German Jordanian University

Business School

Department of Management Sciences

Bachelor of Science in

Digital Marketing

Study Plan 2024

I. Program Objectives

The digital marketing program aims to equip students with a comprehensive understanding of digital marketing strategies, tools, and techniques while highlighting proficiency in multiple languages. The program is Established in line with the University strategic goals with the following objectives:

a. To provide students with a solid foundation in digital marketing principles, including SEO (Search Engine Optimization), SEM (Search Engine Marketing), Content marketing, social media marketing, email marketing, and analytics.

b. To provide students with a deep understanding of different strategies used for lunching and managing multilingual digital marketing campaigns on a global scale, considering factors such as market research, localization, and international SEO (Search Engine Optimization).

c. To Teach students to analyze digital marketing performance metrics across different language markets, identify trends, and optimize campaigns for maximum effectiveness.

d. To train students to create compelling digital content in multiple languages, considering cultural differences, and SEO best practices for each target audience.

e. To develop students' languages fluency in multiple languages (Arabic, German, English) that will help them in global digital marketing efforts.

f. To equip students with practical skills in using digital marketing tools and platforms, such as Google Analytics, AdWords, social media management tools, email marketing software, and content management systems (CMS).

g. To provide students with the opportunity to work on real-world digital marketing projects and internships with our local and multinational partners companies in Germany.

h. To address ethical and legal issues related to digital marketing, including privacy regulations, cultural sensitivity in advertising content, and intellectual property rights.

i. To prepare students for postgraduate degrees and professional certificates in specialized Multilingual digital marketing fields.

II. Learning Outcomes

A successful completion of the BA in Digital marketing program enables students:

a. To create comprehensive digital marketing strategies tailored to different languages and cultures, considering factors such as demographics, consumer behavior, and market trends.

b. To develop their abilities to adapt marketing messages, content, and campaigns to resonate with audiences from different cultural backgrounds, ensuring cultural sensitivity and relevance.

c. To be proficient in two languages (German and English) in addition to Arabic, enabling them to effectively communicate and market to diverse audiences.

d. To be proficient in using a variety of digital marketing tools, platforms, and technologies to execute campaigns across multiple languages and channels effectively.

e. To be able to collect, analyze, and interpret data from digital marketing campaigns, using metrics to measure performance and optimize strategies.

f. To be able to create compelling digital content that resonates with multicultural audiences, as well as how to adapt and localize content for different languages and cultural contexts.

g. To understand Search Engine Optimization (SEO) principles and techniques in different languages and regions, and to be able to optimize digital content for search engines across diverse markets.

h. To develop skills in teamwork and project management, learning how to collaborate effectively with diverse teams and stakeholders across different languages and cultures.

i. To understand various strategies for managing and promoting global brands across diverse linguistic and

cultural landscapes, including brand positioning, messaging, and reputation management.
j. To consider different ethical and legal standards in digital marketing, such as privacy, data protection, and cultural sensitivities.

Course Delivery Methods

Courses are in one of the following three methods:

- **Face-to-Face (F2F) Method**
  Courses that are taught through face-to-face learning are delivered at the university campus.

- **Blended (BLD) Method**
  Courses in which teaching consists of face-to-face learning and asynchronous E-learning. The face-to-face learning takes place at the university campus. Asynchronous E-learning takes place through activities, tasks, educational duties, and assignments through the virtual E-learning platforms (Moodle and MyGJU) without direct meetings with course instructors.

- **Online (OL) Method**
  Courses in which teaching consists of synchronous E-learning and asynchronous E-learning. The synchronous E-learning takes place through interactive virtual meetings between instructors and students directly through the virtual E-learning platform (e.g; MS Teams). The asynchronous E-learning takes place through activities, tasks, educational duties, and assignments through the virtual E-learning platforms (Moodle and MyGJU) without direct meetings with course instructors.

III.   Admission Requirements

To apply for admission, the following minimum requirements must be met:

- Minimum of 65% in the secondary School Certificate (Tawjihi).
- A high motivation is needed to fulfill the needs and demands at the university in Jordan and Germany and the companies during their internship.
- Good English skills are highly recommended.
- Students must register for all pre-requisites named by the Academic Coordinator.

Placement Tests

Applicants must sit for placement tests in the Arabic Language, the English Language, and Mathematics to determine whether the applicant may be required to take remedial courses in the mentioned subjects. Depending on or the applicant scores in the placement tests, some of the following 3-credit-hour remedial courses are required:

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
ARB0099	Elementary Arabic	3	3	3	-	OL	Placement test
ENGL0098	Elementary English	3	3	3	-	F2F	Placement test
ENGL0099	Intermediate English	3	3	3	-	F2F	ENGL0098
	Total	**12**	**12**	**12**	**0**		

- Remedial courses are to be completed and passed within the first year of enrollment.
- Passing grade of remedial courses is 60%.
- ECTS (BA): is the European Credit Transfer and Accumulation, One ECTS is equivalent to 30 actual workload hours.

IV. Degree Requirements

The requirements to obtain a BA degree in Multilingual digital marketing are the following:

a. Out of the Program requirement, 12 credit hours are to be taken at a partner university in Germany.
b. Out of the Program requirement, 12 credit hours (20 weeks) of practical internship are to be taken at one of the German Companies.
c. Students must complete 4 weeks of practical training in approved industries in Jordan.

1. Framework for B.A Degree (145 credit hours)

Classification	Credit Hours			ECTS		
	Compulsory	Elective	Total	Compulsory	Elective	Total
University Requirements	21	6	27	25	6	31
School Requirements	24	0	24	37	0	37
Program Requirements	82	12	94	142	30	172
Total	**127**	**18**	**145**	**204**	**36**	**240**

Course Delivery Method	Credit Hours	Percentage
Online Courses	15	10.3%
Blended Courses	39	33.1%
Face-to-Face Courses	91	56.6%
Total	**145**	**100%**

1. University Requirements: (27 credit hours)

1.1. Compulsory: (21 credit hours)

Course ID	Course Name		Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
					Lect.	Prac.		
ARB100	Arabic		3	3	3	0	OL	ARB0099
ENGL1001	Upper-Intermediate English		3	3	3	0	F2F	ENGL0099
ENGL1002	Advanced English		3	3	3	0	F2F	ENGL1001
GERL101B1	German I B1-Track		3	6	9	0	F2F	-
GERL102B1	German II	B1-Track	3	6	9	0	F2F	GERL101B1
GERL102B2		B2-Track						GERL101B1
MILS100	Military Science		3	2	3	0	OL	-
NE101	National Education		3	2	3	0	OL	-
NEE101	National Education in English							
		Total	**21**	**25**	**33**	**0**		

1.2. Elective: (6 credit hours) (Two courses out of the following)

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
DES101	Arts' Appreciation	3	3	3	0	OL	ENGL0099\ARB0099
EI101	Leadership and Emotional Intelligence	3	3	3	0	F2F	ENGL0099
IC101	Intercultural Communications	3	3	3	0	F2F	ENGL0099
PE101	Sports and Health	3	3	3	0	F2F	ARB0099
SE301	Social Entrepreneurship and Enterprises	3	3	3	0	F2F	ENGL0099

Course ID	Course Name	Credit Hours	ECTS	Lect.	Prac.	Type	Prerequisites / Corequisites
SFTS101	Soft Skills	3	3	3	0	OL	ENGL0099
BE302	Business Entrepreneurship	3	3	3	0	OL	ENGL0099
TW303	Technical and Workplace Writing	3	3	3	0	OL	ENGL0099
	Minimum required	**6**	**6**	**6**	**0**		

2. School Requirements: (24 credit hours)

Course ID	Course Name		Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
					Lect.	Prac.		
GERL201B1 GERL201B2	German III	B1-Track	3	4	6	0	F2F	GERL102B1 or GERL102B2, ENGL0098, ARB0099
		B2-Track						GERL102B2, ENGL0098, ARB0099
GERL202B1	German IV	B1-Track	3	6	9	0	F2F	GERL201B1 or GERL201B, ENGL0098, ARB0099
GERL202B2		B2-Track						GERL201B2, ENGL0098, ARB0099
ACC101	Principles of Accounting I		3	4.5	3	0	F2F	-
ACC251	Fundamentals of Finance		3	4.5	3	0	BLD	ACC101, ENGL0098, ARB0099
LOGS101	Introduction to Logistics		3	4.5	3	0	F2F	-
MGT101	Principles of Management		3	4.5	3	0	BLD	-
MGT122	Business Statistics		3	4.5	3	0	F2F	-
MGT213	Research Methods for Business		3	4.5	2	2	BLD	MGT122, ENGL0098, ARB0099
		Total	**24**	**37**	**32**	**2**		

3. Program Requirements: (94 credit hours)

3.1. Program Requirements (Compulsory): (82 credit hours)

Course ID	Course Name	Credit Hours	ECTS	Lect.	Prac.	Type	Prerequisites / Corequisites
CS115	Computing Fundamentals	3	3	3	0	F2F	Co- requisite CS1150
CS1150	Computing Fundamentals LAB	1	2	0	1	F2F	Co- requisite CS115
MGT124	Fundamentals of Marketing	3	5	3	-	F2F	MGT101
DM101	Fundamentals of Digital Marketing	3	5	3	0	F2F	-
DM110	Online Consumer Behavior	3	5	3	0	BLD	DM101, MGT124
BIDA140	Introduction to E-Business	3	4	3	0	BLD	CS115
DM120	Arabic Grammer and Stylistics	3	4	3	0	BLD	
DM2203	Debating in Business Scenario	3	4	3	0	BLD	ENGL0098, ARB0099
DM201	Market Research	3	4	3	0	BLD	MGT124, ENGL0098, ARB0099
DM220	International Marketing	3	4	3	0	F2F	DM101, MGT124 ENGL0098, ARB0099
DM230	B2B Marketing	3	4	3	0	BLD	DM101, BIDA140, ENGL0098, ARB0099
DM240	Marketing through Social Networks	3	4	3	0	BLD	DM101, BIDA140, ENGL0098, ARB0099
DM202	Modern Arabic for Marketing and	3	4	3	0	BLD	DM120, MGT124,

Course ID	Course Name	Credit Hours	ECTS	Lect.	Prac.	Type	Prerequisites / Corequisites
	Advertising						ENGL0098, ARB0099
DM330	Contemporary Issues in digital Marketing	3	5	3	0	BLD	DM220
DM331	E-Marketing	3	5	3	0	F2F	DM101, MGT124
BIDA352	Customer Relationship Policies	3	5	3	0	F2F	DM101, MGT124, BIDA140
DM250	Business Communications	3	5	3	0	BLD	ENGL1001, MGT124, ENGL0098, ARB0099
DM332	Graphical Design	3	4	3	0	BLD	MGT124, BIDA140
DM401	Sustainability Green Marketing	3	5	3	0	F2F	DM220, DM230
DM333	Search Engine Marketing	3	5	3	0	BLD	DM101, MGT124
DM203	Multilingual Content Writing	3	5	3	0	BLD	DM240
DM391	Field Training	0	6	3	0	OL	Dept. Approval
DM490	Bachelor's Thesis	3	4	3	0	OL	Dept. Approval
DM492	International Internship	12	30	0	12	F2F	GERL 302
GERL301	German V	3	4	6	0	F2F	GERL202B1 OR GERL202B2
GERL302	German VI	3	4	6	0	F2F	GERL301
Total		**82**	**142**	**78**	**13**		

3.2. Program Requirements (Electives Germany): (12 credit hours)

A minimum of 12 credit hours of coursework are required. This list is open for modifications based on school council decisions.

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect.	Prac.		
BIDA351	E-Supply Chain Management	3	4.5	2	2	F2F	BSC001
DM130	Product Innovation & Development	3	5	3	0	F2F	BSC001
DM402	Interactive Web Design and analysis	3	5	3	0	F2F	BSC001
DM231	Trademark Strategy	3	4	3	0	F2F	BSC001
DM501	Business Module in Germany I	3	4.5	3	0	F2F	BSC001
DM502	Business Module in Germany II	3	4.5	3	0	F2F	BSC001
DM503	Business Module in Germany III	3	4.5	3	0	F2F	BSC001
DM504	Business Module in Germany IV	3	4.5	3	0	F2F	BSC001
DM598A	Special Topics in Digital Marketing	1	2	1	0	F2F	BSC001
DM598B	Special Topics in Digital Marketing	2	3	2	0	F2F	BSC001
DM598C	Special Topics in Digital Marketing	3	4.5	3	0	F2F	BSC001
Total		**12**	**18**	**12**			

*: This course is in German Language

b: All elective courses are taken at a partner university in Germany.

Study Plan Guide for a B.A Degree in (Digital Marketing)

First Year							
First Semester							
Course ID	**Course Name**	**Credit Hours**	**ECTS**	**Contact Hours**		**Type**	**Prerequisites / Corequisites**
				Lect.	**Prac.**		
ARB100	Arabic	3	3	3	0	OL	ARB0099
GERL101B1	German I B1-Track	3	6	9	0	F2F	-
MGT101	Principles of Management	3	4.5	3	0	BLD	-
LOGS101	Introduction to Logistics	3	4.5	3	0	F2F	-
DM101	Fundamentals of Digital Marketing	3	5	3	0	F2F	-
ACC101	Principles of Accounting I	3	4.5	3	0	F2F	-
	Total	**18**	**27.5**	**24**	**0**		

First Year							
Second Semester							
Course ID	**Course Name**		**Credit Hours**	**ECTS**	**Contact Hours**		**Type**	**Prerequisites / Corequisites**
					Lect.	**Prac.**		
GERL102B1	German II	B1-Track	3	6	9	0	F2F	GERL101B1
GERL102B2		B2-Track						
DM120	Arabic Grammar and Stylistics		3	4	3	0	BLD	ARB100
CS115	Computing Fundamentals		3	3	3	0	BLD	CS1150 [Co]
CS1150	Computing Fundamentals Lab		1	2	0	0	F2F	CS115 [Co]
MGT122	Business Statistics		3	4.5	3	0	F2F	-
MGT124	Fundamentals of Marketing		3	5	3	-	F2F	MGT101
SFTS101	Soft Skills		3	3	3	0	OL	ENGL0099
		Total	**19**	**27.5**	**24**	**0**		

	Second Year							
	First Semester							
Course ID	**Course Name**		**Credit Hours**	**ECTS**	**Contact Hours**		**Type**	**Prerequisites**
					Lect.	**Prac.**		
ENGL1001	Upper-Intermediate English		3	3	3	0	F2F	ENGL0098
GERL201B1	German III	B1-Track	3	4	6	0	F2F	GERL102B1 or GERL102B2, ARB0099, ENGL0098
GERL201B2		B2-Track						GERL102B2, ARB0099, ENGL0098
ACC251	Fundamentals of Finance		3	4.5	3	0	BLD	ACC101, ARB0099, ENGL0098
DM110	Online Consumer Behavior		3	5	3	0	BLD	DM101, MGT124
DM201	Market Research		3	4	3	0	BLD	MGT124, ARB0099, ENGL0098
NE101	National Education		3	2	3	0	OL	-
BIDA140	Introduction to E-Business		3	4	3	0	BLD	CS115
		Total	**21**	**26.5**	**24**	**0**		

[c] The study plan guide does not take into account possible remedial courses.

Field Training DM391 can be taken either in summer of the first/second year or between the two semesters.

	Second Year							
	Second Semester							
Course ID	**Course Name**		**Credit Hours**	**ECTS**	**Contact Hours**		**Type**	**Prerequisites / Corequisites**
					Lect.	**Prac.**		
GERL202B1	German IV	B1-Track	3	6	9	0	F2F	GERL201B1 or GERL201B2
GERL202B2		B2-Track						GERL201B2
IC101	Intercultural Communications		3	3	3	0	F2F	ENGL0098
DM240	Marketing through social networks		3	4	3	0	F2F	DM101, BIDA140 ARB0099, ENGL0098
MGT213	Research Methods for Business		3	4.5	2	2	BLD	MGT122, ARB0099, ENGL0098
DM250	Business Communication		3	5	3	0	BLD	ENGL1001, ARB0099, ENGL0098, MGT124
ENGL1002	Advanced English		3	3	3	0	BLD	ENGL1001
DM2203	Debating in Business Scenarios		3	4	3	0	BLD	ARB0099, ENGL0098
		Total	**21**	**29.5**	**26**	**0**		

	Third Year							
	First Semester							
Course ID	**Course Name**		**Credit Hours**	**ECTS**	**Contact Hours**		**Type**	**Prerequisites / Corequisites**
					Lect.	**Prac.**		
GERL301B1	German V	B1-Track	3	4	6	0	F2F	GERL202B1 or GERL202B2
GERL301B2		B2-Track						GERL202B2
DM202	Modern Arabic for Marketing and advertising		3	4	3	0	BLD	DM120, MGT124, ENGL0098, ARB0099
MILS100	Military Sciences		3	2	3	0	OL	-
DM220	International Marketing		3	4	3	0	F2F	DM120, MGT124, ENGL0098, ARB0099
DM230	B2B Marketing		3	4	3	0	BLD	DM120, BIDA140, ENGL0098, ARB0099
BIDA352	Customer Relationship Policies		3	5	3	0	F2F	DM101, MGT124 ,BIDA140
DM332	Graphical Design		3	4	3	0	BLD	MGT124, BIDA140
		Total	**21**	**27**	**24**	**0**		

	Third Year							
	Second Semester							
Course ID	**Course Name**		**Credit Hours**	**ECTS**	**Contact Hours**		**Type**	**Prerequisites / Corequisites**
					Lect.	**Prac.**		
GERL302B1	German VI	B1-Track	3	4	6	0	F2F	GERL301B1 or GERL301B2
GERL302B2		B2-Track						GERL301B2
DM330	Contemporary issues in digital marketing		3	5	3	0	BLD	DM220
DM203	Multilingual Content Writing		3	5	3	0	F2F	DM240
DM333	Search Engine Marketing		3	5	3	0	F2F	DM101, MGT124
DM401	Sustainability Green Marketing		3	5	3	0	BLD	DM220, DM230
DM331	E-Marketing		3	5	3	0	BLD	DM101, MGT124
DM490	Bachelor's Thesis		3	4	3	0	OL	Dept. Approval
		Total	**21**	**33**	**24**	**0**		

Bachelor's thesis DM490 can be taken either before or during the German year.

Fourth Year							
First Semester							
Course ID	**Course Name**	**Credit Hours**	**ECTS**	**Contact Hours**		**Type**	**Prerequisites / Corequisites**
				Lect.	**Prac.**		
BIDA351	E-Supply Chain Management	3	4.5	2	2	F2F	BSC001
DM130	Product Innovation & Development	3	5	3	0	F2F	BSC001
DM402	Interactive Web Design and analysis	3	5	3	0	F2F	BSC001
DM231	Trademark Strategy	3	4	3	0	F2F	BSC001
	Total	**12**	**18.5**	**11**	**2**		

*: The course is in German Language

Fourth Year							
Second Semester							
Course ID	**Course Name**	**Credit Hours**	**ECTS**	**Contact Hours**		**Type**	**Prerequisites / Corequisites**
				Lect.	**Prac.**		
DM492	International Internship[d]	12	30	0	800	F2F	BSC001
	Total	**12**	**30**				

[d] Courses attended and/or passed during International Internship are not transferable

V. Compulsory Courses Offered by Digital Marketing Program.

MGT101: Principles of Management   **3 Cr Hr (3,0)**   **ECTS (5)**

This course is designed to give students a general overview of the subject of management/business administration and provide them with the knowledge that will help them to understand the basic concepts and theories of Management. This course provides students with an introduction to the various philosophies, roles, and functions of management. In addition, it will cover on going changes in business that have a direct effect on the role of management. Ultimately, this course is intended to expose students to the theories, approaches and principles that are important for successfully managing organizations and people, along with the basic functions of management, namely, Planning, Organizing, Leading, and controlling. Practical examples, field trips and case studies are among the techniques used in delivering this course

Prerequisites:

MGT122: Business Statistics   **3 Cr Hr (3,0)**   **ECTS (5)**

This is a course in the basic statistical concepts and methods common in business and economics applications. The course introduces the students to statistical methods of collection, analysis, and presentation of quantitative data. Emphasis will be on the use of both descriptive and inferential statistical techniques within the workplace. Topics covered include descriptive statistics, probability, discrete and continuous distributions, confidence intervals, hypothesis testing, regressions, and sampling. Acquired knowledge should help students to deal with applications from all functional areas of business.

Prerequisites:

BIDA140: Introduction to E-Business   **3 Cr Hr (3,0)**   **ECTS (4.5)**

This course introduces the fundamentals and infrastructure of e-Business to familiarize students with related new technology development. It also discusses the value of IT and information systems (IS) Systems to organizations, the basic types of IS and how they are really used, and the major management trends that affect IT deployment and management. It further discusses how e-Business differs from traditional business in terms of business processes and activities, and how we can set business strategies with e-Business. How to implement e-Business in the current business environment. It also covers ethical and social issues in IS. This course is designed for business students to learn IS and e-business technologies, practices and analysis, in a management perspective. i.e. without focus on technical IT details.

Prerequisites: CS115

MGT124: Fundamentals of marketing   **3 Cr Hr (3,0)   ECTS (4.5)**

This module aims to equip students with an understanding of the role of marketing and the value of marketing management in achieving corporate success within an increasingly competitive, dynamic and turbulent environment. Focusing on the strategic importance of marketing, and its important role in the

overall strategy, evaluating the different tools of marketing and the decisions a marketing manager is responsible for, and investigating the role of the internet and electronic media in enhancing and expanding the efforts of marketing, never underestimating the role of social marketing and social responsibility as a frame for studying marketing.

Prerequisites: **MGT101**

MGT213: Research Methods for Business	3 Cr Hr (3,0)	ECTS (8)

The primary purpose of this course is to provide a comprehensive introduction of research and to prepare students to critically read research. The course is introductory in the sense that the emphasis is on exposure to a variety of research methods and methodologies, rather than developing expertise in any one particular method. Besides, it is designed to acquaint students with a range of research methods available and the criteria for choosing among them. More specifically, Research Methodology educates students about types of scientific quantitative and qualitative methods and its applications to research process in business discipline

prerequisite: MGT124, ENGL0098, ARB0099

BIDA352: Customer Relationship Policies	3 Cr Hr (3,0)	ECTS (5)

This course is designed to provide students with concepts and theories of customer relationship management (CRM) and its application in marketing, sales, and service. Students will understand that effective CRM strategies and policies help companies align business process with customer centric strategies using people, technology, and knowledge. Moreover, students will learn how companies strive to use CRM to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantage and maximize profit. Emphasis is given on both conceptual knowledge and hands-on learning using a leading CRM software. Case studies and possibly real business cases will also be given to enhance the understanding of CRM and to provide students with concepts and theories of the applications of BI in customer relationship management (CRM) and how to translate these applications in marketing, sales, and service

prerequisite: BIDA140, DM1101, MGT124

DM101 Fundamentals of Digital Marketing	3 Cr Hr (3,0)	ECTS (5)

Introduction to digital marketing principles, including Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, social media marketing, email marketing, and analytics. Students learn the foundational concepts and strategies essential for effective digital marketing. The course covers the digital marketing landscape, tools, and technologies used to engage consumers online.

prerequisite: MGT101

DM201 Market Research
3 Cr Hr (3,0) ECTS (5)

Provides tools and techniques for conducting market research to support marketing decision-making. Emphasizes data collection, analysis, and interpretation to understand market needs and trends. Students will learn to design research projects, utilize qualitative and quantitative research methods, and apply statistical tools to analyze market data.

Prerequisites: MGT124, ENGL0098, ARB0099

DM220 International Marketing
3 Cr Hr (3,0) ECTS (5)

Covers strategies for launching and managing multilingual digital marketing campaigns on a global scale. Topics include market research, localization, and international SEO to effectively reach diverse audiences. Students will learn about cultural considerations, global marketing frameworks, and techniques to tailor marketing messages to various international markets.

Prerequisites: DM101, MGT124, ENGL0098, ARB0099

DM230 B2B Marketing
3 Cr Hr (3,0) ECTS (4)

Focuses on marketing strategies and techniques in the business-to-business (B2B) context. Topics include relationship management, B2B sales processes, and digital tools for B2B marketing. Students will examine case studies and learn how to develop effective marketing plans that address the unique challenges of B2B markets.

Prerequisites: DM101, BIDA140, ENGL0098, ARB0099

DM240 Marketing through Social Networks
3 Cr Hr (3,0) ECTS (4)

Explores the use of social media platforms for marketing, including content creation, campaign management, and analytics. Students will learn to leverage social networks to build brand presence

and engage audiences. The course covers social media strategies, metrics for evaluating social media performance, and the integration of social media with other digital marketing channels.

Prerequisites: DM101, BIDA140, ENGL0098, ARB0099

DM332 Graphical Design	**3 Cr Hr (3,0)**	**ECTS (4)**

Teaches graphic design principles and tools for creating visually appealing digital marketing content. Students will develop skills in using design software to produce marketing materials that attract and retain customer attention. The course includes hands-on projects where students create graphics for various digital platforms, considering branding and user experience.

Prerequisites: MGT124, BIDA140

DM333 Search Engine Marketing	**3 Cr Hr (3,0)**	**ECTS (5)**

Covers techniques for optimizing content for search engines and managing paid search campaigns. Students will learn both organic and paid search strategies to improve online visibility and traffic. The course explores keyword research, on-page and off-page SEO, and the use of platforms like Google Ads for SEM campaigns.

Prerequisites: MGT124, DM101

DM331 E-Marketing	**3 Cr Hr (3,0)**	**ECTS (5)**

Introduces electronic marketing, including e-business models, mobile marketing, and social networking marketing. The course focuses on strategies to enhance customer relationships and profitability through digital channels. Students will learn about the integration of various e-marketing tools, performance measurement, and best practices in digital marketing.

Prerequisites: MGT124, DM101

DM330 Contemporary Issues in Digital Marketing	**3 Cr Hr (3,0)**	**ECTS (5)**

Examines current trends and challenges in the digital marketing landscape. Topics include emerging technologies, ethical considerations, and the impact of digital innovations on marketing strategies. Students will engage in discussions and research on topics such as artificial intelligence in marketing, data privacy, and the future of digital advertising.

Prerequisites: DM220

DM401 Sustainability Green Marketing   3 Cr Hr (3,0)   ECTS (5)

Covers sustainable marketing practices and their impact on business and the environment. Students will explore strategies for promoting eco-friendly products and integrating sustainability into marketing efforts. The course includes case studies on successful green marketing campaigns and discussions on the role of marketing in driving sustainable consumer behavior.

Prerequisites: DM220, DM230

DM110 Online Consumer Behavior   3 Cr Hr (3,0)   ECTS (5)

Examines consumer behavior in digital contexts, focusing on psychological and sociological factors that influence buying behavior online. Students will learn about various external and internal influences affecting consumer decisions. The course includes studying consumer decision-making processes, the impact of social media, and the role of digital communities in shaping consumer attitudes.

Prerequisites: DM101, MGT124

DM391: Field Training   0 Cr Hr (160)   ECTS (6.0)

Provides practical training in approved industries to apply digital marketing skills in real-world settings. Students gain hands-on experience through internships, enhancing their professional development and industry knowledge. The field training component allows students to work on live projects, network with professionals, and gain insights into the digital marketing industry.

Prerequisites: Dept. Approval

DM490: Bachelor's Thesis   3 Cr Hr (0,8)   ECTS (8.5)

Involves conducting research and writing a thesis on a topic related to digital marketing. Students will demonstrate their ability to apply theoretical knowledge and research skills to address practical marketing challenges. The thesis project includes literature review, methodology design, data collection and analysis, and presenting findings in a formal academic format.

Prerequisites: Dept. Approval

DM492: International Internship   12 Cr Hr (0,40)   ECTS (30)

Training at a German/International approved company. The training must cover any topic or multiple areas of the respective field of study. The training must be approved by the Office of Industrial Links (OIL) at GJU and the respective Exchange Coordinator

Prerequisites: BIDA391, Dept. Approval

DM2203   Debating in Business Scenarios   3 CH   4 ECTS

This course introduces students to various business situations through role plays and debates, in which they learn to deal with conflict resolution and develop negotiation skills. The course takes a deeper look at concrete problems arising in the economic and business sector in relation to moral concepts, such as Kantian ideas of individual responsibility and duty as well as utilitarian aspects. The students learn to understand thought systems on the one hand and argumentations and decisions made in business contexts on the other. The students debate business-related cases and work together as teams in solving conflicts and problems. They are taught basic concepts of philosophy so that they can understand and express various problems arising in the business sector.

Prerequisites: ENGL0098, ARB0099

DM250   Business Communication   3 CH   4 ECTS

The course teaches students how to effectively communicate in professional settings within German-speaking business environments. Through practical exercises, students learn to compose professional emails, reports, and presentations while navigating cultural norms and etiquette. The course emphasizes verbal and written communication skills, cross-cultural competence, and the ability to build successful professional relationships in German business contexts.

Prerequisites: MGT124, DM101, ENGL0098, ARB0099

DM120   Arabic Grammar and Stylistics   3CH   4 ECTS

The course covers the morphological and syntactic rules of the Arabic language and provides a thorough and systematic overview of Arabic grammar. Students will gain a comprehensive understanding of the basic and complex rules of morphology and syntax of the Arabic language. Students will be provided with needed instruction to read and write Arabic correctly. It covers the system of inflections, arrangements of words in sentences, clauses, and phrases, and correct formation of word order. The module covers the morphological patterns and forms, as well as the system of rules that define the grammatical structure of the Arabic language.

Prerequisites: -

DM202   Modern Arabic for Marketing and Advertising   3CH   4 ECTS

The course "Modern Arabic for Marketing and Advertising" is designed to provide students with the linguistic skills and cultural insights necessary to effectively communicate in marketing and advertising contexts in the Arabic-speaking world. Through a blend of theoretical knowledge and practical applications, students will explore key concepts and strategies relevant to marketing and advertising, tailored specifically to the Arabic language and cultural nuances.

Prerequisites: DM120, MGT124, ENGL0098, ARB0099

DM203 Multilingual Content Writing   **3 Cr Hr (3,0)**   **ECTS (5)**

Multilingualism in marketing refers both to the need for content translation to reach new markets, and to the fact that in many societies code-switching is widespread. The effectiveness of any communication depends on how it resonates with the needs and cultural priorities of its audience. Marketing content seeks to tell a story, using a range of linguistic tools – metaphors, symbols, phonetics and morphology. Translation of content into other languages and cultures requires careful attention to all these elements, in order to ensure that is both accurate and culturally accessible. In this course, examples of such translation and acculturation in digital marketing media will be examined. Participants will then be in a position to engage in creating multilingual content across the digital formats of text, voice, and image.

Aims:
- To introduce the field of multilingualism in marketing.
- To generate appreciation for content which resonates with its prospective audience.
- To analyze linguistically examples of marketing content.
- To practice creating multilingual marketing content.

Outcomes:
- Explain the need for research into the needs and cultural priorities of audiences.
- Analyze linguistically examples of marketing content.
- Translate digital content accurately, while ensuring that it is culturally appropriate.
- Demonstrate creative team skills in developing innovative multilingual content.

Prerequisites: DM240

VI. Courses Offered by Other Departments

ACC101: Principles of Accounting I   **3 Cr Hr (3,0)**   **5 ECTS**

This course covers the conceptual foundation of accounting, the accounting cycle for service and merchandising enterprises, the preparation of income statement and related information, the balance sheet of proprietorships and partnerships, basics of accounting information systems, introduction to the conceptual framework for the preparation and presentation of financial statements as well as the valuation and reporting of selected items reported in the balance sheet; such as cash and inventories

Prerequisites:

LOGS101: Introduction to Logistics   **3 Cr Hr (3,0)**   **5 ECTS**

Business logistics considers the two-directional flow and storage of products and information; into, within, and out of the organization. The logistics system consists of three sub-systems: inbound, internal, and outbound logistics. As the first module in logistics, LOGS101 starts with defining logistics and determining the scope of logistics management as a part of supply chain management. The importance of logistics in the micro- and macro-economic levels, the systems and total cost approaches to logistics, logistical relationships within the firm, and the main logistics activities are also covered in the first part of this module. Thereafter, more detailed examination of logistics activities is considered including procurement; demand management, order management, and customer service; inventory management; warehousing management; packaging and material handling; and transportation management. Afterwards, the organizational and managerial issues related to logistics are considered including organizational structure and design, productivity, quality, risk, sustainability, and complexity.

Prerequisites:

ACC251: Fundamentals of Finance   **3 Cr Hr (3,0)**   **5 ECTS**

This course covers the conceptual foundation of finance; Revenue & Gross Margin, Operating Expense & Net Income, Gross & Net Margin, Advanced Income Statement, Revenue Recognition, Expense Recognition, Balance Sheet Basics - Liabilities & Net Worth, Double Entry Book-keeping, Working Capital and Debt / Equity Ratio and Return on Net Worth, Cash Flow Statement Basics, building a Cash Flow Statement Analyzing a Cash Flow Statement, Depreciation & Amortization and Taxes.

Prerequisites: ACC101

VII.   Courses offered by Other Schools

CS115: Computing Fundamentals	**3 Cr Hr (3,0)**	**ECTS (4.5)**

This course aims to equip business students with the basic information technology (IT) skills and concepts, electronic commerce, application software, system software, database concepts, database management systems, basics of the structured query language (SQL), and theories of business intelligence programming. Furthermore, students will be exposed to selected and appropriate computer languages that illustrate the basic principles of programming structure to serve specific purposes in an integrated business intelligence system.

Prerequisites:

CS1150: Computing Fundamentals Lab	**1 Cr Hr (0,3)**	**ECTS (1.5)**

The students will have a practical Lab session every week to offer hands-on experience on the topics that are covered in CS115. Also, on the selected computer languages that illustrate the basic principles of programming structure to serve specific purposes in an integrated business intelligence system.

Co-requisite: CS115

ARB0099: Elementary Arabic	**0 Cr Hr (3,0)**	**0 ECTS**

This course aims to develop student's ability to read, comprehend, literary analyze, grammatically analyze, linguistically analyze, poetically analyze, and rhetorically analyze texts properly. The course also includes a selection of Arabic literature in poetry and prose representing different literary ages, in addition to several common forms of writing such as scientific article, news article, and others.

Prerequisites: Placement Test-

ARB100: Arabic	**3 Cr Hr (3,0)**	**3 ECTS**

This course aims to improve the student's competence in the various linguistic skills in terms of reading, comprehension, and taste. This is achieved through the study of selected texts with many implications that raise issues in spelling, grammar, composition, meaning, and inference, and the use of an old and modern thesaurus.

Prerequisites: **ARB0099**

ENGL0098: Elementary English	**1 Cr Hr (3,0)**	**3 ECTS**

Students will focus on English at an elementary level through the receptive skills of reading and listening and the productive skills of writing and speaking. English III is aimed at students who have achieved a grade of between 0 and 60 on the English Placement Test. This course is zero credit hours. This course enables students to contribute their own knowledge or experience in speaking activities, and use the language correctly. The exposure to a wide variety of listening material with a variety of accents, including some non-native speakers of English improves their level. English III integrates the focus on individual sounds of word and sentence stress where students are encouraged to copy the rhythm of English. Pronunciation is also integrated into Grammar and Vocabulary activities.

Prerequisite: Placement test

ENGL1001: Upper Intermediate English	**2 Cr Hr (3,0)**	**3 ECTS**

"Education is the ability to listen to almost anything without losing your temper or your self-confidence." Robert Frost (1874 - 1963) English V is aimed at students who have achieved a passing grade in English IV

or a grade between 81 and above on the English Placement Test. English V is equal to three credit hours. Students will focus on English at an upper intermediate level. Students will analyze and produce essays with an emphasis on argumentation and persuasion working both independently and cooperatively to gather, evaluate, and synthesize necessary information. Class activities include interactive lectures, small group and class discussions, informal debates, peer feedback, individual presentations, focused listening exercises and focused viewing exercises as well as assorted reading, writing, and grammar assignments. There will be some poetry analysis together with reading and understanding a short story and a drama using basic literary terms and concepts. Note: The process of argumentation enables us to clarify and develop our own responses to important issues, and a significant part of that process involves dialogue with both those who share our opinions and those who do not. In order to participate responsibly and effectively in meaningful dialogue, we must maintain an attitude characterized by openness, responsibility, rationality, and respect for all participants. Upon finishing this level, all students are eligible to receive an English language proficiency letter indicating their level according to the Common European Framework Reference for Languages (CEFR) varying between B1 and B2 according to the grade they get upon finishing this level.

Prerequisites: **ENGL0098**

ENGL1002: Advanced English	**2 Cr Hr (3,0)**	**3 ECTS**

English VI, is the last of the English levels at the German Jordanian University to arm graduates with the best command of the English language in its varied aspects: Reading, Writing, Speaking, Listening and Understanding. It is aimed at students who successfully pass English V and it is three credit hours. This level focuses on a higher level of enhancement of their language. Students can address any audience, through delivering a persuasive speech, making an informative presentation, or analyzing controversial News through News Analysis. The students' Thesis Statements are backed up with: mistake-free language, persuasive logic and verified statistics, numbers and facts to convince the audience with their points of view. Other tools are enhanced involving their language, including specific terminology, tone, intonation and body language to make them acquire the best outcome. Students can also address any topic in writing. With the language skills provided in this level, GJU graduates become more equipped with outstanding abilities and get better chances in the work market, in addition to their knowledge and education in the major fields. The assessment of the students applies Bloom's Taxonomy where the learning objectives are classified according to the different domains including: learning (remembering), understanding, applying, analyzing, evaluating, the creating. Upon finishing this level, all students are eligible to receive an English language proficiency letter indicating their level according to the Common European Framework Reference for Languages (CEFR) varying between B2, C1 or C2 according to the grade they get upon finishing this level.

Prerequisites: **ENGL1001**

GERL101B1: German I B1 track	**3 Cr Hr (9,0)**	**6 ECTS**

By the end of this module, the student will be able to:

- Comprehend very familiar, everyday expressions and very simple sentences and structures related to areas of most immediate relevance according to the discretionary standards in the *Common European Framework of Reference for Languages* (CEFR) at the Level A1.1 (beginners without pre-knowledge).
- Introduce herself/himself and others, express likes and dislikes, fill out a personal form, ask questions and give answers in present and partially in past tense, set private and semi-official

appointments, describe people and things and express frequency and quantity in a very basic way both orally and in writing.
- Communicate with native speakers on a very basic level if those involved in the conversation speak slowly and clearly and are willing to support the non-native speaker.

Prerequisites: Intensive pre-course (only for 1st semester of an academic year)

GERL102B1: German II B1 track   **3 Cr Hr (9,0)**   **6 ECTS**

By the end of this module, the student will be able to:

- Understand and use familiar, everyday expressions and very simple sentences and structures related to areas of most immediate relevance according to the discretionary standards in the *Common European Framework of Reference for Languages* (CEFR) at the level A1.2 (basic users).
- Introduce herself/himself and others, express likes and dislikes, fill out a personal form, ask questions and give answers in present and past tense, set private and official appointments, describe people and things, ask for directions, express frequency and quantity in a basic way both orally and in writing.
- Communicate with native speakers on a very basic level if those involved in the conversation speak slowly and clearly and, if need be, are willing to support the non-native speaker.

Prerequisites: **GERL101B1**

GERL201B1: German III B1 track   **3 Cr Hr (6,0)**   **4 ECTS**

By the end of this module, the student will be able to:

- Understand and use familiar, frequently used expressions and simple sentences and structures related to areas of a wider immediate relevance according to the discretionary standards in the *Common European Framework of Reference for Languages* (CEFR) at the level A2.1 (basic users).
- Talk about their academic and/or professional background, describe their living conditions, express likes and dislikes, ask questions and give answers in present and past tense, ask for help and support, make suggestions and give advice, describe health problems and talk with medical doctors and nurses, express pity, sorrow and hopes, express frequency and quantity in a basic way both orally and in writing.
- Communicate with native speakers within simple and familiar tasks requiring a simple and direct exchange of information on familiar and routine matters.

Prerequisites: **GERL102B1**

GERL202B1: German IV B1 track   **3 Cr Hr (9,0)**   **6 ECTS**

By the end of this module, the student will be able to:

- Distinguish between familiar expressions, sentences and structures related to areas of immediate relevance and more elaborated components like the main points of clear standard input on familiar matters regularly encountered in work, school, leisure etc. according to the discretionary standards in the *Common European Framework of Reference for Languages* (CEFR) at the level A2.2 (basic users) and, partially, at the level B1.1 (independent user).
- Talk about personal experiences with languages, express feelings of happiness, joy and discomfort, describe own media consumption habits, describe travel experiences, convince others, describe and

report in official situations, describe statistics, write formal invitations and short emails, make suggestions and talk about future events and situations, describe dreams hopes and ambitions and briefly give reasons or explanations for opinions and plans.

- Communicate with native speakers about essential points and ideas in familiar contexts.
- Understand the characteristics of the official B1 exam according to the CEFR and use strategies to overcome obstacles while solving said exam.

Prerequisites: **GERL201B1**

GERL301B1: German V B1 track	**3 Cr Hr (9,0)**	**6 ECTS**

By the end of this module, the student will be able to:

- Understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure etc. according to the discretionary standards in the *Common European Framework of Reference for Languages* (CEFR) at the level B1.1 and B1.2 (independent user).
- Deal with most situations likely to arise whilst traveling in an area where German is spoken, produce simple connected texts on topic which are familiar or of personal interest, describe experiences and events, dreams, hopes and ambitions, statistics, and briefly give reasons and explanations for opinions and plans.
- Understand the main point of many radio or TV programmes on current events and topics, understand the description of events, feelings and wishes in personal letters, write personal letters/texts describing experiences and impressions, write straightforward connected texts on topics which are familiar or of personal interest.
- Communicate with native speakers about essential points and ideas in familiar contexts and about topics of personal or partially professional interest.
- Follow a lecture or talk within her/his field, provided the subject matter is familiar and the presentation straightforward and clearly structured.
- Understand simple technical information, such as operating instructions for everyday equipment.
- Understand all characteristics of the official B1 exam according to the CEFR and use a variety of strategies to overcome obstacles while solving said exam and all its components.

Prerequisites: **GERL202B1**

GERL302REG: German VI Regular	**3 Cr Hr (6,0)**	**6 ECTS**

By the end of this module, the student will be able to:

- Successfully manage the application process for a six months internship in Germany which is part of the obligatory 'German Year' for all GJU students. The process consists of finding and understanding a suitable add in accordance with the students' major, writing a convincing CV and cover letter, and mastering an effective and mostly fluent interview, departing spontaneously, taking initiatives, expanding ideas with little help or prodding from the interviewer.
- Successfully manage the most significant situations which the student, in accordance with the currently studied major, encounters during her/his theoretical and practical semester in Germany. This process is being achieved within a technical language training focussing on action orientated and communicative scenarios like following lectures, taking notes, summarizing academic and technical texts, writing official emails and texts related to academic and vocational encounters, holding presentations, communicating both verbally and in writing with professors, university staff, students as well as with colleagues and customers during an internship.
- Understand the concept of general intercultural phenomena, reflect and understand the differences between culture and cultural standards in Jordan and in Germany, understand the

concept of 'culture shock' and potentially cope with its different stages, reflect about appropriate and inappropriate behaviour in Germany as well as understand the concepts of open-mindedness and 'culture clash'.

Prerequisites: **GERL301B1**

| **GERL302INT: German VI Intensive** | **3 Cr Hr (9,0)** | **6 ECTS** |

By the end of this module, the student will be able to:

- Successfully manage the application process for a six months internship in Germany which is part of the obligatory 'German Year' for all GJU students. The process consists of finding and understanding a suitable add in accordance with the students' major, writing a convincing CV and cover letter, and mastering an effective and mostly fluent interview, departing spontaneously, taking initiatives, expanding ideas with little help or prodding from the interviewer.
- Successfully manage the most significant situations which the student, in accordance with the currently studied major, encounters during her/his theoretical and practical semester in Germany. This process is being achieved within a technical language training focussing on action orientated and communicative scenarios like following lectures, taking notes, summarizing academic and technical texts, writing official emails and texts related to academic and vocational encounters, holding presentations, communicating both verbally and in writing with professors, university staff, students as well as with colleagues and customers during an internship.
- Understand the concept of general intercultural phenomena, reflect and understand the differences between culture and cultural standards in Jordan and in Germany, understand the concept of 'culture shock' and potentially cope with its different stages, reflect about appropriate and inappropriate behaviour in Germany as well as understand the concepts of open-mindedness and 'culture clash'.
- Understand all characteristics of the official B1 exam according to the CEFR and use different strategies to overcome obstacles while solving said exam and its different components.

Prerequisites: **GERL301B1**

| **GERL102B2: German II B2 track** | **3 Cr Hr (9,0)** | **6 ECTS** |

By the end of this module, the student will be able to:

- Understand and use familiar, everyday expressions and simple sentences and structures related to areas of most immediate relevance according to the discretionary standards in the *Common European Framework of Reference for Languages* (CEFR) at the level A1.2 and, partially, A2.1 (basic users).
- Talk about their academic and/or professional background, describe their living conditions, express likes and dislikes, ask questions and give answers in present and past tense, ask for help and support, make suggestions and give advice, express pity, sorrow and hopes, express frequency and quantity in a basic way both orally and in writing.
- Introduce herself/himself and others, express likes and dislikes, fill out a personal form, ask questions and give answers in present and past tense, set private and official appointments, describe people and things, ask for directions, express frequency and quantity in a basic way both orally and in writing.
- Communicate with native speakers on a basic level if those involved in the conversation speak slowly and clearly and, if need be, are willing to support the non-native speaker.

Prerequisites: **GERL101B1**

GERL201B2: German III B2 track   **3 Cr Hr (6,0)**   **4 ECTS**

By the end of this module, the student will be able to:

- Distinguish between familiar expressions, sentences and structures related to areas of immediate relevance and more elaborated components like the main points of clear standard input on familiar matters regularly encountered in work, school, leisure etc. according to the discretionary standards in the *Common European Framework of Reference for Languages* (CEFR) at the level A2.1 and A2.2 (basic users).
- Talk about their academic and/or professional background, describe their living conditions, express likes and dislikes, ask questions and give answers in present and past tense, ask for help and support, make suggestions and give advice, describe health problems and talk with medical doctors and nurses, express pity, sorrow and hopes, describe simple statistics, express frequency and quantity in a basic way both orally and in writing, express feelings of happiness, joy and discomfort and write personal emails and letters, understand and produce comments, blogs and reports.
- Communicate with native speakers in simple and familiar tasks requiring a simple and direct exchange of essential information on familiar and routine matters.

Prerequisites: **GERL102B2**

GERL202B2: German IV B2 track   **3 Cr Hr (9,0)**   **6 ECTS**

By the end of this module, the student will be able to:

- Understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure etc. according to the discretionary standards in the *Common European Framework of Reference for Languages* (CEFR) at the level B1.1 and B1.2 (independent user).
- Deal with most situations likely to arise whilst traveling in an area where German is spoken, produce simple connected texts on topic which are familiar or of personal interest, describe experiences and events, dreams, hopes and ambitions and briefly give reasons and explanations for opinions and plans.
- Understand the main point of many radio or TV programmes on current events and topics, understand the description of events, feelings and wishes in personal letters, write personal letters/texts describing experiences and impressions, write straightforward connected texts on topics which are fa-miliar or of personal interest.
- Communicate with native speakers about essential points and ideas in familiar contexts and about topics of personal or partially professional interest.
- Follow a lecture or talk within her/his field, provided the subject matter is familiar and the presentation straightforward and clearly structured.
- Understand simple technical information, such as operating instructions for everyday equipment.
- Understand all characteristics of the official B1 exam according to the CEFR and use different strategies to overcome obstacles while solving said exam and all its components.

Prerequisites: **GERL201B2**

GERL301B2: German V B2 track   **3 Cr Hr (9,0)**   **6 ECTS**

By the end of this module, the student will be able to:

- Largely understand and produce rather complex texts on both concrete and abstract topics, including technical discussions in her/his field of specialisation and according to the discretionary

standards in the *Common European Framework of Reference for Languages* (CEFR) at the level B2.1 (independent user).

- Interact with an initial degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.
- Largely understand standard spoken language, live or broadcast, on both familiar and unfamiliar topics normally encountered in personal, social, academic or vocational life.
- Show a relatively high controlled degree of grammatical control without making errors which cause misunderstanding and with the growing ability to correct most of her/his mistakes.
- Largely follow essentials of lectures, talks, reports and other forms of academic/professional presentation which are propositionally and linguistically complex.
- Understand announcements and messages on concrete and abstract topics spoken in standard dialect at normal speed.
- Scan quickly through long texts, locating relevant details and understand and exchange complex information and advice on the full range of matters related to her/his occupational role.
- Understand the main characteristics of the official B2 exam according to the CEFR and use different strategies to overcome obstacles while solving said exam and its different components.

Prerequisites: **GERL202B2**

GERL302B2: German VI B2 track	**3 Cr Hr (6,0)**	**6 ECTS**

By the end of this module, the student will be able to:

- Understand and produce rather complex texts on both concrete and abstract topics, including technical discussions in her/his field of specialisation and according to the discretionary standards in the *Common European Framework of Reference for Languages* (CEFR) at the level B2.2 (independent user).
- Interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.
- Understand standard spoken language, live or broadcast, on both familiar and unfamiliar topics normally encountered in personal, social, academic or vocational life.
- Show a highly controlled degree of grammatical control without making errors which cause misunderstanding and with the growing ability to correct most of her/his mistakes.
- Follow essentials of lectures, talks, reports and other forms of academic/professional presentation which are propositionally and linguistically complex.
- Understand announcements and messages on concrete and abstract topics spoken in standard dialect at normal speed.
- Scan quickly through long texts, locating relevant details and understand and exchange complex information and advice on the full range of matters related to her/his occupational role.
- Understand all characteristics of the official B2 exam according to the CEFR and use different strategies to overcome obstacles while solving said exam and its different components.
- Successfully manage the application process for a six months internship in Germany which is part of the obligatory 'German Year' for all GJU students. The process consists of finding and understanding a suitable add in accordance with the students' major, writing a convincing CV and cover letter, and mastering an effective and mostly fluent interview, departing spontaneously, taking initiatives, expanding ideas with little help or prodding from the interviewer.
- Successfully manage the most significant situations which the student, in accordance with the currently studied major, encounters during her/his theoretical and practical semester in Germany. This process is being achieved within a technical language training focussing on action orientated and communicative scenarios like following lectures, taking notes, summarizing academic and

technical texts, writing official emails and texts related to academic and vocational encounters, holding presentations, communicating both verbally and in writing with professors, university staff, students as well as with colleagues and customers during an internship.

- Understand the concept of general intercultural phenomena, reflect and understand the differences between culture and cultural standards in Jordan and in Germany, understand the concept of 'culture shock' and potentially cope with its different stages, reflect about appropriate and inappropriate behaviour in Germany as well as understand the concepts of open-mindedness and 'culture clash'.

Prerequisites: **GERL301B2**

BE302: Business Entrepreneurship	**3 Cr Hr (3,0)**	**3 ECTS**

The course focuses on critical skills necessary to develop appropriate financing strategies for new venture creation and growth. Students will use case studies and team projects in course studies. Three primary topics are covered: first, an overview of the entrepreneurial finance process and involved players; second, performing business valuations; and third, securities law with emphasis on developing term sheets and private placement memorandums. Student teams will complete a valuation and mock securities offering for an existing small to mid-size business. Financial valuations and terms sheets developed by student teams will be presented to a panel of venture capital professionals for evaluation and critique

Prerequisites: **English101**

DES101: Arts Appreciation	**3 Cr Hr (3,0)**	**3 ECTS**

An introductory course designed for non-art students to give them the basic knowledge of arts and simple approaches to the understanding of the history, development, elements, criticism, esthetics and materials of different art forms (visual, aural and performing arts). A comparative approach between the different arts is given to enhance the students' global understanding of arts and to give them the ability to look at art works and form their own opinions. The course is combined with examples of audio and visual arts.

Prerequisites: **ARB099, ENGL101**

IC101: Intercultural Communication	**3 Cr Hr (3,0)**	**3 ECTS**

This course is designed to provide prospective students (whose majors have an international flavor) with tools that offer powerful possibilities for improving the communication process. We will examine the process of sending and receiving messages between people whose cultural background could lead them to interpret verbal and nonverbal signs differently. We will learn about the diversity of these cultural differences and at the same time learn how we might overcome them. Our efforts to recognize and surmount cultural differences will hopefully open up business opportunities throughout the world and maximize the contribution of all the employees in a diverse workforce

Prerequisites: **English101**

MILS100: Military Science	**3 Cr Hr (3,0)**	**3 ECTS**

History of the Jordanian Arab Army. United Nations Peace Keeping Forces. Preparation of the nation for defense and liberation. History of the Hashemite Kingdom of Jordan and its development

Prerequisites:

NE101: National Education	**3 Cr Hr (3,0)**	**3 ECTS**

In a context of striving towards democracy like the one Jordan enjoys today, the meaning and practice of active and responsible citizenship becomes more crucial. It is often argued that democracy requires "democrats" to flourish, and become well established. Democrats are those women and men who recognize pluralism, inclusion, positive engagement, and participation as the main values that govern their interaction with the state as citizens and with each other as diverse people of different interests. In this

course you will be able to understand your rights and responsibilities as Jordanian citizen expand your knowledge about the frameworks, and processes that regulates citizen-state relationships as well as the basic necessary skills for you to practice your citizenship rights in a civic manner.

Prerequisites:

SE301: Social Entrepreneurship and Enterprises   **3 Cr Hr (3,0)**   **3 ECTS**

This course will serve as an introduction to the field of social entrepreneurship and social enterprises. Through lectures, field visits, analyses of relevant literature, case studies and exercises, this course will explore social entrepreneurship's potentials, opportunities and limitations. The topics will cover Defining Social Entrepreneurship. Contextualizing Social Entrepreneurship (need, motives, forms, criteria). Role of Leadership, Creativity and Innovation. Locating SE on the profit/non-profit continuum. SE in the larger fields of development, social change, community activism. Social Enterprises (Missions, Markets, Finances). Ethical business and corporate social responsibility.

Prerequisites: **English101**

SFTS101: Soft Skills   **3 Cr Hr (3,0)**   **3 ECTS**

This course is designed to help develop strong oral and written communication skills. The student will be given opportunities to practice writing and editing professional correspondence and technical reports. Additionally, the student will compose and deliver oral presentations. Assignments will include the use of inductive and deductive approaches to conveying a variety of messages. The course emphasis the use of software tools to prepare presentations, stress management, confidence, and sensitivity to others. It also stresses on resume writing and conducting interviews.

Prerequisites: **English101**

EI101 Leadership and Emotional Intelligence	**3 Cr Hr (3)**	**ECTS (3)**

Skills students will learn will serve them during their studies in project related courses, courses that require teamwork and especially during local field training and international internship. It will also help them succeed in any career they choose because emotional intelligence is currently a key requirement of employers in any field. In addition, individuals who learn the skills highlighted in this course are more likely to avoid miscommunication, reach consensus, manage stress and deal with conflicts effectively.

Prerequisites: ENGL0099

PE101 Sports and Health	**3 Cr Hr (3)**	**ECTS (3)**

In addition to improved physical health, the skills and knowledge students learn will serve them by improving academic achievement, increasing their self-esteem, decreasing behavioral problems, and improving psychosocial conduct. In addition, students who learn the knowledge and skills highlighted in this module are more likely to be able to distinguish, realize, practice and improve the physical, mental, psychological and social health role in their life circle. By learning healthy nutrition, the importance of sports, and basic first aid, students will be able to lead healthier lives and healthier families. They will be a more productive, healthy part society and will less likely be a liability to the government, society and health sector. Learning these skills will also allow students to be more independent during their German

internship year as they are more aware of general health practices and are able to apply basic first aid practices.

Prerequisites: ARB0099

TW303 Technical and Workplace Writing	3 Cr Hr (3)	ECTS (3)

Technical writing uses a wide range of programs to create and edit illustrations and diagramming programs to create visual aids and document processors to design, create, and format documents. The instructor will incorporate different teaching approaches for the purpose of presenting vital writing skills to the participants by using intensive writing assignments and exercise drills. A fair amount of homework will be given to allow students a chance to revise what they have learned during the lectures. One-to-one discussions and learning samples are part of the comprehensive learning process.

Prerequisites: ENGL0099

VIII.   Elective Course Offered by Digital Marketing

DM501: Business Module in Germany I	3 Cr Hr (3,0)	4.5 ECTS

The module is part of the international experience of the students in Germany and reflects the German dimension of the German Jordanian Universities. Specific contents vary upon the specific module selected and upon the host university's module handbook and academic policies. The module aims at equipping the students with intercultural, linguistic, and academic competencies in management and related fields. It further prepares the students to understand and interact in the academic and professional environment in Germany.

Prerequisite: BSC001

DM502: Business Module in Germany II	3 Cr Hr (3,0)	4.5 ECTS

The module is part of the international experience of the students in Germany and reflects the German dimension of the German Jordanian Universities. Specific contents vary upon the specific module selected and upon the host university's module handbook and academic policies. The module aims at equipping the students with intercultural, linguistic, and academic competencies in management and related fields. It further prepares the students to understand and interact in the academic and professional environment in Germany.

Prerequisite: BSC001

DM503: Business Module in Germany III	3 Cr Hr (3,0)	4.5 ECTS

The module is part of the international experience of the students in Germany and reflects the German dimension of the German Jordanian Universities. Specific contents vary upon the specific module selected and upon the host university's module handbook and academic policies. The module aims at equipping the students with intercultural, linguistic, and academic competencies in management and related fields. It further prepares the students to understand and interact in the academic and professional environment in Germany.

Prerequisite: BSC001

MGT504: Business Module in Germany IV   **3 Cr Hr (3,0)**   **4.5 ECTS**

The module is part of the international experience of the students in Germany and reflects the German dimension of the German Jordanian Universities. Specific contents vary upon the specific module selectedand upon the host university's module handbook and academic policies. The module aims at equipping thestudents with intercultural, linguistic, and academic competencies in management and related fields. It further prepares the students to understand and interact in the academic and professional environment inGermany.

BIDA351: E-Supply Chain Management   **3 Cr Hr (2,2)   ECTS (4.5)**

In this course, students will learn to strategically think about integrated supply-chain, procurement, and service management strategies for organizations that rely, at least partially, on Internet and information technology to transact with suppliers and end consumers. To accomplish this objective, fundamentals from business areas of supply chain management and information management will serve to establish the course's theoretical underpinnings. Along with this foundation, applied concepts, and practical insights, students will develop the knowledge and necessary skills to plan, organize, operate, and control a variety of processes, resources, services, and relationships in supply chains via the Internet and information technology. Lectures, case-study reports and discussions, analytical investigations constitute the methods through which course content will be delivered.

Prerequisites: BIDA140, LOGS101

DM130 Product Innovation & Development   **3 Cr Hr (2,2)   ECTS (5)**

Focuses on the processes and strategies involved in developing and launching new products in the digital marketplace. The course covers idea generation, product design, market testing, and commercialization. Students will explore case studies and engage in project-based learning to understand how successful digital products are created and brought to market.

Prerequisites: BSC001

DM402 Interactive Web Design and Analysis   **3 Cr Hr (2,2)   ECTS (5)**

Focuses on the design and analysis of interactive websites to enhance user experience and engagement. Students will learn web development tools and techniques to create and optimize user-friendly websites. The course covers user interface (UI) design, user experience (UX) principles, and the use of analytics to improve website performance.

Prerequisites: BSC001

DM250 Trademark Strategy
                                         3 Cr Hr (2,2)   **ECTS (4)**

Explores the development and management of trademarks in a global business environment. Students will learn about brand protection, legal considerations, and strategic use of trademarks in marketing. The course also covers the role of trademarks in brand equity and the processes for registering and defending trademarks internationally.

Prerequisites: BSC001

DM598A Special Topics in Digital Marketing
                              1 Cr Hr (1)   **ECTS (2)**

This module is a dynamic module tailored to special and hot issues in digital marketing that are of interest tostudents and academics. It may be offered when demand warrants for students who completed their German Year (GY). After an insight in digital marketing issues, specific aspects of contemporary digital marketing will be treated in depth. This module discusses important issues and roles of digital marketing in the current and future business and economy. The topics covered may include digital marketing, e-commerce,management in an actual environment (environment, digitalization, innovative methods). After completing the module, the students are expected to understand the topics, analyze the implications of business andeconomic changes to accounting and vice versa; and give opinion and make decisions related to the
issues.

DM598C Special Topics in Digital Marketing   **3 Cr Hr (3)   ECTS (4.5)**

This module is a dynamic module tailored to special and hot issues in digital marketing that are of interest tostudents and academics. It may be offered when demand warrants for students who completed their German Year (GY). After an insight in digital marketing issues, specific aspects of contemporary digital marketing will be treated in depth. This module discusses important issues and roles of digital marketing in the current and future business and economy. The topics covered may include digital marketing, e-commerce,management in an actual environment (environment, digitalization, innovative methods). After completing the module, the students are expected to understand the topics, analyze the implications of business andeconomic changes to accounting and vice versa; and give opinion and make decisions related to the
issues.