1.	School	**Business School**
2.	Department	**Management Information Systems**
3.	Program title (Arabic)	ماجستير معلوماتية الأعمال
4.	Program title (English)	**MSc Business Informatics**
5.	Track	**Thesis**

	Specialization #	Degree	Dep #	Faculty #	Year	Track
Plan Number	07	08	05	16	2021	Thesis

First: General Rules & Conditions:

1. This plan conforms to the valid regulations of the programs of graduate studies.
2. Specialties of Admission:
    - **The First Priority**: Bachelor's degree graduates in Management Information Systems.
    - **The Second Priority**: Bachelor's degree graduates in any program Business or information technology or some programs in Engineering (Civil Engineering, Industrial Engineering, Computer Engineering).

    - **The Third Priority**: -Bachelor's in any field of knowledge.

Second: Special Conditions: None.

Third: Study Plan: Studying (36) Credit Hours as following:

1. Obligatory Courses (18) Credit Hours:

Course No.	Course Title	Credit Hrs	Theory	Practical.	Pre/Co-requisite
1605710	Information Systems Research Methods	3	3	-	-
1605721	Business Intelligence and Analytics	3	3	-	-
1605728	Enterprise Systems Management	3	3	-	-
1605729	Information Systems and Management Planning	3	3	-	-
1605732	Information Technology Project Management	3	3	-	-
1605733	Information Security Management	3	3	-	-

2. Elective Courses: Studying (9) Credit hours from the following:

Course No.	Course Title	Credit Hrs	Theory	Practical.	Pre/Co-requisite
1605722	Contemporary Trends in Information Technology	3	3	-	-
1605724	Social Media Technology Management	3	3	-	-
1605725	Human-Computer Interaction	3	3	-	-
1605726	Technology Innovation Management	3	3	-	-
1605731	System Analysis and Software Engineering (SASE)	3	3	-	-
1605735	Advanced E-business	3	3	-	-
1605736	Technology Marketing	3	3	-	-
1605720	Business Telecommunications and Networks	3	3	-	-

3. Thesis (9) Credit hours (1605799)

Course Description:

Information Systems Research Methods (1605710)	3 Credit Hours
Prerequisite (-)	
This course seeks engage students in exploration of a research topic, issue, or problem in a business environment with an emphasis on ICTs and to report the outcomes of this investigation. Students will learn how to frame a suitable business research question, conduct a literature survey, and select appropriate research methods to answer their research questions, and to collect and analyze data. Emphasis will be placed on reviewing a range of information systems research projects. Likewise, attention will be paid to learning how to evaluate the validity and reliability of published research and considering what the ramifications of research are for business practice.	

Business Intelligence and Analytics (1605721)	3 Credit Hours
Prerequisite (-)	
This course provides the fundamental concepts of data communications and networking with practical applications. Students will learn the basic overview in networking and essential technical understanding necessary to feasibly evaluate, establish, and integrate telecommunication technologies into business organizations. The course discusses how to use data communications and networking for competitive gain and the role of management in telecommunications planning and implementation.	

Enterprise Systems Management (1605728)	3 Credit Hours
Prerequisite (-)	
This course provides in-depth coverage about some of the most pressing and contemporary issues in Information Technology (IT). Topics are usually chosen by the lecturer. The topics may include, but not limited to, IT influence on Business Processes, IT Outsourcing, Globally Distributed IT Teams, IT and E-Business, Big Data and Data Warehousing, IT Security, IT Ethics, IT to support Business Innovation, Open-Source Software, IT Governance, IT Management Policies, Data Visualization, Best Practices in IT, and other emerging topics in IT.	

Information Systems and Management Planning (1605729)	3 Credit Hours
Prerequisite (-)	
The course enables students to rapidly gain knowledge of how business organizations attempt to manage different business processes through a coherent enterprise system, and the challenges facing these organizations in integrating and implementing such systems. Students will learn how modern enterprise systems are structured and how they are managed. Students will understand how to design the organizational structure of an enterprise system, the processes underlying these systems, and rules to support the core business processes for enterprise resource planning (ERP), customer relationship management, procurement, supply chain management, and financial tracking functions of a business. Emphasis will also be placed on the cross-functional business processes and critical integration points that are necessary for the success of an enterprise system.	

Information Technology Project Management (1605732)	3 Credit Hours
Prerequisite (-)	
This course covers the management of information technology projects (ITPs) with particular emphasis on contemporary issues in the delivery of information technology solutions to the business. It considers the role of project management in the development and implementation of ITPs from technical and business perspectives and identifies the managerial control and reporting aspects necessary from inception to implementation of an IT project. Management of time, scope, and cost are vital, as are the "soft" skills of managing the team and communicating with the stakeholders.	

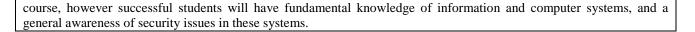| Information Security Management (1605733)	3 Credit Hours
Prerequisite (-)	
This course is intended to give students an introduction to a variety of information and cyber security topics. As an introductory course, it will cover foundational technical concepts as well as managerial and policy topics. The purpose of the course lectures, assignments, reading, in-class presentations, and examinations are to ensure students have sufficient technical awareness and managerial competence that will enable them to pursue advanced study in information security policy and management as they progress through their program. There is no prerequisite for this	

course, however successful students will have fundamental knowledge of information and computer systems, and a general awareness of security issues in these systems.

Contemporary Trends in Information Technology (1605722)	**3 Credit Hours**
Prerequisite (-)	

This course provides in-depth coverage about some of the most pressing and contemporary issues in Information Technology (IT). Topics are usually chosen by the lecturer. The topics may include, but not limited to, IT influence on Business Processes, IT Outsourcing, Globally Distributed IT Teams, IT and E-Business, Big Data and Data Warehousing, IT Security, IT Ethics, IT to support Business Innovation, Open-Source Software, IT Governance, IT Management Policies, Data Visualization, Best Practices in IT, and other emerging topics in IT.

Social Media Technology Management (1605724)	**3 Credit Hours**
Prerequisite (-)	

This course provides an in-depth analysis of a wide range of social media tools, strategies and management techniques that entail the knowledge and skill required to use and utilize effectively multiple social media platforms - including how to develop and implement a goal-based social media strategy, implement, and manage meaningful social media campaigns, integrate social media in experiential production plans and how to capture and broadcast compelling content. Moreover, this course will equip the students with best tactics and practice for corporate social media, skill for developing an integrated and multi-channel social media campaigns, use and utilize tools analytical tools for measuring and monitoring corporate social media.

Human-Computer Interaction (1605725)	**3 Credit Hours**
Prerequisite (-)	

This course provides students with the required skills and understandings to design, implement, and evaluate human-computer interfaces and the facilitation of human interaction with and through technology. This course introduces students to the theory and practice required to design well-functioning and innovative information technology interfaces, artefacts and services. Students will learn how interactive computing is extending into the everyday life of individuals, groups, and societies. Among the topics studied are the design and evaluation of effective user interaction designs, including principles and guidelines for designing interactive systems. Additionally, much emphasis is given to the development process for user interaction designs as an integral, but different, part of interactive software development. User interaction development activities include requirements and task analysis, usability specifications, design, prototyping, and evaluation. It is a goal of this course to help students realize that user interface development is an ongoing process throughout the full product life cycle and developing the human-computer interface is not something to be done at the last minute, when the "rest of the system" is finished.

Technology Innovation Management (1605726)	**3 Credit Hours**
Prerequisite (-)	

This course discusses the basics of successful technology-driven innovation in both entrepreneurial and established firms and explores the fundamental connections linking core business strategy, technology, and innovation and how these functions intertwine to play a central role in process layout, systems, structural design, and product development, as well as supporting an organization's overall success. This course balances between essential business theory and extensive practical insights and real-world applications. Students will learn about innovation-based strategies as a source of competitive advantage and then examine how to build organizations that excel at identifying, building, and commercializing technological innovations.

System Analysis and Software Engineering (SASE) (1605731)	**3 Credit Hours**
Prerequisite (-)	

This course discusses how to develop and maintain software systems that behave reliably and efficiently and satisfy all requirements that customers have defined for them. The course introduces students to the principles of design, measurement, and analysis applied in the context of the development of software systems. The course covers topics

related to software requirements gathering, design, implementation, and testing, as well as communication skills, project and change management, professional responsibility, ethics, interpersonal relationships, teamwork, and time management.

Advanced E-business (1605735)	3 Credit Hours
Prerequisite (-)	

This course provides an advanced examination of electronic business environment including e-business architecture, strategies and management of e-business applications, services, and technologies. Moreover, this course introduces students to Online business models, e- marketplaces, legal and ethical issues in e-business, electronic commerce tools and technologies. Online service design, e-business system performance, payment systems, online market research, electronic marketing, online advertising are also discussed alongside with security and risk management of e-business. Finally, the course explores developing, deploying, and utilizing real world applications of e-business systems for the organization.

Technology Marketing (1605736)	3 Credit Hours
Prerequisite (-)	

This course combines basic marketing concepts (product, price, distribution, marketing communication and promotion pricing) with aspects that are unique to "new-to-the-world" products. These include time-based diffusion, target marketing to cross the chasm, network effects (e.g., Metcalf's Law), rapid cost declines (e.g., Moore's Law), information goods (no variable cost, just fixed costs) versus industrial goods (mainly variable costs), product bundling and versioning. Students preparing for careers in marketing high-technology products such as hardware and software, biotechnology, nanotechnology, and other emerging opportunities should establish a strong base in the two core marketing classes, and then build upon that foundation with the strongly recommended and other suggested electives. It is also recommended that students consider a course in information economics.

Business Telecommunications and Networks (1605720)	3 Credit Hours
Prerequisite (-)	

This course provides the fundamental concepts of data communications and networking with practical applications. Students will learn the basic overview in networking and essential technical understanding necessary to feasibly evaluate, establish, and integrate telecommunication technologies into business organizations. The course discusses how to use data communications and networking for competitive gain and the role of management in telecommunications planning and implementation.