QF05/0413-4.0E	Study Plan for Master program - Study Plan Development and Updating Procedures/ Management Information systems Department

Course Plan for Business Analytics (Master Program) No.: (2021-2022)			
Approved by Deans Council by decision 21/2020-2021			
(33) 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	18% number (6) Credit Hours	2:1
Blended Learning courses (For Humanity)	45% number (15) Credit Hours	2:1
Traditional learning courses (for humanity)	37% number (12) Credit Hours	3:0

Important note: (The teaching patterns of the subjects are distributed at all academic levels in the program, and the Thesis hours are taught in a blended learning mode).

Program vision: Toward Excellence in Teaching and Scientific Research in the Fields of Information Systems and Business Analytics to Enhance Competitiveness.

Program mission and objectives:

The mission of the Master of Business Analytics is to leverage information technology and business thinking to turn data into action-based intelligence. Therefore, in response to the growing and continuous demand in the local and regional environment to study for a master's degree in business analysis, the proposed program seeks to achieve several goals, the most important of which are:

1. Providing students with basic knowledge and techniques of data science and its applications in business.
2. Providing students with skills and practical foundations for using business analysis techniques in managing organizations and raising their efficiency.
3. Providing students with the skills of intelligent data analysis to produce an added value.
4. Practical application of data intelligence techniques in making decisions and improving institutional performance.
5. Providing students with concepts and skills for analyzing and modeling decisions and using big data systems.
6. Develop students' skills with the correct foundations for solving problems and proposing solutions to them.
7. Providing students with concepts and applications of artificial intelligence in business.
8. Empowering students with the skills of building models to predict the future and using that to solve the problems of institutions, increase their productivity and raise their efficiency.

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.

1. Master thesis program (33) credit hours:

Teaching style			Course No.	Course name	Credit hour	Indicative		Notes
Fully electronic learning	Blended learning	Traditional learning				Semester	year	
1. Mandatory requirements (18) credit hours								
		.	0501700	Research Methodology for Business	3	1	2	
		.	0506711	Advanced Business Analytics	3	1	1	
	.		0506712	Business Intelligence Systems	3	2	1	
		.	0506713	Big Data for Business	3	2	1	
	.		0506721	Decision Analysis & Modeling	3	1	2	
		.	0506722	Data Mining for Business Applications	3	2	2	
2. Electives requirements (6) credit hours								
		.	0501701	Advanced Strategic Management	3	1	1	
	.		0504720	Advanced Digital marketing	3	1	2	
	.		0506714	Big data and Social Media	3	2	1	
		.	0506723	Mining in Business Processes	3	2	2	
		.	0506724	Advanced Statistical Analysis for Business	3	1	2	
.			0506725	Cloud Computing	3	1	2	
.			0506726	Artificial Intelligence for Business	3	2	2	
	.		0506727	Information Resources Management	3	1	2	
3. Thesis (9) Credit Hours (Blended Learning)								

2. Comprehensive exam program (33) credit hours:

Teaching style			Course No.	Course name	Credit hour	Indicative		Notes
Fully electronic learning	Blended learning	Traditional learning				Semester	year	
1. Mandatory requirements (27) credit hours								
		.	0501700	Research Methodology for Business	3	1	2	
		.	0506711	Advanced Business Analytics	3	1	1	
	.		0506712	Business Intelligence Systems	3	2	1	
		.	0506713	Big Data for Business	3	2	1	
	.		0506721	Decision Analysis & Modeling	3	1	2	
		.	0506722	Data Mining for Business Applications	3	2	2	
		.	0506724	Advanced Statistical Analysis for Business	3	1	2	
	.		0506727	Information Resources Management	3	1	2	
		.	0506728	Practical Project in Business Analysis	3	2	2	
2. electives requirements (6) credit hours								
		.	0501701	Advanced Strategic Management	3	1	1	
	.		0506714	Big data and Social Media	3	2	1	
		.	0506723	Mining in Business Processes	3	2	2	
.			0506725	Cloud Computing	3	1	2	
.			0506726	Artificial Intelligence for Business	3	2	2	
		.	0506729	Consumer Behavior Analysis	3	1	2	
3. Comprehensive Exam (0) Credit hours								