 |
| Business Law | 3 | 99 CHs |
| Graduation Project 3 Finish 99 Credit Hours | 3 | 99 CHs |
| Principles of Finance | 3 | 34101 |

| | | |
|--------------------------------|----------|--------------|
| Managerial Accounting | 3 | 34101 |
| Sales Management | 3 | 33101 |
| Decision Support System | 3 | 36110 |

2. Elective Requirements (15 CHs)

| | | |
|--|----------|---------------------|
| Organization Theory | 3 | 33101 |
| Financial Planning and Control | 3 | 33101, 34101 |
| Islamic Business Management | 3 | 33101 |
| Investment Management | 3 | - |
| Organization and Management Development | 3 | 33101 |
| Innovation Management | 3 | |
| Services Management | 3 | 33101 |
| Knowledge Management | 3 | 33209 |
| Financial Analysis | 3 | 34101 |
| Managerial Economics | 3 | |
| Risk Management | 3 | 33313 |

| | | |
|--|----------|--------------------|
| Purchasing and Inventory Management | 3 | 33101 |
| Conflict & Negotiation Management | 3 | 33209 |
| Principles of Accounting (2) | 3 | 34101 |
| Financial Management | 3 | 33101 |
| Banking | 3 | 33103 |
| Marketing Management | 3 | 35101 |
| E. Marketing Channels | 3 | 35101 36101 |
| International Marketing | 3 | 6 CHs |
| Enterprise Resource Planning ERP | 3 | 36110 |
| Special Topics in Business Administration | 3 | 33317 |
| Sustainable Development Management | 3 | 33101 |
| Principles of Business Analytics | 3 | 36110 |

Guidance Plan

Bachelor's Degree in Business Administration 2024/2025



Key - Colors and Shapes

↔ Concurrent Requirement

Compulsory University Requirement (general)

Compulsory Department Requirement

Elective University Requirement

Elective Department Requirement

Compulsory School Requirement

Credit Hours ← 3 12495 → Course Number
 Graduation Project (2) → Course Title

Course Description

Bachelor's Degree in Business Administration 2024/2025

33101

Principles of Management

Credit Hours: 3

Prerequisite: None

This course offers a broad insight into the basic principles of management, its importance, evolution, and its different schools of thought, other topics include the evolution of contemporary administrative thought, managerial decision-making steps, managerial functions(planning, decision-making, organizing, leading, motivating, communicating and controlling), and how to exercise these functions by the manager in business organizations .

33103

Microeconomics

Credit Hours: 3

Prerequisite: None

This course offers to develop the student's understanding of the economic problem and allocating resources, analysis of supply and demand and market equilibrium, Elasticity of supply and demand, consumer behavior theory, Theory of distribution, production & profit maximization, Analysis of markets and pricing in competitive and noncompetitive markets and other markets.

33202

Organization Theory

Credit Hours: 3

Prerequisite: 33101

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; and the main theories and schools of thought surrounding the concept of organization.

33203

Organizational Behavior

Credit Hours: 3

Prerequisite: 33101

This course underlines the concept of organizational behavior. Main topics include organizational structure, behavioral patterns at the individual and group levels, education, work pressures, employee communication, leadership, motivation, conflict, organizational structure, and environmental factors that can influence employee behavior and performance.

33204**Macroeconomics****Credit Hours: 3****Prerequisite: 33103**

This course introduces economic analysis of aggregate employment, income, and prices. Topics include major schools of economic thought, 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****Credit Hours: 3****Prerequisite: 33101 +
34101**

This course includes methods of financial planning and control at the level of private sector institutions, covering the following aspects of financial planning: liquidity planning models, including estimated cash budgets, forecasting the organization's short-term, medium-term, and long-term cash needs, profitability planning, preparing estimated budgets, as well as estimated income statements, and planning for profit improvement.

33207**Islamic Business Management****Credit Hours: 3****Prerequisite: 33101**

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****Credit Hours: 3****Prerequisite: 33101**

This course includes the concept and importance of administrative communication for business organizations and providing an effective communication system that contributes to the manager's organizational functions. It emphasizes both theory and practice in the field of administrative communication and develops employees' skills in how to use and employ communication in business. Additionally, it focuses on written communication skills.

33212**Operations Research for Business****Credit Hours: 3****Prerequisite: 20131**

This course outlines the concept of operations research (OR), its history, types, and evolution. The 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****Credit Hours: 3****Prerequisite: 20235**

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.

33218**Logistics Management****Credit Hours: 3****Prerequisite: 33101**

This course explains the concept of logistics management and illustrates 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.

33238**Investment Management****Credit Hours: 3****Prerequisite: -**

This course deals with investment decisions in detail in the areas of real and financial investment, immediate and future instruments, returns and risks, and the exchange between its returns and risks. It also calculates the fair price of financial investment instruments. It also provides an overview of the composition of investment portfolios and measures their risk returns, 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****Credit Hours: 3****33247**

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 growth components within the framework of interventions proposed to improve the organizational capacity to address such reality.

33309**Business Ethics & Social Responsibility****Credit Hours: 3****Prerequisite: 33203**

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 & Operations Management****Credit Hours: 3****Prerequisite: 33212**

This course outlines the basic principles of production and operations management and their importance in business organizations. The 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.

33317**Quality Management****Credit Hours: 3****Prerequisite: 33203**

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 how 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.

33326**Innovation Management****Credit Hours: 3****Prerequisite: -**

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****Credit Hours: 3****Prerequisite: 33101**

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, as well as contemporary issues facing service sectors such as cost escalation, quality, competition, and marketing.

33331**Public Relations Management****Credit Hours: 3****Prerequisite: 33209**

The course outlines the principles of public relations (PR), which includes an introduction to the fundamental concepts of public relations, the principles, goals, and functions it encompasses, as well as how to organize them. It also covers the essential pillars of successful public relations management within the nature of the organization's work, emphasizing its relationship with marketing, communication methods with the organization's audiences, and its areas of work—whether in developing relationships with individuals within the organization or with external audiences—enabling the use and application of public relations research to measure public opinion toward the organization's audiences.

33336**Knowledge Management****Credit Hours: 3****Prerequisite: 33209**

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****Credit Hours: 3****Prerequisite: 34101**

This course emphasizes the analysis of financial data, which is used in evaluating organizational performance. The 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****Credit Hours: 3****Prerequisite: -**

This course outlines the tools and techniques needed for effective economic decisions under 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****Credit Hours: 3****Prerequisite: 33313**

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 the long term.

33404**Strategic Management****Credit Hours: 3****Prerequisite: 33203
90 CHs**

This course highlights the basic concepts of strategic management, including the steps of formulating an organization's vision and 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 Resources Management****Credit Hours: 3****Prerequisite: 33203**

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 reward, career planning, employee empowerment, and maintaining employee safety.

33408**Change Management****Credit Hours: 3****Prerequisite: 33313**

This course outlines the importance of planned organizational change in light of the dynamic environment surrounding an 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 to promote organizational performance at both the individual and group levels. Other topics include managing resistance to change, its pros and cons, as well as the means to tackle the issue successfully.

33409**Special Topics in Management****Credit Hours: 3****Prerequisite: 33317**

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****Credit Hours: 3****Prerequisite: 33101**

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 purchasing 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****Credit Hours: 3****Prerequisite: 33209**

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****Credit Hours: 3****Prerequisite: 33404**

This course outlines the concepts of international business and globalization. The main topics include risk management, analyzing the international business environment, functional business strategies (human resource, finance, operations, marketing, and research and development), and the director's responsibilities for international business development and future vision and mission.

33439**Project Management****Credit Hours: 3****Prerequisite: 33313**

This course outlines project management as a concept with an emphasis on the project life cycle. The main topics include an introduction to project planning (budgeting, scheduling, staffing, directing, and controlling); network design and the application of widespread project management techniques such as (Critical Path Method (CPM)), Project Evaluation and Review Technique (PERT); and information systems (use and selection criteria), in addition to the cost controlling and feasibility analysis.

33445**Commercial & Electronic Legislation****Credit Hours: 3****Prerequisite: 99 CHs**

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****Credit Hours: 3****Prerequisite: 100 CHs**

This course includes writing up a research proposal, developing proposed solutions to the problem, designing a questionnaire, producing analytical results and findings, and presenting conclusions and recommendations in accordance with the integrated research methodology.