



Talal Abu-Ghazaleh Digital University

# MBA in Information Technology & Communication



Based on the Completion of MOOC Courses

[tag-du.com](http://tag-du.com)



## MESSAGE FROM THE PRESIDENT

### **Dear Prospective Student:**

The Talal Abu-Ghazaleh Digital University (TAGDU) was organized as an education service provider to offer highly accredited online academic, language, and professional programs to all students wherever they may be. TAGDU is based on the belief that education is a human right and not a privilege to the few who can afford to travel to seek quality education abroad or to those who can afford to stay out of the workplace and attend local universities on a full time basis. Our mission is to make accredited educational programs accessible to everyone, everywhere.

We have taken advantage of the latest developments in digital information technology to bring quality education to your fingertips. We believe that the democratization of knowledge is a key to economic growth, social development, cultural enrichment, and political empowerment for the advantage of all who seek it.

In our attempt to offer an MBA degree to those who cannot afford a formal graduate education, we are providing a unique opportunity to students who complete on their own a set of required MOOC (Massive Open Online Courses) courses to obtain an MBA degree in Information Technology & Communication (ITC) from TAGDU. The courses selected are equivalent to an MBA curriculum in Artificial Information Technology & Communication offered at major universities

Students in our program will benefit from being able to complete a comprehensive curriculum offered by elite universities and taught by highly qualified faculty and gain exposure to the various business disciplines and at the same time pay minimal fees.

We are looking forward to your participation in our program.

**Talal Abu-Ghazaleh**  
President

## Advantages of a degree in Information Technology & Communication

The MBA program in Information Technology & Communication prepares students for rewarding careers in the growing field of information technology. Students who complete the program would have gained a foundation in various fields of information technology including web development and application, database structure and management, data analysis and data mining. Graduates of the program will be able to communicate effectively with different users of information technology, and supervise and manage information systems for various entities.

### Eligibility

The program is available to students who hold undergraduate degrees from universities recognized by TAGDU regardless of their undergraduate field of study. As such, no specific background in any of the business disciplines is required:

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

- MBA in General Management.
- MBA in Artificial Intelligence.
- M.Sc. in Supply Chain Management.
- M.Sc. in Digital Marketing.

### Eligibility

Master's programs are available to students who hold undergraduate degrees from universities recognized by TAGDU regardless of their undergraduate field of study. As such, no specific background in any discipline is required.



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

1. **Academic Requirements.** The applicant must hold an undergraduate degree in any field of study from a university recognized by TAGDU.
2. **English Language Requirement.** Since all courses are delivered in English, applicants whose native language is not English must demonstrate proficiency in the English language through a minimum score of 79 out of 120 on the TOEFL or through a minimum score of 6.50 on the International English Testing System.

## **Application**

Applicants to TAGDU have to complete an online application and provide all the necessary required information (<https://registration.tag-du.com>).

## **Registration Process**

The TAGDU website will show the starting start dates of the various courses included in the curriculum. Students will register for the courses following the instructions that will be provided.

## **Competency Exam**

Students enrolled in the TAGDU MOOC program are to provide a certificate of completion for each completed course from the course provider. Upon completion of the required curriculum, students will be required to take a competency exam that will test them on the basic elements of artificial intelligence.

## **What are our Fees?**

The total fees for obtaining an MBA from the Talal Abu-Ghazaleh Digital University are \$1,500 payable as follows:

- \$200 with the application to the program.
- \$1,300 upon the satisfactory completion of the Competency Exam and prior to awarding the MBA degree.

## **Curriculum**

The curriculum consists of 14 required courses as follows:

### **Basic Courses**

- Financial Accounting
- Managerial Accounting
- Organizational Behavior
- Managerial Economics
- Statistics for Managers
- Marketing Management

### **Concentration Courses**

- Web Design & Applications
- Information Technology Foundations
- Database Management Essentials
- Research in Information Science & Technology
- Communication in the 21st Century Workplace
- Information Design
- Predictive Analytics & Data Mining

### **Elective Course (Choose one)**

- Data Science for Health Informatics
- Make Your Own App

Students are allowed to substitute certain courses with other similar courses subject to the approval of TAGDU administration.

The descriptions of each of the required courses along with information related to the provider of each course are listed on the following pages.

To help students sign up for certain required courses (in situations where these courses may be over-subscribed), two options are provided. In these situations students are free to choose any of the alternatives.

# COURSE DESCRIPTIONS



## **Introduction to Financial Accounting**

Master the technical skills needed to analyze financial statements and disclosures for use in financial analysis, and learn how accounting standards and managerial incentives affect the financial reporting process. By the end of this course, you'll be able to read the three most common financial statements: the income statement, balance sheet, and statement of cash flows.

**University offering the course:** University of Pennsylvania

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/wharton-accounting>

## Managerial Accounting [Choose from one of two options]

### **Option1: Managerial Accounting Fundamentals**

This course will teach you the fundamentals of managerial accounting including how to navigate the financial and related information managers need to help them make decisions. You'll learn about cost behavior and cost allocation systems, how to conduct cost-volume-profit analysis, and how to determine if costs and benefits are relevant to your decisions.

**University offering the course:** University of Virginia

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/uva-darden-managerial-accounting>

### **Option2: Managerial Accounting: Cost Behaviors, Systems, and Analysis**

**University offering the course:** University of Illinois

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/accounting-for-managers>

## Organizational Behavior

Of course, we are not machines, and certainly not programmable. But through the study of organizational behavior, we can gain insights into what makes people tick within a work context. Increasing your understanding of your own behavior and that of your colleagues, teams and leaders, is an important first step to bringing positive change to how you and your organization work.

The objective of this course is to provide insight into four key areas in the domain of organizational behavior: Motivation, Leadership, Teamwork, Organizational culture.

**University offering the course:** University of Illinois

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/managing-people-iese>

## **Managerial Economics and Business Analysis Capstone**

The capstone project involves an in-depth analysis of an actual business situation in which you will examine the global economic environment of a business. The final project will be a business plan that uses statistical tools and economic theory to create a comprehensive analysis of the microeconomic and macroeconomic environment in which the focal company operates.

**University offering the course:** University of Illinois

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** 8<sup>th</sup> of each month, please check course's link

**Website or link access to the course:**

<https://www.coursera.org/learn/managerial-economics-capstone>

## **Basic Data Descriptors, Statistical Distributions, and Application to Business Decisions**

This course presents an overview of the general principles and applications of statistics relevant to management. A major emphasis of this course will be the development of skills through practical problem solving.

**University offering the course:** Rice University

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/descriptive-statistics-statistical-distributions-business-application>

## **Marketing Essentials**

This business and management course will bridge the gap between information and real world experience. You will learn the theories of marketing through practice (examples and illustrations). This course will explain what marketing management is all about in the simplest of terms and lay the foundation to your pathway to excellence in the wonderful world of marketing.

**University offering the course:** University of Maryland & University System of Maryland

**Platform:** edX

**Length of course:** 7 weeks

**Start Date:** 15<sup>th</sup> of March or 4<sup>th</sup> of October

**Website or link access to the course:**

<https://www.edx.org/course/marketing-management>



## Web Design & Applications: (two options)

### **Option1: Introduction to Web Development?**

By the end of this course you'll be able to describe the structure and functionality of the world wide web, create dynamic web pages using a combination of HTML, CSS, and JavaScript, apply essential programming language concepts when creating HTML forms, select an appropriate web hosting service, and publish your webpages for the world to see. Finally, you'll be able to develop a working model for creating your own personal or business websites in the future.

**University offering the course:** University of California, Davis

**Platform:** Coursera

**Length of course:** 6 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/web-development>

### **Option2: How to Create a Website in a Weekend! (Project-Centered Course)?**

In this project-centered course, you'll design, build, and publish a basic website that incorporates text, sound, images, hyperlinks, plug-ins, and social media interactivity. The course will provide you with step-by-step instructions, exercises, tips, and tools that enable you to set up a domain name, create an attractive layout for your pages, organize your content properly, ensure that your site functions well across different operating systems and on mobile devices, keep your site safe, and finally, let people know your site is online. It will even show you how to track your visitors. Throughout the course, you'll engage in collaboration and discussion with other learners through course forums and peer review.

Once you complete your first website project using Wordpress, you can move on to our optional, extended module that covers more advanced techniques such as using a simple text editor, coding in HTML, CSS, and Javascript, and more.

**University offering the course:** The State University of New York

**Platform:** Coursera

**Length of course:** 3 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/how-to-create-a-website>

## Information Technology Foundations

The course will explore the different components of IT and how they work together as a system to support the different aspects of an organization. Specifically, the course will explore different categories of software such as operating systems, programming, and databases. The hardware components that will be examined are the structure of computers and their peripherals. The role of people will be an important focus of the course, describing which roles are necessary for the IT system to function efficiently and effectively. This focus includes the various administrative roles, the methodologies used by people tasked with developing new systems, and the ethical issues that must be considered by individuals involved with IT.

**University offering the course:** Western Governors University

**Platform:** edX

**Length of course:** 6 weeks

**Start Date:** Future dates to be announced, please check the link.

**Website or link access to the course:**

<https://www.edx.org/course/information-technology-foundations>

## Database Management Essentials

In this course, you will create relational databases, write SQL statements to extract information to satisfy business reporting requests, create entity relationship diagrams (ERDs) to design databases, and analyze table designs for excessive redundancy. As you develop these skills, you will use either Oracle, MySQL, or PostgreSQL to execute SQL statements and a database diagramming tool such as the ER Assistant or Visual Paradigm to create ERDs. We've designed this course to ensure a common foundation for specialization learners. Everyone taking the course can jump right in with writing SQL statements in Oracle, MySQL, or PostgreSQL.

**University offering the course:** The University of Colorado

**Platform:** Coursera

**Length of course:** 3 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/database-management>

## Research in Information Science & Technology

The course provides a broad view of how to become and progress as a researcher. It spans over a wide range of topics, from the historical development of scientific thought to research methodology, to the pragmatics of publication, research funding, evaluation, and promotion in a researcher's career. It also stresses the ethical aspects of research. Although the course speaks about scientific research in general, it especially focuses on the field on Information and Communication Science and Technology.

**University offering the course:** Politecnico di Milano

**Platform:** Coursera

**Length of course:** 6 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/being-researcher>

### **Communication in the 21<sup>st</sup> Century Workplace**

In today's fast-paced business environment, employees at all levels find themselves being asked to handle more tasks, meet more deadlines, take on more responsibilities, and adapt to more change. Added to these challenges is the constantly shifting diversity of the workplace, where coworkers cope with generational, gender, age and cultural differences. Communication, both verbal and nonverbal, is at the foundation of everything we do and say, and is especially important in the 21st century workplace. The good news is that communication is a learned skill, and can be improved upon with the right training. The focus of this course is to heighten students' awareness of workplace communication, and add new interpersonal skills, with the end result of becoming a more competent communicator overall.

**University offering the course:** University of California, Irvine

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/communication-in-the-workplace>

### **Information Design**

This course covers principles of visual design so that you can effectively organize and present information with your interfaces. You'll learn concrete strategies to create user interfaces, including key lessons in typography, information architecture, layout, color, and more. You'll learn particular issues that arise in new device contexts, such as mobile and responsive interfaces. You will learn how to apply these design principles in a modern context of increasingly diverse form factors - from tablets, to walls, to watches.

**University offering the course:** University of California San Diego

**Platform:** Coursera

**Length of course:** 3 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/infodesign>

## Predictive Analytics and Data Mining

This course introduces students to the science of business analytics while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide businesses and managers with the foundation needed to apply data analytics to real-world challenges they confront daily in their professional lives. Students will learn to identify the ideal analytic tool for their specific needs; understand valid and reliable ways to collect, analyze, and visualize data; and utilize data in decision making for their agencies, organizations or clients.

**University offering the course:** University of Illinois

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/predictive-analytics-data-mining>

## The Data Science of Health Informatics

Health data are notable for how many types there are, how complex they are, and how serious it is to get them straight. These data are used for treatment of the patient from whom they derive, but also for other uses. Examples of such secondary use of health data include population health (e.g., who requires more attention), research (e.g., which drug is more effective in practice), quality (e.g., is the institution meeting benchmarks), and translational research (e.g., are new technologies being applied appropriately). By the end of this course, students will recognize the different types of health and healthcare data, will articulate a coherent and complete question, will interpret queries designed for secondary use of EHR data, and will interpret the results of those queries.

**University offering the course:** Johns Hopkins University

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/the-data-science-of-health-informatics>

## Make Your Own App

Using motivational videos, introductory sections, an interactive code editor, challenges and peer review throughout this course you will develop a working chat app. While doing so you can earn credits and points, receive badges and fulfill achievements in order to be able to see and compare your progress with other students. Starting with simple HTML content and ordinary CSS rules you will gradually improve your app and add increasing interaction within

every week using JavaScript and JQuery. After completing this course you'll be able to tackle almost any idea you might have and build an app that fulfills your needs.

**University offering the course:**

**Platform:** edX

**Length of course:** 6 weeks

**Start Date:** Future dates to be announced, please check the link.

**Website or link access to the course:**

<https://www.edx.org/course/make-your-own-app>



## Where do you go for additional information?

For additional information, you may consult our affiliate:

[info@tagiuni.com](mailto:info@tagiuni.com)

TAG-DU Program Manager

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