



German Jordanian University

Business School Department of Management Sciences Master of Business Administration/Marketing Thesis Track

Study Plan 2021

I. Program Objectives

The main objectives of the MBA/Marketing Program are:

- a. Preparing MBA/Marketing candidates for building solid careers in the field of marketing based on world-class theoretical foundation as well as applied and international real life practices during their studies at BS.
- b. Providing MBA/Marketing candidates with top quality of professional knowledge and skills to exploit various marketing jobs/opportunities available now and in the future.
- c. Matching the available market demand nationally, regionally and internationally.
- d. Providing MBA/Marketing candidates with high quality of real-life marketing expertise, qualifications, and problem-solving skills.
- e. Equipping MBA/Marketing candidates with critical and strategic thinking approaches that match modern business requirements in the twenty first century.

II. Learning Outcomes

The MBA/Marketing program is designed based on specific and specialized learning outcomes aligned with our objectives and the level of qualifications to be awarded upon completion of the program requirements. The objectives of the intended learning outcomes are to prepare students for a specialized marketing role on the strategic levels of today's businesses.

The intended learning outcomes are related to several areas in which graduates are expected to demonstrate knowledge, skills, competencies, and develop understanding in marketing as a vital business function in diverse international marketing contexts and business environments. These specialized areas are described below:

- a. **Markets:** Understanding and analyzing the development and operation of markets for resources, goods and services.
- b. **Finance:** Demonstrating knowledge relating to the use and management of resources for marketing applications.
- c. **People:** Dealing with and managing the development of people within organizations to ensure best marketing practices.
- d. **Operations:** Managing and organizing the management of resources and operations.
- e. **Business policy and strategy:** Mobilizing appropriate policies in a changing environment to meet stakeholders' needs.
- f. **Current issues:** Understanding the relationship between marketing and new business issues including sustainability, globalization, corporate social responsibility, diversity, business innovation, creativity, enterprise development, knowledge, and risk management.
- g. **Specialized areas in international marketing:** Develop a thorough understanding and capabilities in e-marketing strategies and practice, international markets entry strategies, comprehending international macro environments, innovation, and new product development as well as understating to recent issues and developments in the marketing field from theoretical and practical perspectives.

- h. Marketing careers:** Develop career paths for marketing directors and managers based on sound international knowledge and practice equipped with emerging markets flavors.

Course Delivery Methods

Courses are in one of the following three methods:

- **Face-to-Face (F2F) Method**

Courses using this method are delivered by faculty in person in regularly scheduled class sessions physically on campus.

- **Blended (BLD) Method**

Courses are delivered in a hybrid mode of physical face-to-face class sessions and asynchronous material including online instructional videos, presentations, projects, and similar learning activities.

- **Online (OL) Method**

Courses are delivered exclusively online. This method consists of a hybrid of synchronous regularly scheduled class sessions delivered via the Internet, and asynchronous material including online instructional videos, presentations, projects, and similar learning activities. Virtual classrooms utilizing different online platforms are used. No physical face-to-face meetings are required.

III. Admission Requirements

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

- a. Academic Requirement: the applicant must hold an undergraduate degree in any field of study from a recognized university with a minimum average of “Good”.
- b. English Language Requirement: the language of instruction at GSBA is English. As such, one of the admission requirements is proficiency in English; a minimum TOEFL score of 79 out of 120 on an Internet-based test (iBT), a minimum International English Language Testing System (IELTS) score of 5.5, or an English Equivalent Exam acknowledged by the Ministry of Higher Education score of 65.
- c. Work Experience of minimum two years.
- d. An acceptance interview with the school Committee.
- e. Applicants should submit a completed application form, official transcripts of all university work and any other supporting documents.

f. Degree Requirements (Credit hours)

Degree requirements _____

Classification	Credit Hours
Compulsory courses	15
Elective courses	9
Thesis	9
Total	33

g. Curriculum (Credit hours)

1. Compulsory Requirements: (15 credit hours)

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect	Lab		
MBA727	Business Research Methods	3		3	0	BLD	
MBA734	Accounting for Decision Making	3		3	0	BLD	
MBA749	Strategic Management	3		3	0	BLD	
MBA790	Marketing Management	3		3	0	F2F	
MBA752	Consumer Behaviour	3		3	0	F2F	MBA790
Total		15		15	00		

2. Elective Courses: (9 credit hours out of the following)

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect	Lab		
MBA745	Human Resources Management	3		3		OL	-----
MBA758	Services Marketing	3		3	0	F2F	MBA790
MBA759	International Marketing	3		3	0	BLD	MBA790
MBA702	Organisational Behaviour & Leadership	3		3		BLD	-----
MBA765	Relationship Marketing	3		3		BLD	MBA790
MBA766	Global Marketing Communications	3		3		BLD	MBA790
MBA708	Brand Management	3		3		BLD	MBA 790
MBA709	Digital & Social Media Marketing	3		3		OL	MBA 790
LOGS712	Production & Operations Management	3		3		F2F	MBA 727
LOGS721	Logistics & Supply Chain Management	3		3		F2F	-----
LOGS724	Warehousing & Inventory Management	3		3		BLD	-----
Minimum required		33		33	00		

3. Thesis/Comprehensive Exam/Other: (9 credit hours)

Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect	Lab		
MBA799A	Master Thesis	0		0			
MBA799B	Master Thesis	3		3			
MBA799C	Master Thesis	6		6			
MBA799	Master Thesis	9		9			

D							
	Minimum required	9		9	00		

h. Study Plan Guide

First Year							
First Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect	Lab		
MBA727	Business Research Methods	3		3	0	F2F	----
MBA734	Accounting for Decision Making	3		3	0	BLD	----
MBA790	Marketing Management	3		3	0	F2F	----
Total		9	0	9	0		

First Year							
Second Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect	Lab		
MBA752	Consumer Behaviour	3		3	0	F2F	MBA790
MBA758	Services Marketing	3		3		F2F	MBA790
-----	Elective Course	3		3	0	BLD/F 2F/OL	----
Total		9	0	9	0		

First Year							
Summer Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect	Lab		
MBA759	International Marketing	3		3		BLD	MBA790
-----	Elective Course	3		3	0	BLD/F 2F/OL	----
Total		6	0	6	0		

Second Year							
First Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect	Lab		
MBA799A	Master Thesis	0		0	0	F2F	----
Total		0	0	0	0		

Second Year							
Second Semester							
Course ID	Course Name	Credit Hours	ECTS	Contact Hours		Type	Prerequisites / Corequisites
				Lect	Lab		
MBA799D	Master Thesis	9		0	0	F2F	----
Total		9	0	0	0		

i. Course Descriptions

1. Compulsory Courses

MBA727: Business Research Methods:**3 Cr Hr**

The primary purpose of this course is to prepare students to critically read business research. The course is introductory in the sense that the emphasis is on exposure to a variety of business research methods, rather than the development of expertise in any one particular method. More specifically, Business Research Methods introduces students to types of scientific and quantitative methods and its applications to the business research process. Additionally, it is designed to acquaint students with the range of research methods available and the criteria for choosing among them.

MBA734: Accounting for Decision Making**3 Cr Hr**

In this course students will examine every aspect of cost data and how it relates to decision making, planning and control. More than just numbers and columns, accounting information can be an effective management tool if leveraged correctly. Students will gain insight into the versatility of this data as well as how accounting practices are evolving in manufacturing, service delivery technologies and more. Through this case study-oriented course, students will become familiar with the two basic types of product costing systems as well as the concept of cost flow. From how process costing measures the costs of direct labor, direct materials, and overhead costs for each process, department, or function, to value-based systems that help companies manufacture and deliver products and services while minimizing waste, Students will discover methods for improving operations and lowering costs.

MBA749: Strategic Management**3 Cr Hr**

The course brings together what the MSc. students have learned in the business disciplines into strategy to achieve a sustainable competitive advantage through discussions of strategy formulation, selection and implementation. It relies heavily on interactive and case analysis learning methods. This course teaches MSc. students the science and art of business and corporate level strategies in modern organisations to achieve long term strategic objectives in today's turbulent business environment. It teaches MSc. students the process of strategic management and business policy as a usual business practice that is embedded in the organisation's culture especially on the top levels of management. Resources-based theory, dynamic strategic capabilities, governance and business politics are an essential part of this course.

MBA790: Marketing Management**3 Cr Hr**

Marketing Management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value as well as building profitable customers relationships on the long term. The marketing management process is important at all levels of the organisation, regardless of the title applied to the activity. Marketing management seeks to meet organisational objectives by effectively satisfying customers in a dynamic environment. This course provides a solid foundation of marketing management, processes, strategic marketing, tactical marketing and marketing implementation activities. Further, this course focuses on sales management as well as ethical practices that today's organisations practice as an essential part of marketing. Finally, it provides students with the opportunity to apply the key concepts in marketing to practical business situations.

MBA752: Consumer Behaviour**3 Cr Hr**

Consumer behaviour is designed to cover the field of consumer psychology through providing an integrated framework for analysing consumer behaviour. The focus of this course is on the understanding consumers as a way of informing marketing research and driving effective and efficient marketing decisions. This course provides students with a solid foundation in the dynamic interaction of affect, cognition, behaviour, and environmental events in consumer evaluation of purchasing alternatives and decision-making. Included is the study of consumers'

knowledge and involvement, attention, comprehension, learning, motivation, personality, attitude development, social class, reference groups, cultures and subcultures, and consumer purchase intention and patterns. Also discussed is the practical impact of consumer behaviour analysis on marketing mix strategies, market segmentation/positioning, persuasion process and promotion, and price affect and cognition. Ethical practice of consumer behaviour is a critical part of this course as one of the essential practices of modern marketing management.

2. Elective Courses

MBA758: Services Marketing

3 Cr Hr

This course focuses on the vital importance of service industries such as banking and finance, healthcare, automobile services and the role they play in today's economy. The course supplements and builds on the fundamentals of marketing by focusing on the strategies and problems specified to service businesses. Services marketing problems and challenges created by the unique characteristics of services are discussed through addressing specific marketing strategies and tactics to tackle them. This course also introduces a new focus within the marketing mix, emphasising the implications of customer expectations and perceptions, including services marketing three Ps: People, Physical Evidence, and Process. The GAPS model of service quality and the impact of services failure and recovery are also essential parts of this course. New trends in services business are of major focus in this course. Such trends are CRM in services, services recovery, services leadership and productivity.

MBA759: International Marketing

3 Cr Hr

The course discusses the marketing activities in international market contexts. It examines the challenge of entering and operating effectively in international markets with a particular focus on global strategies for gaining and maintaining a competitive edge. Decisions must be made regarding international marketing objectives, strategies and policies, foreign market selection, adaptation of products, distribution channels of communications to fit each foreign market, and systems of international marketing organisation, information gathering, planning and control. These topics, along with exploration of cultural issues, are examined through reading, case discussion, class presentations and a term project. The course also provides a thorough understanding of the marketing mix beyond national boundaries. The diversity of cultural settings and their impact on effective marketing strategies/decisions in international market contexts are an essential part of this course.

MBA792: Capstone Project

3 Cr Hr

00 ECTS

The Capstone Project is designed to provide students with an opportunity to engage in high-level inquiry focusing on an area of specialization within the profession. It requires the student to develop a deep level of analysis and understanding of the theory and processes of organisations and the business environment through the completion of a piece of individual research. It will involve critical engagement with a body of literature and concepts and designing and conducting research that generates new data or new theory addressing gaps in the literature and adding to the body of knowledge. Students meet with an Adviser to receive regular formative feedback on progress during the project.

MBA745: Human Resources Management

3 Cr Hr

This course is an introduction to the human resource management (HRM) functions, related elements, and activities to examine the role of the human resource professional as a strategic partner in managing today's organizations. Even if your specialization is not HRM, this course gives you a strong grounding in the key HR functions that will assist you while managing, developing, supporting, and engaging your subordinates. Key

functions such as recruitment, selection, development, appraisal, retention, compensation, and labour relations are examined. Implications of legal and global environments are appraised and current issues such as diversity training, employee engagement, and the rising cost of benefits are analyzed. Emphasis is placed on the strategic and modern day importance of HRM at the corporate level as well as the view of HRM from the perception of both management and subordinate employees. Particular emphasis will be placed on these practices as they apply to the current Jordanian employment environment.

MBA765: Relationship Marketing

3 Cr Hr

This course introduces students a set of unique marketing strategies for creating, building and strengthening long-lasting relationships with target market. Building and maintaining close relationships requires careful attention to details, meeting promises, and swiftly responding to new requirements. The concept focuses on customer retention and satisfaction; it can be applied to industrial and consumer marketing. Relationship marketing, a marketing a continuous process that happens over time rather than single unconnected events, differs from other forms of marketing in that it uses the event driven tactics of customer retention marketing. It also recognizes the long term value of customer relationships/retention and extends communication beyond intrusive advertising and sales promotional messages. Customer Retention marketing is a tactically-driven approach based on customer behaviour. The students will be introduced to closely related concepts to Relationship Marketing including; Loyalty Marketing, Database Marketing, Permission marketing, and so forth. This course is meant to provide students with the knowledge and skills necessary to develop and perform activities directed toward establishing, developing, and maintaining successful exchanges with customers, consumers, and other parties.

MBA702: Organizational behaviour & Leadership

3 Cr Hr

This course is about people in organizations, focusing on how management and leadership practices affect the attitudes, motivation, behaviors, and performance of employees and teams. Course content is derived mostly from contemporary theory, research, and practice in the organizational behavior and management disciplines. Students will be encouraged to use course material to be self-aware and mindful about how they lead and interact with others, and to adopt an ethic of continuous self-improvement in their leadership, teamwork, and interpersonal skills. This course is experiential and interactive. Real case examples will be presented often along with guest speakers and students are encouraged to read the news and stay abreast of changes in the business environment which directly apply to classroom topics.

MBA766: Global Marketing Communications

3 Cr Hr

This course emphasises the role of advertising and other promotional mix elements in the integrated marketing communications program (IMC) of an organization. The development of an integrated marketing communications programs requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behaviour, communications theory, and how to set goals, objectives and budgets. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations, and personal selling. The course will also equip students with analytical tools for developing marketing communications within domestic and international cross-cultural settings with a focus on IMC ethical issues. Finally, this course examines international strategy selection, targeting and positioning, and the development of a multi-market analysis and multi-country IMC campaigns.

MBA708: Brand Management

3 Cr Hr

In this course, students examine how a favorable brand and memorable brand experiences can influence a firm's ability to withstand competitive pressures and thrive in dynamic market conditions. They will study brand management from the consumer perspective to highlight the importance of customer perceptions in bringing

brands to life and the role of brand knowledge in building brand equity. Students will become acquainted with cutting-edge frameworks, concepts and tools that have been adopted across industries and around the globe to build lucrative brand franchises. Additionally, students will consider the role of marketing communication vehicles and platforms in effective brand management.

MBA709: Digital & Social Media Marketing**3 Cr Hr**

In this course students will build a comprehensive understanding of how digital technologies and the rise of social media are changing marketing strategies and tactics across different industries. The course builds on traditional marketing courses and discusses digital strategies and tactics from a brand perspective. Beside more general overview of the digital marketing and social media phenomena, the course will focus on topics which are critical in leveraging the power of social media, such are: content management, development of social media presence, mobile marketing and viral marketing. It will be discussed how power has been shifted from brands to consumers, how to engage consumers through social media, and what is the interplay between social media and other digital marketing activities

LOGS712: Production & Operations Management**3 Cr Hr**

This course is designed to introduce the students to the concepts, principles and practices in the field of operations management and its relationships with other functions in an organization. In addition, this course attempts to provide techniques required for the effective management of operations in both service and manufacturing organizations. Students will have substantial benefit from understanding the role of operations management in organizations.

LOGS721: Logistics & Supply Chain Management**3 Cr Hr**

The focus of this course is on supply chain management. Topics include the evolution and objective of supply chain management; the major stages and processes involved in planning and managing supply chains; and why the concept of strategic fit is so important to supply chain managers. Successful students will also understand the major drivers of supply chain performance; key metrics for managing performance; and how to plan and forecast demand under conditions of uncertainty to meet desired customer service levels. This course also addresses the purpose and content of the Supply Chain Operations Reference (SCOR) Model. Case studies and problems are used throughout the course to highlight important principles and best practices in supply chain management.

LOGS724: Warehousing & Inventory Management**3 Cr Hr**

This course covers two Topics. The inventory part aims to introduce the students to the fundamental nature of inventory from a financial, physical, forecasting, and operational standpoint. The ultimate goal of this course is to present immediately usable information in the areas of forecasting, physical control and layout, and problem recognition and resolution. The warehouse part is designed to help students to understand warehouse functions, processes, organization and operations. It includes analysis of warehouse location, operation, management, controls, procedures, finance, security, cargo/materials handling, and productivity.

MBA745: Human Resources Management**3 Cr Hr**

This course is an introduction to the human resource management (HRM) functions, related elements, and activities to examine the role of the human resource professional as a strategic partner in managing today's organizations. Even if your specialization is not HRM, this course gives you a strong grounding in the key HR

functions that will assist you while managing, developing, supporting, and engaging your subordinates. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labour relations are examined. Implications of legal and global environments are appraised and current issues such as diversity training, employee engagement, and the rising cost of benefits are analyzed. Emphasis is placed on the strategic and modern day importance of HRM at the corporate level as well as the view of HRM from the perception of both management and subordinate employees. Particular emphasis will be placed on these practices as they apply to the current Jordanian employment environment.

3. Thesis/Comprehensive Exam/Other

MBA799A,B,C,D	9 Cr Hr	00 ECTS
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The master thesis consists of 9 credit hours to be taken at GJU. MBA/Management candidates can fulfil this requirement by taking any combination of courses MBA799A, MBA799B, MBA799C and MBA799D, such that the total number of registered credit hours of master thesis is equal to 9. The combinations of the thesis credit hours are as follows:

- MBA799 – Master thesis A, credit hours: 0
- MBA799 – Master thesis B, credit hours: 3
- MBA799 – Master thesis C, credit hours: 6
- MBA799 – Master thesis D, credit hours: 9

During the master thesis, students are expected to conduct extensive research on topics related to the recent trends in the field of Management. Further, a defense examination will be conducted to evaluate the student's capabilities of carrying out research, with focus on the analysis and interpretations of the results obtained during the period of the master thesis.