جامعة الزيتونة الأردنية

Al-Zaytoonah University of Jordan

كلية الاعمال

Faculty of Business

ذكاء الاعمال

BUSINESS Intelligence

" الريادة والأبداع في الأعمال "

"Entrepreneurship and Innovation in Business"

" عراقة وجودة"

Tradition and Quality

QF05/0407-4.0E	**Study Plan for Bachelor program - Study Plan Development and Updating Procedures/ BUSINESS Intelligence Department**

Course Plan for BUSINESS Intelligence (Bachelor Program) No.: (2025-2026)
Approved by Deans Council by decision (47/13/2024-2025)

(132) Credit Hours	Study system / hybrid program

Type of specialty	✓**Humanitarian**	☐ **Scientific / technical**	☐ **Medical Sciences**

Teaching style	Percentage of study plan hours / number	Model used (synchronous: asynchronous)
Complete e-learning courses	20% Maximum / number(27) C h	1:1
Blended Learning courses (For Humanity)	40% Maximum / number (54) C h	1:1
Traditional learning courses (for humanity)	40% Minimum / number (51) C h	2:0

Program Vision:

Toward Excellence in Teaching and Scientific Research in the Fields of BUSINESS Intelligence and Business Analytics to Enhance Competitiveness

Program Mission:

Preparing Innovative Entrepreneurs in the Field of BUSINESS Intelligence and Business Analytics through Rigorous Applied Technological Education, Enhancing Research Expertise, Achieving Excellence and Sustainable Community Progress both Locally and Globally.

Program Objectives:

1. To equip students with a solid foundation in data management, analytics, and business intelligence strategies to support organizational decision-making.

2. To develop a thorough understanding of the technological tools and software used in business intelligence, including data warehousing, data mining, and visualization tools.

3. To foster critical thinking and problem-solving skills necessary for interpreting business data and generating actionable insights.

4. To prepare graduates to collaborate effectively across various business functions, utilizing data analytics to inform and guide strategic business initiatives.

5. To ensure that students understand the ethical implications of data management and can apply ethical considerations

Program learning outcomes (*(MK= Main Knowledge, MS= Main Skills, MC= Main Competences)*

Main knowledge	
MK1	Demonstrate an understanding of core concepts in business intelligence, including data analytics, data warehousing, and predictive modeling.
MK2	Apply business knowledge in areas such as marketing, finance, and operations to analyze data and recommend business strategies.
MK3	Employ critical analysis thinking to assess opportunities, challenges, strengths and weaknesses in the local and global business environments.
Basic skills	
MS1	Use business intelligence tools to collect, analyze, and visualize complex business data.
MS2	Develop and present actionable business insights based on data-driven analysis to support organizational goals.
General competencies	
MC1	Collaborate in multidisciplinary teams to design and implement data-driven business solutions.
MC2	Practice ethical decision-making in the use and management of business data, ensuring compliance with legal and regulatory standards.

جامعة الزيتونة الأردنية

Al-Zaytoonah University of Jordan

كلية الاعمال

Faculty of Business

ذكاء الاعمال

BUSINESS Intelligence

" الريادة والأبداع في الأعمال "

"Entrepreneurship and Innovation in Business"

" عراقة وجودة"

Tradition and Quality

QF05/0407-4.0E	Study Plan for Bachelor program - Study Plan Development and Updating Procedures/ BUSINESS Intelligence Department

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
Fully electronic	Blended learning	Traditional learning							Semester	year
1.	**Requirements (27) Credit Hours**									
			1.1	**Mandatory Requirement (21 credit hour)**						
.			0420101	Military Sciences	3	3	0	…………	1	1
.			0420115	Communication skills in Arabic	3	3	0	Remedial Arabic Language	1	1
.			0420123	Communication skills in English	3	3	0	Remedial English Language	2	1
.			0420151	National Education	3	3	0	…………	2	1
.			0420171	Life skills	3	3	0	…………	1	2
.			0420241	Leadership and social responsibility	3	3	0	…………	1	2
.			0420261	Entrepreneurship and innovation	3	3	0	…………	2	2
			1.2	**University Elective Requirements (06 credit hour)**						
.			0420112	Islamic culture	3	3	0	…………	1	2
.			0420134	Sports and health	3	3	0	…………	1	1
.			0420142	Human Civilization	3	3	0	…………	1	1
			0420155	Law in life						
.			0420172	Digital skills	3	3	0	Remedial computer skills	2	1
.			0420201	first aid	3	3	0	…………	2	2
.			0420341	Principles of German Language	3	3	0	…………	1	3
.			0420392	Principles of Psychology	3	3	0	…………	1	3

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
Fully electronic	Blended learning	Traditional learning							Semester	year
2.	**Faculty Requirements (21) Credit Hours**									
			0420153	Commercial legislation	3	3	0	-	2	1
	.		0501110	Principles of Management (1)	3	3	0	-	1	1
	.		0502110	Principles of Accounting (1)	3	3	0	-	1	1
	.		0506100	Introduction to Management Information Systems	3	3	0	-	1	1
	.		0508110	Principles of Marketing	3	3	0	-	1	1
	.		0510146	Business Mathematics	3	3	0	-	2	1
	.		0510147	Business Statistics	3	3	0	-	2	1

جامعة الزيتونة الأردنية

Al-Zaytoonah University of Jordan

كلية الاعمال

Faculty of Business

ذكاء الاعمال

BUSINESS Intelligence

" الريادة والأبداع في الأعمال "

"Entrepreneurship and Innovation in Business"

" عراقة وجودة"
Tradition and Quality

QF05/0407-4.0E	Study Plan for Bachelor program - Study Plan Development and Updating Procedures/ BUSINESS Intelligence Department

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
Fully electronic	Blended learning	Traditional learning							Semester	year
3. Major Requirements (84) credit hours										
3.1 Mandatory Requirements (57) credit hours										
		.	0506100	Business Information technology	3	3	0	------	2	1
	.		0511111	Introduction to business intelligence	3	3	0	------	2	1
		.	0511221	Database Management Systems (E)	3	1	4	Introduction to business intelligence	2	2
		.	0511222	Programming Basics of business intelligence (E)	3	3	0	-----	1	2
		.	0511212	Systems Analysis and Design	3	3	0	Database Management Systems	1	2
	.		0511332	E-Business	3	3	0	Introduction to business intelligence	1	3
		.	0511323	Advanced Database Systems (E)	3	1	4	Database Management Systems	1	4
	.		0511338	Business simulation	3	1	4	-----	1	3
		.	0511224	mangening and designing data table (E)	3	1	4	Business Statistics	1	3
		.	0511314	BI Application in Finance	3	1	4	Fundamentals of Financial Technology	1	2
	.		0511333	Data Transmission for Business	3	1	4	Programming Basics of business intelligence	2	3
	.		0511335	Data Visualization (E)	3	1	4	Business Statistics	1	3
		.	0511373	Advanced programing for business intelligence	3	1	4	Programming Basics of business intelligence	2	4
	.		0511416	Business Intelligence and data mining	3	1	4	-----	2	4
		.	0511340	Statistical Analysis for business	3	1	4	Data Visualization	1	3
	.		0511345	Ethics and law in Data Analytics	3	3	0	-----	2	3
	.		0511413	Decision Support Systems (E)	3	3	0	Operations Research for Business	2	4
	.		0511435	Cyber Security Applications	3	1	4	Data Transmission for Business	2	4
		.	0511451	Business intelligent Applications in Business	3	1	4	Introduction to business intelligence	2	4
	.		0511455	Work Readiness Skills For Business Intelligence students	3	3	0	Passing 90 credit hours	1	4
		.	0511461	Field training	3	3	0	Work Readiness Skills For Business Intelligence students	2	4
		.	0511462	Graduation Project in business intelligence	3	3	0	Passing 90 credit hours	2	4
3.2 Electives Requirements (12) credit hours										
	.		0511341	Knowledge Management	3	3	0	Introduction to Management Information Systems	1	2
	.		0511447	Business strategies and ERP systems	3	3	0	----	2	4
		.	0511343	WEB Analytics	3	3	0	Advanced programing for business intelligence	1	4
	.		0511344	BI in Digital marketing	3	3	0	Fundamental of Digital marketing	1	3
	.		0511449	E- Supply chain (E)	3	3	0	Business Intelligence and data mining	2	4

جامعة الزيتونة الأردنية

Al-Zaytoonah University of Jordan

كلية الاعمال

Faculty of Business

ذكاء الاعمال

BUSINESS Intelligence

" الريادة والأبداع في الأعمال "

"Entrepreneurship and Innovation in Business"

" عراقة وجودة"

Tradition and Quality

QF05/0407-4.0E	Study Plan for Bachelor program - Study Plan Development and Updating Procedures/ BUSINESS Intelligence Department

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
Fully electronic	Blended learning	Traditional learning							Semester	year
	.		0511460	Accounting Applications in E-business	3	3	0	----	2	4
	.		0511464	English Language Skills For BI Students	3	3	0	----	2	4
3.3 Supporting Requirements (12) credit hours										
		.	0501234	Operations Research for Business	3	3	0	Business Mathematics	2	2
	.		0508112	Fundamental of Digital marketing	3	3	0	Principles of Marketing	2	1
		.	0510152	Microeconomics	3	3	0	----	2	1
	.		0510522	Fundamentals of Financial Technology	3	3	0	----	2	1

The end of the study plan for the major students

Subjects taught in the major for students of other majors (University requirements, Faculty requirements, Major Family Requirements, and Support Requirements)

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	The type of requirement and the recipient
Fully electronic	Blended learning	Traditional learning						
		.	0506100	Business Information technology	3	3	0	Faculty Requirement
		.	0511222	Programming Basics of business intelligence (E)	3	3	0	Supporting Requirements for Financial Technology