

「 Faculty of Economics
& Social Sciences 」

{ Accounting Department }

Requirements for Undergraduate Program in
Accounting
2013-2014

Requirements	Credit Hours
University Requirements	18
Department Compulsory Courses	93
Department Elective Courses	12
Free Electives	6
Total Credit Hours	129

Vision

The Accounting Program is designed with a focus on both theoretical and practical aspects to ensure high-quality accounting education and to provide students with strong accounting skills in accordance with the requirements of the latest international standards.

Mission

The program mission stems from and is in harmony with the mission of the University and the faculty: providing and fostering high quality education, research and community service. This is achieved by keeping abreast of all the latest scientific and practical developments.

Objectives

1. Meet the different needs of the local and regional labor markets.
2. Introduce students to the scientific origins of accounting using high-quality educational standards.
3. Encourage scientific research in the field of accounting.
4. Develop the scientific and practical knowledge as well as the research skills of the students required to meet the needs of the labor market or to pursue graduate study.

Intended Learning Outcomes IOLs:

Firstly: Outcomes of knowledge and understanding:

- Outcomes of general knowledge: Students acquire these outcomes through studying various courses, such as: Palestinian Studies, Islamic Education, Arabic Language and Introduction to Computer Science.
- Outcomes of relevant knowledge: Students acquire these outcomes through taking compulsory and elective courses offered through the other programs relevant to Accounting, such as: Bachelor's in Administration, Bachelor's in Economics, etc.
- Outcomes of specialized knowledge: which are acquired through the intensification of knowledge in the field of Accounting, and which are obtained through compulsory and elective courses, prepared according to the latest scientific and educational standards.

Secondly: Applied Outcomes:

- Outcomes of analytical skills: the student acquires these skills through relevant courses, such as: Financial Statement Analysis, Financial Management and Operations Research.
- Outcomes of applied skills: the outputs acquired by the student through the application and practice of knowledge and managerial theoretical concepts, provided

from textbooks and practical application. The student acquires these courses from courses specially designed for this purpose, for example: Field Training, Computerized Accounting, etc.

- Outcomes of Research Skills: which students learn through learning the methodology of scientific research, with all its steps and stages. And these are achieved through courses in Business Statistics, Research Methods for Business, Seminar in Accounting, as well as other research missions required in other courses.
- Outcomes of mental skills: which are acquired through conducting systematic scientific thinking provided through the application of various teaching methods that develop the mental skills of students.

Thirdly: Outcomes of professional values and ethics

The outcomes that are acquired through the students' knowledge of the professional values, behaviours and ethics students should have right after graduation. This is through practicing their professions in the labour market. These outcomes are achieved through studying courses that deal with these objectives in part or in whole, such as, Auditing.

University Requirements (18 credit hours)

Course #	Course title	Credit hours	Prerequisite
11000101	Islamic Culture	3	
11000102	Arabic Language	3	
11000103	University English I	3	Remedial English (English 100)
11000325	University English II	3	11000103
11000105	Palestinian Studies	3	
11000117	Leadership and Communication Skills	1	
11000108	Community Service	1	
11000127	Introduction to Computer Science	1	

Department Compulsory Courses (93 credit hours)

Course #	Course title	Credit hours	Prerequisite
11101251	Business Law	3	
11032101	English for the Workplace	3	11000325
10801111	Principles of Microeconomics	3	
10801112	Principles of Macroeconomics	3	10801111
10866111	Principles of Management I	3	
10876111	Principles of Marketing	3	
10871121	Principles of Finance	3	
10221109	Business Math	3	
10801113	Business Statistics I	3	
10801211	Business Statistics I	3	10801113
10871213	Financial Management I	3	10871121
10871320	Investment Analysis and Management	3	10871213
10861111	Principles of Financial Accounting I	3	-----
10861121	Principles of Financial Accounting II	3	10861111
10861211	Accounting for Partnership Corporations	3	10861121
10861212	Cost Accounting	3	10861121
10861213	Research Methods for Business	3	10801113
10861221	Accounting: Computer Applications	3	10861121
10861222	Governmental Accounting	3	10861121+10801112
10861223	Tax Accounting	3	10861211
10861224	Intermediate Accounting I	3	10861211
10861311	Managerial Accounting	3	10861212
10861312	Financial Statements Analysis	3	10861224
10861313	Intermediate Accounting II	3	10861224
10861321	Auditing	4	10861313
10861322	International Accounting	3	10861313
10861412	Accounting Information Systems	3	10861313
10861421	Advanced Accounting	3	10861313
10861422	Accounting Theory	3	10861313
10861423	Seminar in Accounting	2	Completion of 100 credit hours including 0801211
10861425	Practical Training	3	Completion of 90 credit hours
11032101	English for the Workplace	3	11000325

Department Elective Courses (12 credit hours)

Course #	Course name	Credit hours	Prerequisite
10861251	Accounting for Subsidiaries and Other Related Issues	3	10861121
1861252	Oil, Gas, and Other Natural Resource Accounting	3	10861121
10861261	Agricultural Cost Accounting	3	10861212
10861214	Accounting for Financial Institutions	3	10861121
10861353	Accounting for Small and Medium-Sized Entities (SMEs)	3	10861121
10861362	Social Responsibility and Environmental Accounting	3	10861313
10861363	Accounting and Auditing Standards for Islamic Financial Institutions	3	10861224
10861454	Contemporary Issues in Accounting	3	10861322
10861464	Readings in Accounting	3	10861321
10866120	Principles of Management II		
10866215	Human Resource Management		
10866411	Operations Research		
10801228	Money and Banking		
10801332	Public Finance		
10801423	Economic Feasibility Studies and Project Evaluation		
10871225	Financial Market		
10871321	Islamic Banks		

Free Electives (6 credit hours)

Course #	Course title	Credit hours	Prerequisite
7303433	Pharmacology and Community	2	-
10311197	French Language	2	-
11000131	Geography of Palestine	2	-
11000142	Family System in Palestine	2	-
11000143	Principles of Islam	2	
11000144	Biography of the Prophet Mohammad PBUH	2	-
11201101	Introduction to Musicology	2	-
11201103	Palestinian Music Folklore	2	-

Course Descriptions

10861111 PRINCIPLES OF FINANCIAL ACCOUNTING 1

This course covers the basic concepts of financial accounting. It includes the definition, the principles, and the assumptions of accounting in addition to the double entry system and the accounting cycle. It also deals with the preparation of basic financial statements (income statement, statement of changes in equity, and statement of financial position). In addition, the course covers the accrual adjustments related to various accounts at the end of the fiscal year, based on a customary basis of accounting, and accrual basis. The course also discusses how to address accounting errors which may be discovered in the same financial period or in subsequent periods.

10861121 PRINCIPLES OF FINANCIAL ACCOUNTING II

This course builds on the Principles of Financial Accounting 1. It covers the accounting treatment of current assets, non-current assets, and current liabilities.

10861211 ACCOUNTING FOR PARTNERSHIP AND CORPORATIONS

This course introduces students to accounting treatment of issues related to partnerships: composition, preparation of financial statements, distribution of profits and losses between the partners, changes in ownership when a partner leaves or a new partner joins, and finally liquidation upon agreement. The course also covers the accounting treatments for corporations. It presents the accounting treatment of the company composition, the issuance of shares capital, and the dividends. The calculation of EPS is also explained. This is in addition to identification of the different types of stocks and their characteristics. The course also covers the accounting treatment for all processes associated with the issuance of bonds. Finally, the course caps with a discussion of the legal and accounting aspects of corporate liquidation.

10861212 COST ACCOUNTING

This course aims to introduce students to the cost accounting practice and applications, mainly in industrial companies. It discusses the cost elements, classifications, and behavior according to both job order costing system and process costing system. This course also addresses the standard costing system and its importance in the control over the elements of variable costs. The course concludes with a discussion of cost losses, joint costs, and standard costs.

10861213 RESEARCH METHODS FOR BUSINESS

This course introduces students to the world of business research. It provides students with practical perspectives on how research can be applied in real business situations. Topics include an introduction to research; scientific investigation; the research process; measurement of variables; measurement scaling; data collection methods and techniques; experimental design; sampling; quantitative and qualitative data analysis; and research report.

10861214 ACCOUNTING FOR FINANCIAL INSTITUTIONS

This course is divided into two main topics: the first addresses accounting for insurance companies. It includes a comprehensive study of the accounts of insurance companies in terms of books and records, and handling of insurance operations. It also includes a thorough study of investments, and the way of accounting for it in the books, as well as the way of preparation of financial statements of insurance companies. The second topic is accounting for banks, especially commercial ones. The students are given a general idea and comprehensive information about the accounting treatment of bank operations offered by various sections of the bank. The course ends with a look at how financial statements of banks are prepared.

10861221 COMPUTERIZED ACCOUNTING

This course enables students to master computerized accounting programs used in the labor market, in addition to accounting applications using Excel.

10861222 GOVERNMENTAL ACCOUNTING

This course deals with the conceptual framework of accounting in the public sector using the fund theory. It includes the accounting rules and principles used in the public sector. It also explains the state budget and stages for its preparation. In addition, the course covers all phases of both internal and external control.

10861223 TAX ACCOUNTING

This course deals with the study of the characteristics and application of tax accounting for direct and indirect taxes. It identifies the conditions of imposing income tax on both individuals and establishments, and on the other hand, the conditions of exemptions from paying taxes. The course focuses on the distinction between accounting income and taxable income by examining the elements of the income statement prepared by the companies to find out their compatibility with tax law. It also sheds light on how to estimate taxes and describe legal procedures to object an estimate. The various aspects of this course will be covered by presenting case studies.

10861224 INTERMEDIATE ACCOUNTING 1

This course builds on the understanding of accounting principles developed

in previous courses to extend the knowledge of the students in financial accounting. Topics covered include exploring the financial reporting environment and accounting standards, the conceptual framework of financial reporting, a detailed theoretical study of the financial statements, cash and receivables, inventories, property plant and equipment as well as advanced treatments for the amortization of assets and impairment. Finally, students are exposed to the accounting treatment of intangible assets.

10861311 MANAGERIAL ACCOUNTING

This course includes case studies designed to help the student understand the accounting basis and application used to provide information necessary for management. It deals with the cost-volume-profit analysis, short-term decisions, and budgeting. Finally, it covers accounting treatments of main and sub-products, and distribution of their joint costs.

10861312 FINANCIAL STATEMENTS ANALYSIS

This course deals with the study of the various items of financial statements and the relationships between them. It focuses on using the tools and methods of financial analysis as a basis for objective analysis to provide the necessary information to decision makers. Case studies will be used, when appropriate, to cover the topics of this course.

10861313 INTERMEDIATE ACCOUNTING II

This course covers in detail important accounting issues such as accounting for financial investments, leases, and pension funds. It also deals with the recognition of income and deferred taxes.

10861321 AUDITING

The aim of this course is to study the techniques and rules followed in auditing the financial statements in accordance with the International Auditing Standards (ISAs). It includes audit plan, program and procedures used to issue an opinion about the fairness of financial statements. This course also examines case studies in auditing concerning the application of audit procedures on specific cases.

10861322 INTERNATIONAL ACCOUNTING

This course covers the principles and concepts of the international accounting, in addition to a comparison between accounting practices in different countries and the process of harmonization of these practices as well as the translation of the financial statements. It also seeks to provide a clear understanding of International Financial Reporting Standards (IFRS) with an explanation of the most important standards and their applications.

10861412 ACCOUNTING INFORMATION SYSTEMS

This course aims to provide students with the basic concepts of accounting

information systems, databases and system operations as well as the processing of different transactions and preparation of financial statements. It also includes providing students with design skills, especially those related to the data flow maps, documents and reports. This course also highlights the stages of system design including implementation of the system. Testing and transferring the data to the new system as well as system maintenance and support are also covered.

10861421 ADVANCED ACCOUNTING

This course includes the accounting procedures for consolidated financial statements, as well as accounting procedures related to investment, merger and acquisition (M &A).

10861422 ACCOUNTING THEORY

This course is a survey of current accounting theory. Topics include the history and development of accounting; the nature, uses and users of accounting; methodologies and approaches to the formulation of an accounting theory; accounting frameworks; the structure of accounting theory; current-value accounting and capital maintenance concepts; the information content of accounting reports and efficient market hypothesis; and modern methods for accounting measurement during inflation.

10861423 SEMINAR IN ACCOUNTING

The aim of this course is to empower and train students to prepare a full scientific research in the area of accounting by shedding light on one of the accounting problems in accordance with scientific research rules.

10861425 PRACTICAL TRAINING

In this course, the student will perform internship in one of the institutions that are agreed upon according to a specific mechanism including at least 180 hours of training. This training is done under the supervision of a department academic advisor who conducts field visits to the student. The trainer of the student will fill out an evaluation form prepared by the Accounting Department.

10861251 ACCOUNTING FOR SUBSIDIARIES AND OTHER RELATED ISSUES

This course aims to introduce students to the accounting procedures used by the companies with various branches and divisions. Furthermore, it addresses accounting for consignment goods and non-profit organizations such as charities and clubs.

10861252 OIL, GAS, AND OTHER NATURAL RESOURCE ACCOUNTING

The aim of this course is to introduce students to the accounting principles and procedures for the financial activities of the extracting projects like oil companies.

10861261 AGRICULTURAL COST ACCOUNTING

In this course, the student learns the cost systems applied in agricultural projects. Student will study the accounting procedures related to agricultural projects, including its two branches, plant and animal, in terms of how to classify and calculate the cost of production, and how to calculate the result of their work and the preparation of financial statements.

10861353 ACCOUNTING FOR SMALL AND MEDIUM-SIZED ENTITIES (SMEs)

This course covers the application of accounting processes in small and medium-sized entities in accordance with IFRS for SMEs which have been developed in 2009 by the International Accounting Standards Board (IASB); modified for the IFRSs. This standard is used by small businesses to prepare the final accounts in accordance with these standards; it gives greater credibility to the accounting information related to this type of entities.

10861362 SOCIAL RESPONSIBILITY AND ENVIRONMENTAL ACCOUNTING

This course deals with social effects of the financial accounting and many different issues that have been ignored in traditional accounting. The course deals with the environmental and the social responsibility, social responsibility accounting concepts, the main trends of social responsibility accounting, accounting and disclosure in social responsibility.

10861363 ACCOUNTING AND AUDITING STANDARDS FOR ISLAMIC FINANCIAL INSTITUTION

This course deals with accounting and auditing standards for Islamic financial institutions issued by the Accounting and Auditing Organization for Islamic Financial Institutions. These standards provide accounting treatment of operations that are consistent with the principles of Islamic law shari'a such murabaha (resale) and musharaka (participation)

10861454 CONTEMPORARY ISSUES IN ACCOUNTING

The aim of the course is to provide students with practical and scientific applications of fair value accounting, accounting for human resources and other recent issues in the field of financial accounting.

10861464 READINGS IN ACCOUNTING

This course is designed to keep up with international research in the field of accounting. It also involves a deep discussion and review of ideas in recent articles and their findings.

FACULTY MEMBERS:

Name	Academic Rank	University of Graduation
Dr. Nafith Abu Baker	Associate Professor	University of Dundee, Britain.
Dr. Mu'z Abu Alia	Assistant Professor	Université Libre De Bruxelles, Brussel, Belgium
Mr. Hatem Al-Kukhun	Assistant Preofessor	Sudan University of Science and Technology, Sudan
Mr. Saed Al-Kouni	Assistant Professor	Germany
Mr. Ghassan Da'ass	Assistant Professor	Amman Arab University, Jordan
Mr. Sameh At'out	Assistant Professor	Arab Academy for Banking and Financial Sciences, Jordan
Mr. Bahjat Younis	Lecturer	University of Jordan, Amman
Mr. Bashar Fattouh	Lecturer	Arab Academy for Banking and Financial Sciences, Jordan
Mr. Alaa Jarrar	Instructor	An-Najah National University, Palestine
Mrs. Sara Al-Sargali	Instructor	Lancaster University, UK
Mrs. Doha Al-Tanbour	Instructor	An-Najah National University, Palestine
Mr. Ahmad Ridda	Instructor	An-Najah National University, Palestine
Mrs. Dalia Al-Ezza	Instructor	University of Sussex, UK

{ Business Administration Program }

Undergraduate Program in Business Administration

Requirements	Credit Hours
University Requirements	18
Department Compulsory Requirements	87
Department Elective Requirements	18
Free Electives	6
Total Credit Hours	129

Historical Background

The Department of Business Administration, established in 1978, is one of the main departments of the Faculty of Economics and Social Sciences. Since its establishment, the department has supplied the national and regional labor markets well-qualified graduates who are academically and professionally prepared and equipped with the required skills and knowledge to meet the needs of these markets.

At present, the department offers a single major in business administration. Students wishing to major in this field should complete 126 credit hours. Of these, 18 are university requirements, 87 are department compulsory courses and 18 are electives.

Vision

Providing an outstanding academic curriculum and publishing quality research in the field. This will support the local society and regional markets by preparing students for professional life and/or graduate study in management.

Mission

Reinforcing high quality education to produce and prepare a competent workforce that has the required qualifications and necessary background needed in the field. Graduates will then be able to successfully serve the domestic and international markets. The department is committed to excellence in teaching and scientific research and to a continuous development of its academic staff.

Objectives

- Recruiting the best qualified academic staff who are specialized in different business management fields, and strengthening the capacity of the existing staff.
- Developing a mastery of the knowledge base of graduates of business management.
- Demonstrating skills in the local, regional and international markets.
- Developing the competency and skills of students in carrying out scientific research in business management.
- Developing the communication skills of graduates, including the use of English language in business.
- Building a positive attitude and perception in students for a better response to internal and external changes in the environment.
- Developing effective communication channels with society as well as with academic and business organizations/institutions

University Requirements (18 credit hours)

Course #	Course title	Credit hours	Prerequisite
11000101	Islamic Culture	3	-----
11000102	Arabic Language	3	-----
11000103	University English I	3	
11000325	University English II	3	
11000105	Palestinian Studies	3	-----
11000117	Leadership and Communication Skills	1	-----
11000108	Community Service	1	-----
11000127	Introduction to Computer Science	1	-----

Department Requirements (102 credit hours)

a) Compulsory Courses (87 credits)

Course	Course title	Credit hours	Prerequisite
10211109	Business Math	3	-----
10801111	Principles of Microeconomics	3	-----
10801112	Principles of Macroeconomics	3	10801111
10801113	Business Statistics I	3	-----
10861111	Principles of Financial Accounting I	3	-----
10861121	Principles of Financial Accounting II	3	10861111
10861300	Cost Accounting (Managerial Approach)	3	10861121
10866111	Principles of Management I	3	-----
10866120	Principles of Management II	3	10866111
10866215	Human Resources Management	3	10866111
10866217	Principles of Management Information Systems	3	11000127
10866222	Scientific Research Methods	3	10801113
10866224	Materials Management	3	10866120
10866226	Business Communications	3	11000103
10866311	Organizational Behavior	3	10866120
10866313	Production and Operations Management	3	10221109
10866320	Strategic Management	3	10866120
10866324	International Business Management	3	10866226
10866328	Organizational Theories and Design	3	10866311
10866411	Operations Research	3	10221109
10866420	Field Training	3	Completion of 90 credits
10866424	Management Seminar	3	10866320
10866426	Managerial Skills	3	10866320
10871121	Principles of Finance	3	-----
10871213	Financial Management 1	3	10871121
10876111	Principles of Marketing	3	-----
10876122	Marketing Management	3	10876111
11032101	English in the Workplace	3	11000325, or 11000322

b) Program Elective Courses: 18 credit hours to be chosen from the following:

Course #	Course title	Credit hours	Prerequisite
10801226	Palestinian Economy	3	10801112
10806420	Crisis and Art of Negotiations	3	Completion of 90 credits
10866250	Entrepreneurship and Small Businesses	3	10866120
10866266	Modern Public Management	3	-----
10866270	Health Care Management	3	10866120
10866273	Knowledge Management	3	10866120
10866353	Total Quality Management	3	10866120
10866360	Human Resources Training and Development	3	10866120
10866365	Local Administration	3	10866266
10866467	E-Business	3	10866217
10866475	Performance Management and Compensation	3	10866215, or 10866120
10866450	Organizational Change and Development (OC&D)	3	10866328
10866477	Managerial Control	3	10866313
10866485	Office Management	3	10866217
10866490	Corporate Governance	3	10866120
10871412	Financial Institutions Management	3	10871121
10876318	Marketing Communications	3	10876111
10876318	Consumer Behavior	3	10876111
10871312	Risk and Insurance	3	10871121

Free Electives (6 credit hours)

Course #	Course title	Credit hours	Prerequisite
7303433	Pharmacology and Community	2	-
10311197	French Language	2	-
11000131	Geography of Palestine	2	-
11000142	Family System in Palestine	2	-
11000143	Principles of Islam	2	
11000144	Biography of the Prophet Mohammad PBUH	2	-
11201101	Introduction to Musicology	2	-
11201103	Palestinian Music Folklore	2	-

Course Descriptions

10866120 PRINCIPLES OF MANAGEMENT II

This course is designed to complement and broaden the student's knowledge of the essential principles and concepts of management. The student will be given the opportunity to learn about the concept of strategic management, human resource management, organizational behavior, motivation and other related concepts. All of this will help the student to learn the skills required to be a good leader and manager.

10866215 HUMAN RESOURCE MANAGEMENT

This course focuses on presenting and discussing various principles and concepts of human resources management. It stresses the policies, programs and methods that have been developed and implemented successfully in the field. This course includes the discussion of the various functional activities of human resource management such as planning, recruitment, selection, job analysis, performance appraisal, training and development, compensation, career planning and promotion, safety and health, and labor relations.

10866217 PRINCIPLES OF MANAGEMENT INFORMATION SYSTEMS

This course introduces the essentials of Management Information Systems (MIS), provides an overview of Information Systems (IS) and their applications in business organizations. It also highlights management of information resources in organizations and the use of Information Systems (IS). The technical issues are blended with managerial concepts to provide enough knowledge to enable the student to feel at ease when hearing or using some of the technical jargon.

10866222 SCIENTIFIC RESEARCH METHODS

This module aims at exploring the methodology of conducting scientific research from the earlier stages of formulating research questions, sampling, and research design to data collection and analysis and report writing. Research validity and reliability measurements are also addressed.

10866224 MATERIALS MANAGEMENT

The basic objective of purchasing and inventory management is to fulfill the basic management objectives and goals through control and coordination

and execution of the functions related to the flow from inside, through and outside the organization. The effectiveness of this task should start from product planning and continue to the final product. This course introduces the student to the functions of course management, including forecasting, planning, purchasing, quality assurance and inventory control.

10866226 BUSINESS COMMUNICATIONS

This course presents an overview of the nature, significance, elements/steps, forms, and barriers of communication in organizations. It discusses the effective messages and the ways of developing and writing effectively various kinds of business letters, such as letters of inquiry, reply, order, sales, etc., using the modern communication technological tools. Main types of oral communication are discussed, too

10866311 ORGANIZATIONAL BEHAVIOR

This course deals with human behavior in organizations. It aims at helping students develop analytical skills necessary for identifying, diagnosing and solving behavioral problems in the workplace. It provides a study of behavior at the individual level in terms of perception, personality, motivation, learning, creativity, values and attitudes. It also provides a study of behavior at the collective level in terms of group dynamics, conflict, leadership and communication. In addition, it includes a study of behavior at the organizational level in terms of organizational design, organizational development and organizational culture.

10866313 PRODUCTION AND OPERATIONS MANAGEMENT

This course covers the following topics: production and operations management, operations analysis and decision making, forecasting, strategies and plans for operations, capacity planning for manufacturing and service companies, facility location planning, layout planning, production and process design, just-in-time system, and job design, production operations standards, and work measurements.

10866320 STRATEGIC MANAGEMENT

This course provides students with an introduction to the concepts and basic skills which allow them to understand the operation of strategic management in the planning, implementation and evaluation stages.

10866324 INTERNATIONAL BUSINESS MANAGEMENT

This course analyzes the international business environment and discusses the strategies and operations of multinational firms, the international trade concepts, and the management of the various functional activities of the multinational firm

10866328 ORGANIZATIONAL THEORIES AND DESIGN

This course explains the varied approaches to the process of organizing, starting with classical theories, and ending with modern ones, as well as their

implications for the structure of organizations. It also aims at developing the students' skills in designing and structuring organizations and identifying related problems

10866411 OPERATIONS RESEARCH

This module emphasizes the understanding of the use of quantitative analysis in business domain for making better effective decisions. This module encompasses decision making theory, probability theory, linear programming, transportation and assignment.

10866420 FIELD TRAINING (COMPLETION OF 90 CREDITS)

This course allows students to practice the principles, concepts and functions of management in real life in a particular organization, with special emphasis on managerial activities and aspects of organizational operations.

10866424 MANAGEMENT SEMINAR

This course focuses on providing the students with specialized knowledge on selected management issues, including but not limited to globalization, knowledge society and economy, intellectual capital, knowledge management, learning organization and organizational learning, strategic thinking, corporate social responsibility, managerial ethics, crisis management, entrepreneurship, and other emerging trends/ issues in management.

10866426 MANAGERIAL SKILLS

This course focuses on particular managerial issues that were not covered in other courses of the program, e.g. management of meetings, time management, technical report writing, presentation skills and negotiating skills.

10866250 ENTREPRENEURSHIP AND SMALL BUSINESS

The course covers the followings: definition of small-business enterprise - its nature and importance; its characteristics; different approaches of studying it; services offered to support small-business enterprise; government policy towards it; setting a plan of action and its routines ; business incubators, their advantages and disadvantages; family small-business enterprise; and strategic planning for small-business enterprises

10866266 MODERN PUBLIC MANAGEMENT

This course is designed to give students the opportunity to understand the theoretical foundations of modern public management - including how the entrepreneurial spirit is transforming the public sector; partnerships with the private sector; transparency; privatization; result focused; and citizen focus.

10866270 HEALTH CARE MANAGEMENT

This course examines medical services systems and institutions, such as hospitals. It also looks at the characteristics of these medical institutions problems they face, their functions, administration and organization. Some modern issues, such as increasing costs, quality, competition and marketing

are emphasized.

10866273 KNOWLEDGE MANAGEMENT

This course is a thorough coverage of the latest theory and practice of Knowledge Management (KM), with an integrated interdisciplinary presentation that makes sense of the confusingly wide variety of computer science and business KM perspectives arising simultaneously from artificial intelligence, information systems, and organizational behavior. It solidly covers the “hard” technical components of computer tools and technology for managing knowledge, without losing sight of the “soft” management needs and challenges in leveraging knowledge effectively within an organization. It critically evaluates the nature, computer representation, access, and utilization of knowledge versus information within a human context, and essential preparation for managerial, technical, and systems workers alike in today’s modern knowledge-based economy.

10866353 TOTAL QUALITY MANAGEMENT

This course aims at introducing the philosophy of total quality management, its historical evolution and elements such as leadership, customer satisfaction, employee involvement, continuous process improvement, supplier partnership and performance measurement. The course also introduces the tools and techniques of total quality management.

10866360 HUMAN RESOURCE TRAINING AND DEVELOPMENT

This course aims to provide students with the necessary knowledge about the nature and importance of training and developing human resources. It also provides students with the skills necessary for identifying training and development needs; the design, management, implementation and evaluation of training programs; the study of new staff orientation; and the design of careers and promotion policies.

10866365 LOCAL ADMINISTRATION

This course focuses on the relationship of local administration with public administration, the objectives of local administration, decentralization, establishment of local councils, the relationship between central government and local councils, the role of local administration in development of employment and finance of local administration, and problems of local councils and reform methods.

10866450 ORGANIZATIONAL CHANGE AND DEVELOPMENT

This course seeks to increase students’ awareness of the necessity and importance of planned organizational change, in light of unrecorded transformations and environmental changes in all spheres. The course also aims to upgrade students’ skills in successfully managing organizational change and selecting proper change strategies that greatly contribute to outstanding

performance and excellence at the individual, group and organizational levels. Also, students will be fully aware that resistance to change is natural, and can have positive outcomes, if managed successfully.

10866467 E-BUSINESS

Topics covered in this course include basic fundamental concepts of electronic business and commerce, practical use of Internet for commercial use, and navigation of the Internet as well as design of web work and publication of web pages on the Internet. Other topics covered include e-retailing, e-stock trading, e-publishing and e-banking, problems surrounding the e-commerce including security, privacy, new business processes and cross border commerce.

10866475 PERFORMANCE MANAGEMENT AND COMPENSATION

This course focuses on the performance of individuals in an organization. It aims to train the students how to design and implement a system for performance management. The course also introduces various approaches to managing financial and non-financial compensations and benefits required to attract, retain and motivate competent recruits. It covers issues related to assessing jobs, designing and managing the structure of salaries, wages and incentives (financial and non-financial).

10866477 MANAGERIAL CONTROL

This module aims to introduce the importance of controlling the firm's functions - marketing, production, human resources, financing and other activities of the firm.

10866485 OFFICE MANAGEMENT

This course covers several topics: concept of administration offices and nature of management, administrative organization of the office and its importance, office design, physical environment and its impact on the office staff and reviewers, written communications, office automation, office models, and secretarial work in the modern office.

10866490 CORPORATE GOVERNANCE

This course deals with the concept of corporate governance. It explains the causes underlying the problems of control and direction in organizations. It also shows the control mechanisms that permit the exercise of a certain degree of supervision and control over managers.

ASSISTANT PROFESSORS

Name	Academic Rank	University of Graduation
Yousif Masou'd Al-Ghaniam	Assistant Professor	An-Neelain University Republic of Sudan, Sudan
Abdul Fattah A. Shamleh	Assistant Professor	University of Nagpur, India
Nadedr Al-Qaryouti	Instructor	Ain Shams University, Cairo, Egypt
Hussein M. A. Abed	Instructor	An –Najah National University, Nablus, Palestine
Rani M. Shahwan	Instructor	Maastricht School of Management, Maastricht, The Netherlands
Firas Hamdan	Instructor	University of Cyprus, Cyprus.
Abdallah Hassouna	Assistant Professor	Korea Maritime University, Korea.
Mohammad Najjar	Instructor	East Tennessee State University, United States.

{ Curriculum Plan for a B.A. Degree
in Economics }

Requirements	Credit hours
University requirements	18
Department compulsory courses	90
Department elective courses	18
Free courses	6
Total	132

Vision

The Department of Economics seeks to make every effort to enable its graduates meet the needs of the Palestinian and regional labor markets. The Department aims to educate highly-skilled economists who have the ability to effectively contribute and add value to the Palestinian economy by putting their theory and knowledge into practice.

Mission

The Department's aims to help, serve and develop the Palestinian economy by preparing well-qualified and knowledgeable students who are capable of thinking critically, providing solutions and looking forward to innovation and novelty, and have adept leadership skills and managerial proficiency.

Objectives

- Recruit high-quality human resources to the Department.
- Continuously improve and develop the curriculum through updating texts and teaching methods in the Department.
- Create a strong economic awareness of the national economy, as well as regional Arab and international economies.
- Prepare students to deal with economic developments effectively and professionally by putting theory into practice.
- Encourage research and connect students with the private and public economic institutions in the local environment.

Compulsory Courses: 90 CH.

Course #	Course title	Credits	Prerequisites
11101251	Business Law	3	
10221109	Business Mathematics	3	
10801111	Principles of Microeconomics I	3	
10801112	Principles of Macroeconomics II	3	10801111
10801113	Business Statistics I	3	10801113
10801211	Business Statistics II	3	
10861111	Principles of Financial Accounting I	3	
10861121	Principles of Financial Accounting II	3	10861111
10871121	Principles of Finance	3	
10866111	Principles of Management I	3	
10876111	Principles of Marketing	3	
10801213	Microeconomic Theory	3	10801111
10801220	Innovation and Information Economics	3	10801111
10801222	Macroeconomics Theory	3	10801112
10801224	Scientific Research Methods	3	10801112
10801226	Economics of Palestine	3	10801112
10801228	Money and Banking	3	10801111
10801315	Mathematical Economics	3	10221109
10801317	International Trade	3	10801112
10801319	Econometrics I	3	10801113
10801330	Islamic Economics	3	10801112
10801332	Public Finance	3	10801112
10801336	Economic Development	3	10801112
10801421	Labor Economics	3	10801213
10801423	Economic Feasibility Studies and Project Evaluation	3	10801112
10801438	Economics Seminar	3	10801224 10801112
10801440	Empirical Applications in Economics	3	10801319
10801442	Field Training	3	Student should end 90 hours
10806101	Principles of Political Science	3	
10861211	Corporate Accounting	3	10861121
10871213	Financial Management I	3	10871121
10861224	Intermediate Accounting I	3	10861211
10801250	History of Economic Thought	3	10801112
10801251	Service Economics	3	10801112
10801254	Agriculture Economics	3	10801112
10861300	Cost Accounting (Managerial Approach)	3	10861121
10801355	Political Economics	3	10801111 - 10806101
10801356	Industrial Economics	3	10801213
10801357	Israeli Economics	3	10801112
10801358	Arab World Economies	3	10801112
10801360	Contemporary Economic Issues	3	10801112
10871410	International Financial Management	3	10871213
10871412	Financial Institutions Management	3	10871121
10801464	Economic Growth	3	10801112
10801465	Economy of Cooperatives	3	10801112
10801466	National Income Accounts	3	10801112
10801467	Econometrics II	3	10801319
10801468	Urban Economics	3	10801112
10801469	Environment Economics	3	10801112
10871225	Stock Exchanges	3	10871121

Course descriptions

10801113 BUSINESS STATISTICS I

This course gives the business students a conceptual introduction to the field of statistics and its business applications. Both business applications of data analysis and business statistical methodology are included. By the end of the course, the students will be introduced to the principles of business statistics, data classifications and graphical displays, measures of central tendency, measures of dispersion, some of the statistical distributions, probability, hypothesis testing, correlations and regression analysis.

10801211 BUSINESS STATISTICS II

This course gives the business students an introduction to inferential statistics, including estimations techniques, hypothesis testing and analysis of variance. It also introduces the business students to correlation and regression techniques with applications to business data.

10801111 PRINCIPLES OF MICROECONOMICS

This course provides an introduction to microeconomics. Students are familiarized with the basic tools used to solve household and firm problems. Also, they are familiarized with microeconomic concepts such as demand, supply, elasticity, production, profit, cost, monopoly and perfect competition. In addition, the course focuses on the relationship between the firm's costs and output. This course concludes with a discussion of the price determination through supply and demand interactions and differentiates between monopoly and perfect competition frameworks.

10801112 PRINCIPLES OF MACROECONOMICS

This course is designed to introduce students to classic macroeconomic issues such as growth, inflation, unemployment, interest rates, exchange rates, technological progress, and budget deficits. The course will provide a unified framework to address these issues and to study the impact of different policies, such as monetary and fiscal policies, on the aggregate behavior of individuals. These analytical tools will be used to understand the recent experiences of the United States and other countries and to address how current policy initiatives affect their macroeconomic performance.

10801226 ECONOMICS OF PALESTINE

This course reviews the developments and structural changes in the Palestinian economy that have occurred in various economic sectors and indicators at various stages, and in particular since beginning of the colonial occupation and Israeli Zionist settlement policy. The course focuses mainly on developments and economic transformations witnessed by the Palestinian economy since the establishment of the Palestinian National Authority in 1994 and gives a thorough view and analysis of various economic indicators and economic performance and policies pursued by the successive Palestinian governments, and their impact on the process of development to strengthen and build an economic basis for the state of law and institutions.

10801224 SCIENTIFIC RESEARCH METHOD

The aim of this course is to provide the students in their study with the research skills and methods. These include research design, data collection techniques, analysis and presentation of data (quantitatively and qualitatively), and finally the writing of the research report.

10801213 MICROECONOMIC THEORY

The main aim of this course is to provide a further understanding of microeconomics. This course covers the following topics: the basic theory of consumer behavior; production and costs; partial equilibrium analysis of pricing in competitive and monopolistic markets; general equilibrium; welfare; and externalities. The skills developed in this course will help students make informed, responsible and critically discriminating judgments about current economic and social policy issues.

10801220 INNOVATION AND INFORMATION ECONOMICS

This course gives an overview of innovation economics, including studying the most prominent theories and applications in this field in the service or industrial sector. It also explains the relationship between innovation and economic performance and growth, and the role of innovation in the restructuring of the production process inside the firms where the knowledge and technologies become very crucial for keeping a competitive advantage.

10801222 MACROECONOMICS THEORY

In this course, students will build on and apply what they have learned in the introductory macroeconomics course (Principles of Macroeconomics). They will use the concepts of output, unemployment, inflation, consumption, and investment to study the dynamics of an economy at a more advanced level. As the course progresses, they will gain a better appreciation of how policy shifts and changes in one sector impact the rest of the macroeconomic scene (whether the impacts are intended or unintended). They will also examine the causes of inflation and depression, and discuss various approaches to

responding to them. By the end of this course, students should be able to think critically about the economy and develop their own unique perspective on various issues.

Macroeconomics attempts to explain the role of government and the scope of total production in a national economy. Economists use abstract quantitative tools to develop concepts about how markets and systems work; basic assumptions are made and then relaxed to create more flexible and realistic models. This course will use a variety of mathematical techniques to describe how the macroeconomic changes over time.

10801228 MONEY AND BANKING

This course focuses on the economics of money, banking and financial markets. The course aims to provide the student with an introduction to the role of money, financial markets, financial institutions and monetary policy in the economy, thus providing a solid foundation for graduate study or employment in the financial services industry.

There are three main components in the course. First, the role of financial markets in the economy will be considered with a particular emphasis on bond markets and interest rate determination. The course will then cover the main aspects of banks and other financial institutions before turning to an investigation of the role of money, central banking and monetary policy.

10801250 HISTORY OF ECONOMIC THOUGHT

This course surveys the main schools in the history of the development of economic thought, beginning with the pre-Classical school, “classical school” and the works of Smith, Ricardo, J.S. Mill, Thornton, Say, and others. It then reviews challenges to the classical school by Marx, Marginalists, and subsequent key figures like Marshall, Walras and the “Neoclassicalists”. Economic thoughts associated with the early 20th century transitionalists are briefly addressed, including those of economists such as Wicksell, Schumpeter, Fisher, and others. Students study Keynes’ General Theory, focusing in particular on Keynes in areas of investment, interest rate theory and money demand post-1945 revisions of Keynes and Neoclassical economics in the form of early and late IS/LM analysis; and its main challenges by Friedman (Monetarism) Lucas (rational expectations), real business cycle theorists, and post-Keynesian thought (UK and US). The course concludes with a consideration of “efficient markets” theory and the views of its critics such as Tobin, Hyman Minsky, Shiller, and others

10801251 SERVICE ECONOMICS

This course aims to give an overview about service economics, which is becoming very important and responsible for economic growth and employment in most countries. It studies the definition and nature of service

economics, in comparison with industrial economics, the most prominent theories and the relationship between service economics and economic performance.

10801254 AGRICULTURE ECONOMICS

This course covers several topics: the nature and features of the agricultural sector, demand on the agricultural yields, economies of agricultural production; markets for agricultural produce and organization of these markets; agricultural policies; and agricultural lending and financing.

10801315 MATHEMATICAL ECONOMICS

This course begins with an explanation of mathematical economics, its origin and the importance of using the mathematical method in analysing economic laws. The course then moves to identify mathematical tools that are employed in economics, particularly in the Consumer Behavior Theory, in the business or firm, for general balances and economic growth and for the Input-Output Model.

10801317 INTERNATIONAL TRADE

The aim of this course is to provide students with an understanding of the principles and

applications of international trade, so that students will be prepared to face the future

complexities of the world economy. The course will cover the law of absolute advantage, comparative advantage, the gains from trade, the Heckscher-Ohlin theory, the standard and alternative trade theories, international factor movements, and trade policies such as tariff and non-tariff barriers. The political economy and controversies in trade theory are also discussed. Trade issues in developing countries are highlighted.

10801319 ECONOMETRICS I

This course will give students a conceptual introduction to the field of statistics and its many applications. Both applications of data analysis and statistical methodology are included. At the end of the course the students are expected to become familiar with the principles of statistics, data classifications and graphical displays, measures of central tendency, measures of dispersion, some of the statistical distributions, probability, testing of hypothesis, correlations and regression analysis.

10801330 ISLAMIC ECONOMICS

This course introduces students to the basic premise that the study of Islamic economics proceeds from the Islamic worldview and has to be developed according to a methodology that is founded upon this worldview. Therefore, the 'foundations' that need elaboration are the Islamic worldview, Islamic

economic methodology and the features of an Islamic economic system. Since economics deals with the production, consumption and distribution activities, these areas will be addressed in this course, in addition to other more prominent areas of contemporary Islamic economics such as the prohibition of riba (usury).

10801332 PUBLIC FINANCE

This course focuses on the application of economic theory on the analysis of the issues pertaining to public expenditures and taxation. The first part of the course discusses theories on public expenditures, such as theories on public goods and social cost benefit analysis. The second part of the course explores the principles and theories of taxation.

The course is designed to secure a better understanding of the theory of public finance and its practical application. Upon successful completion of this course, students will have acquired a grasp of the main recent issues and theories in public finance. In particular, they will be able to critically assess the role of government and public policies. In addition, the course aims to strengthen analytical capacities and skills of students in the areas of public finance. Finally, the course will also develop students' cooperation skills, as there will be opportunities for student in class and outside of class to work with others.

10801355 POLITICAL ECONOMICS

This course deals with the science of political economy; and social and economic relations that arise between people through the process of production and operation of the economic activity. It also focuses on the impact of economic laws through different economic systems; political and social variations in the light of globalization and the knowledge-based society, linking the relationship between the economy and politics and mutual influences between them.

10801336 ECONOMIC DEVELOPMENT

This course is an attempt to explain the essence of 'economic underdevelopment' - its origin and its dimensions. The course also highlights the importance of economic planning as a key method for development. Students will learn about development theories, strategies and reasons for expansion and for the employment of economic planning in different economic systems. Students are also introduced to types and tools of economic planning, with emphasis on the planning methods used in developing countries.

10801356 INDUSTRIAL ECONOMICS

Industrial organizations apply microeconomic theory and econometric analysis to study firms and markets. Both theoretical and empirical work is considered, and implications for business strategy and public policy are discussed.

The theory deals with standard models for oligopoly and monopoly markets, product differentiation, cartels, dominant firms, price discrimination, entry and exit, horizontal and vertical integration, and innovation. The course also covers certain types of regulations.

10801357 ISRAELI ECONOMICS

This course exposes the students to the major issues facing the Israeli economy through an examination of background factors and the historical development of the economy. This is in addition to analysis and monitoring of recent developments in the Israeli economy. The course concludes with an understanding of the characteristics and main data of the economy, using economic theory to analyze economic phenomena in the Israeli economy.

10801358 ARAB WORLD ECONOMICS

This course aims at introducing students to the factors that have influenced the shaping of the economies of Arab Countries. It traces the developments of these economies, with emphasis placed on the Arab countries' efforts to solve the problems of agricultural issues and

10801360 CONTEMPORARY ECONOMIC ISSUES

The purpose of this course is to deepen student's knowledge of pressing contemporary economic issues, particularly those having global influence and those influencing Arab and local environments. This course focuses on team work, presentation and case studies.

10801421 LABOUR ECONOMICS

This course provides facts and theories of labor economics. Students are introduced to the tools of the labor market, including labor supply and demand and the factors that affect the labor market. Furthermore, it focuses on labor theory and the interaction between supply and demand, which is necessary to understand labor force participation and unemployment. The course caps with a look at combination of the investment in human capital, the determination of wages and the differences in wages, mobility and the effect of unions.

10801423 ECONOMIC FEASIBILITY STUDIES AND PROJECT EVALUATION

The course introduces students to entrepreneurship, especially for small enterprises. The discussions begin with idea creation, feasibility analysis (market feasibility, market feasibility, financial/economic feasibility, organizational/managerial feasibility), the business plan, organization, and business development. The aims of this course are to introduce students to entrepreneurship concepts, to drill students on developing and analyzing ideas, arranging and drafting plans, organizing and developing business. The course also provides an opportunity for students to master the skills of conducting research in some small businesses.

This course applies economic theory in evaluating the impact of investment on social welfare. Project evaluation entails studying the economic and financial aspects of a project. This course teaches the technical and philosophical skills of project evaluation and the way of applying these to development projects. The discussion begins by considering the objectives and the organization of investment appraisal. Relevant financial analysis, to be used for the development of performed cash flow statements and application of various investment criteria, are NPV, IRR, payback period, and cost-benefit ratio. The course objectives are to introduce the impacts of a project toward social welfare, to apply economic technical analysis in providing project appraisal information, and to study various cases of development projects.

10801438 ECONOMIC SEMINAR

The main objective of this course is to improve the ability of the students to research and discuss different issues in economics. All students should produce a well-researched paper about one of the economic topics and then discuss it in front of a department committee.

10801440 EMPIRICAL IMPLICATIONS IN ECONOMICS

This course includes empirical implications in economics using computer programs, mainly for analysis of economic data like SAS, E-views and SPSS. This includes statistical analysis, correlation, hypothesis testing, and regression analysis. This course helps the student to get more understanding of the different economic issues at micro and macro levels and investigate the economic theories they have studied in their courses.

10801442 FIELD TRAINING

This course is offered to students who have completed at least 90 credit hours. This course gives the students the opportunity to receive intensive training in a local firm in order to enrich his/her practical experience and be able to start his job after graduation. It also strengthens students' abilities to apply their study in real business situations.

10801464 ECONOMIC GROWTH

This course is an attempt to analyse the reasons behind the emergence and development of economic growth theories and their theoretical foundations. Emphasis is placed on the study of Marxist, Keynesian and Neoclassic growth theories against the background of the outstanding economic ideological contributions of these schools.

10801465 ECONOMY OF COOPERATIVES

This course examines the origin, development and philosophy of cooperatives as a form of production organisation and economic activity. The course focuses on identification of the types of economic cooperatives in the West Bank and the Gaza Strip.

10801466 NATIONAL INCOME ACCOUNTS

This course is a study of income distribution theory, both in terms of the functional and the personal factors. The course also explains theories pertinent to the ways of measuring the distribution of personal income and the factors behind the differences in its distribution. The course ends with an emphasis on the importance of national income distribution and its role in achieving both economic growth and social justice

10801467 ECONOMETRICS II

This course builds on what students have taken in Econometrics I. It will introduce more advanced topics in econometrics like the analysis of time series and panel data, and the most important problems that face us when analyzing such data. This course also teaches students how to analyze models in the case of qualitative data, like the logit model.

10801468 URBAN ECONOMICS

This course covers several topics: localization of population, development of urban locations, the location structure of urban regions, uses of land, organizational structure, urban regions, changes in urban systems, and some problems in urban economics.

10801469 ENVIRONMENT ECONOMICS

This course introduces the student to environmental issues and problems and the economic impacts of environment policies and laws. It also introduces the most prominent policies that most countries adopt to deal with environment problems.

FACULTY MEMBERS:

Faculty Member	Rank	University of Graduation
Prof. Abdulfattah Abu Shukr	Professor	Philipps-Universität Mrburg, Germany
Dr. Mahmoud Abu Alroub	Associate Professor	Berlin School of Economics and Law, Germany
Dr. RabeH Morrar	Assistant Professor	Lille University, France
Dr. Haythem Owida	Assistant Professor	Cairo University, Egypt
Dr. Aas Attrash	Assistant Professor	The Hebrew University of Jerusalem, Jerusalem
Yusr Al-Azhari	Instructor	Yarmouk University, Jordan
Baker Ishtayeh	Instructor	An-Najah National University, Palestine
Ma'ali Sa'oudi	Instructor	Catholic University of Leuven, Belgium
Shaker Khaleel	Instructor	Birzeit University, Palestine
Nael Adel Mousa	Instructor	University of Hordan, Jordan

{ Department of Finance and Banking }

The Vision:

This department seeks to be a pioneer department in terms of quality of education, distinction in scientific research, and activity in serving the community and providing methods for its growth.

The Message:

Is to prepare students to excel and possess the knowledge and the skills in the field of finance and banking, so they are able to meet the needs of the profession and compete with graduates from other universities .This preparation includes constant development for the faculty members, the curriculum and the methods of teaching it, for students to finally arrive to excellence and leadership in the public and the private sectors.

The objectives:

1. To meet the needs of the economic sectors, regarding finance and banking.
2. To prepare students for work or higher studies.
3. To develop the students thinking, and research skills.
4. To develop the students' ability to understand the financial and economic subjects and problems through theory and application.
5. To provide the opportunity for students to get to know the sector of banks and other financial institutions.
6. To develop the students' ability to use computers and information technology in making financial decisions.
7. To develop the students' communication skills.
8. To train students on group work and reinforce its spirit.
9. To help students develop love of constant learning and research.
10. To reinforce graduates self-confidence and their appreciation of education in the society.

The ILOs

1. The outcomes of knowledge and comprehension.
 - **The outcomes of general knowledge**, which are the outcomes students of this department acquire through studying the university requirement courses such as Islamic culture, Arabic language, English language...
 - **The outcomes of related knowledge**, which is the knowledge students acquire through the elective and compulsory courses which the department of finance and banking has to offer , such as 'principles of accounting ' microeconomics' ,macro-economics' , 'statistics of business' ...etc.

- **Outcomes of specialized knowledge** :which is the knowledge students get in the field of their specialization (namely finance and banking)which represents the foundations of this field and is acquired through the elective and compulsory courses of the department which aim at teaching students the bases and principles of finance and banking , such as principles of finance , financial administration ,expenses accounting ...

2. The Applied skills :

- **Analytical skills outcomes:** which are the outcomes acquired by analyzing financial statements for companies and corporations in the courses of “financial management “and “operation research” which the department of finance and banking offers.
- **Applied skills outcomes:** which are the outcomes acquired through practicing and applying the theoretical administrative knowledge and concepts which students have learned from books and references, in the practice course of “Field training “ which consists of 200 hours of practice.
- **Research skills outcomes :** which are the skills students acquire through the writing of reports and conducting scientific research using different sources (the traditional ones such as books and references or the electronic ones such as the internet) in the courses which they study in the department of business administration such as :”research methodology “ which teaches students the foundations and methods of scientific research , and which is preferred to be taken at the beginning of the major , and “statistics “ which teaches students the bases of testing hypotheses through statistical programs and testing methods.
- **Mental skills outcomes:** which are the skills acquired through organized, sequential thinking that comes to logical results and conclusions in a way that motivates the students to deeply think about the science of administration; its foundation, philosophy and theories. These skills are taught in courses such as “Seminar’ and “portfolio theory”.

The outcomes of ethical and professional values: which are the outcomes students acquire their knowledge of the ethics, behaviors, and values of the profession which they should have after graduation through the practice of their profession. These outcomes are acquired through courses that deal with the subject either partly or completely, such as “financial behavior” and “international finance”.

Type of course	Hours
University requirements	18
Department requirements	Compulsory 90 Elective 15
Free courses	6
Total	129

Course #	Course title	Credits	Prerequisite
10871111	Research Methodology	3	10871121
10871121	Principles of Finance	3	-
10861121	Principles of Financial Accounting II	3	10861111
10871334	Financial Information Systems	3	10871320
10871225	Financial Markets	3	10871121
10871213	Financial Management I	3	10871121
10871310	Financial Analysis	3	10871121
10871311	Banks Management	3	10871213
10871320	Investment Analysis and Management	3	10871213
10871321	Islamic Banks	3	10871121
10871312	Insurance and Risk	3	10871121
10871411	Financial Management II	3	10871213
10871410	International Financial Management	3	10871411
10871421	Seminar	3	10871420
10861214	Accounting Financial Institutions	3	10861121
10871420	Portfolio Management	3	10871411
10871439	Contemporary Issues in Finance	3	10861121
10876224	Banking Services Marketing	3	10876111
10801319	Econometrics 1	3	10801113
10861212	Cost Accounting	3	10861121
10871415	Practical Training	3	Completion of 90 credits
11101251	Commercial Law	3	
10866111	Principles in Management 1	3	
10801111	Microeconomics	3	
10861111	Principles of Financial Accounting 1	3	
10876111	Principles of Marketing	3	
10801113	Statistics in Business 1	3	
10221109	Business Mathematics	3	
10871412	Financial Institution Management	3	10871121
11032101	English in the workplace	3	

Course #	Course title	Credits	Prerequisite
10801211	Statistics in Business II	3	10801113
10871256	Computer-based Financial Application	3	10871213
10871376	Personal Finance	3	10871121
10871464	Bank Credit Management	3	10871311
10871379	Quantitative Finance	3	10871225
10871423	Project Evaluation and Feasibility Study	3	10801112
10871388	International Banking Operations	3	10871311
10866411	Operations Research	3	10221109
10871473	Planning and Financial Control	3	10871310
10801213	Microeconomic Theory	3	10801111
10871365	Financial Mathematics	3	10871121
10861311	Managerial Accounting	3	10861212
10871261	Real Estate Financing	3	10871121
10871465	Introduction to Behavioral Finance	3	10871421
10871490	Derivatives Markets	3	10871225
10871489	Public Budgeting	3	10871412
10801112	Macroeconomics	3	10801111
10866111	Human Resources Management	3	10866111

Course descriptions:

10871121 PRINCIPLES OF FINANCE

This course aims at introducing students to the main concepts of finance. Topics covered include the time value of money, the relationship between return and risk, companies' appropriate financing foundations, measurement of risk, the cost of capital and optimum capital structure.

10871213 FINANCIAL MANAGEMENT I

This course is a study of the role of financial management in projects, the functions of the financial department, profitability planning, financial planning, financial forecasts and analysis, the management of working capital and the valuation of assets. The course also covers the management of short-term and long-term financial sources.

10871111 RESEARCH METHODOLOGY

The aim of this course is to help students to understand the methods and tools employed in research writing in the administrative sciences and in the field of finance in particular. Students will learn the basics of research methods: hypothesis development, data collection, sampling, questionnaire design, and data analysis. By the end of the course, students should be able to write term papers and reports.

10871225 FINANCIAL MARKETS

In this course, students are introduced to the concept of financial markets and the efficient market hypothesis. Students will also learn about types, instruments and pillars of securities markets including Palestine Stock Exchange. Furthermore, the course highlights monetary markets and their role in the economy and the financial instruments used.

10871310 FINANCIAL ANALYSIS

This course is a study of the different financial statement items and the methods used in financial analysis as a basis for objective decisions. The course also looks at the relationships among the different items of these statements and compares them with historical criteria and specific patterns in order to judge the efficiency of the project management and its long and short financial positions.

10871311 BANKS MANAGEMENT

This course begins with an introduction to the banking system: types of banks, commercial bank operations, money creation, the sources of financing commercial banks, aspects of employing different direct credit facilities and an analysis of commercial bank budgets. The course then moves to the internal organization of commercial banks, the central bank and its relationship with the commercial banks and other specialized credit institutions. The course concludes with a comparison between commercial banks and Islamic banks.

10871320 INVESTMENT ANALYSIS AND MANAGEMENT

This course introduces the concept of 'investment,' financial investment decisions, and risks and returns. Emphasis will be placed on the methods of valuation, asset pricing models and the assessment of securities risks.

10871321 ISLAMIC BANKS

This course discusses money in Islam, types of banks and the history, definition, philosophy and objectives of Islamic banks. Furthermore, the course focuses on financing and investment contracts and methods, like *mudaraba*, *murabaha*, sale and lease-back, Islamic *sukuk*, Islamic banks' sources of funds, Islamic bank services, financial statements and the control of Islamic banks.

10871312 INSURANCE AND RISK

This course introduces students to the meaning of 'risk,' its types, insurance functions, the types of insurance, insurance premiums, reserves, the administrative organization of insurance firms, insurance marketing, insurance policy procedures, the settlement of claims and compensation, the control and supervision of insurance facilities and reinsurance. The course also explores the impact of insurance on the country's economy, its relationship with trade and industry and its role in investment and finance, as well as investment opportunities in insurance.

10871411 FINANCIAL MANAGEMENT II

This course is a study of several topics related to advanced financial management such as the theories of dividend policies, the cost of capital, capital structure of the company, capital budgeting and business valuation.

10871410 INTERNATIONAL FINANCIAL MANAGEMENT

This course focuses on the study of international financial management within the framework of the globalization of the economy. Other topics raised in the course include the impact of foreign funding on economic developments, rates of exchanges and the relationship with macroeconomic variables, and balance of payments in particular. In addition, the course focuses on international enterprises and the means of funding. The course briefly examines how international companies manage their assets and liabilities in the short and long terms.

10871421 SEMINAR

This course aims at testing the student's ability to research financial problems. In coordination with a supervisor, students should choose a topic of their own interest in order to conduct a study on it. In writing this project, students should submit a well-documented research paper. This paper should include a research problem, literature review, a hypothesis, methodology, results and discussion and implications. The student, upon completion of the project, should discuss it with his/her supervisor and/or examiners for final approval.

10871420 PORTFOLIO MANAGEMENT

This course begins with the definition of investment portfolio, the concept of portfolio optimization, and the way of building portfolio optimization and reducing risk through diversification. Then it moves to the use of beta to predict the risk of the investment portfolio, determine the required rate of return when using CAPAM, and evaluate the performance of the portfolio manager.

10861214 ACCOUNTING FINANCIAL INSTITUTION

The first part of the course deals with accounting in insurance companies. This study includes the statements of insurance institutions in terms of bookkeeping, records and processing of insurance operations. The course is also a study of investments and how they are dealt with in bookkeeping. It also looks at the 'how-tos' of preparing final financial statements for insurance companies. The second part of the course focuses on bank accounting and commercial banks in particular. Students will get a general but comprehensive idea about the importance of banks and their role in the development of the country's economy. The second part also examines the activities/operations of the banks' different departments, and the current accounts department and the foreign transactions department (currency transfer and credits) in particular. The course ends with the how-to's of preparing financial statements for banks and the main elements forming these statements

10871439 RECENT TOPICS IN FINANCE

This course discusses recent theoretical and empirical topics in finance. Topics to be discussed include capital structure, merger and acquisition, pricing models, IPO markets, market microstructure, etc. Typically, this course is conducted using a participatory approach, where discussions of recent journal articles and case studies will be the main medium of learning.

10871376 PERSONAL FINANCE

This course discusses the issues related to personal finance from the view point of both the individual and the lending bank. Factors related to success or failure of personal loans and the objectives of personal finance are among the topics to be discussed.

10871379 QUANTITATIVE FINANCE

This course introduces students to quantitative methods in finance. Among the topics to be discussed are time series regression analysis and panel data econometrics.

10871465 INTRODUCTION TO BEHAVIORAL FINANCE

Students in this course are taught about investment decisions under conditions that deviate from rationality assumptions. The implications of relaxing this assumption on the pricing of assets and portfolio management will be discussed.

10871490 DERIVATIVES MARKETS

This course dwells on derivatives markets, the mechanisms of trading and pricing of derivatives.

10876224 BANK-SERVICES MARKETING

Students, in this course, learn about the principles of banking services marketing, analyzing banking services, purchasing behavior and its determinants, consumer behavior, the marketing environment of the banking services, the development and innovation of banking services, pricing of banking services, and clients' patterns and the ways of dealing with them.

10801319 ECONOMETRICS I

This course aims to provide students with an idea about the principles and ways followed in economics in order to quantitatively check the extent to which economic models and theories match the present situation. The course presents the basics of the regression models, analysis of variance, hypothesis testing, the general linear model estimators and their properties, ordinary least squares and confidence intervals. Finally, the course looks at economic forecasting using the regression models

10861212 COST ACCOUNTING

Students in this course will learn about the concepts and analytical procedures related to the generation of cost data for management planning and control. The course will specifically deal with the accounting systems used in industrial companies. In this regard, the course will analyze elements of costs and their classifications. The course will also discuss standard costs and their importance in controlling cost elements. Finally, the course examines some mathematical models, such as linear programming and probability theory, used to help management in taking its economic decisions.

10866111 PRINCIPLES IN MANAGEMENT I

The aim of this course is to develop the student's concepts of 'management,' its principles, methods, theories, schools, fields, problems and elements. It also aims at providing students with information about its history and philosophy,

its processes, planning, organization and evaluation. The course is also designed to keep the student abreast of recent developments in management where students will diagnose some management problems and take rational decisions.

110801111 MICROECONOMICS

This course aims at examining the functioning of individual industries and the behavior of individual decision-making units. These units are business firms and households.

10861111 PRINCIPLES OF FINANCIAL ACCOUNTING 1

The goal of this course is to acquaint students with the basic principles and concepts which represent the framework of accounting. The course will specifically discuss the meaning of 'accounting,' its historical development, its importance in taking economic decisions and its basic theories on which financial principles and procedures and final financial operations are based. All this is for the purpose of serving the management of the company and other parties involved in making economic decisions related to the company. This is based on the assumption of the accuracy and the validity of financial operations during the year.

10876111 PRINCIPLES OF MARKETING

This course is an analysis of the elements of marketing mix: product pricing, promotion and distribution decisions. The course aims at providing students with the economic and marketing analytical skills required for marketing environmental elements and to make appropriate decisions. It also aims at arming students with the marketing skills of non-profit services, material distribution and customer services.

10871256 COMPUTER-BASED FINANCIAL APPLICATION

The course is an application of the students' theoretical study of computers. The focus will be on qualitative materials, analytical developments in security selection, portfolio performance evaluation, investment analysis and time-value of money. For these aspects to be analyzed, the course will utilize various computer programs, and Excel in particular.

10871464 BANK CREDIT MANAGEMENT

In this course, students learn about the structure of a model banking system, the pricing of banking loans and their relationship with economic circumstances and variables, credit instruments, credit considerations, credit types and risk management models.

10871423 PROJECT EVALUATION AND FEASIBILITY STUDIES

In this course, students learn how to use scientific methods and tools in data collection for projects. In addition, they learn how to study and analyze

these data to arrive at results that may determine the feasibility of the project from technical, marketing, financial and social aspects. Students also learn about the foundations of financial analysis, the concept of 'cash flow,' the techniques used in evaluating investment projects and in choosing the best project, whilst taking into consideration sensitivity analysis.

10871388 INTERNATIONAL BANKING OPERATIONS

This course focuses on the study of international financing institutions and the world investment structure within the framework of the globalized economy, and the effect of that on the performance of the national economy, which depends on the scope of the external funding available. Other topics raised in the course include the impact of foreign funding on economic developments, rates of exchange and the relationship with macroeconomic variables, and the balance of payments in particular. In addition, the course focuses on local economic enterprises and the means of funding internationally.

10871365 MATHEMATICAL FINANCE

This course aims at introducing students to the concepts of simple and compound interest, installment loans, risk management models, pricing models and mathematical models of derivatives.

FACULTY MEMBERS:

Name	Academic Rank	University of Graduation
Prof. Tariq Hajjaj	Full professor	Berlin, Germany
Dr. Mufeed Daher	Assistant professor	Al-Neelain University, Sudan
Dr. Islam Abdeljawad	Assistant professor	National Malaysian University, Malaysia
Dr. Moath Asmar	Assistant professor	Malaysia school of Science, Malaysia
Mr. Khaled Zeidan	Lecturer	An-Najah University, Palestine
Mr. Fadi Samoor	Lecturer	University of Texas Arlington, USA
Mr. Bassam Al-Shouli	Lecturer	Tarleton University, USA
Ms. Hala Atirah	Lecturer	Lancaster /UK
Mr. Ra'fat Jalad	Lecturer	Belgium

{ Marketing Department }

History and background

Consistent with the mission of An-Najah National University and the Faculty of Economics and Administrative Sciences in coping with the requirements of the new era and contributing to the building of a promising generation of Palestinian people, and given the growing demand for graduates of this Field of Specialty of Business, the Marketing Department was established in the Faculty of Economics and Administrative Sciences in 1999-2000. The An-Najah Marketing Department became the first Marketing Department on this level amongst the Palestinian Universities. It became a separate Department in the first semester of the academic year 2003-2004. The Marketing Department currently has seven faculty members of PhD's and master's who are specialized in marketing. It is considered to be the Third Department in the Faculty in terms of its total number of students.

Vision

The vision that the Marketing Department holds is that it will be a real contributor in providing the Palestinian and Regional Economy with academically qualified graduates and will be able to shoulder the responsibilities of decision-making and formulating a Marketing Strategy. This vision requires the Department to continue developing its teaching and attracting the best academic qualifications, updating teaching methods and making full use of information technology resources.

Mission

In consistent with the mission of An-Najah National University, the Marketing Department focuses on three key areas: education, research and community service. The mission of the Marketing Department reveals these areas:

- To provide students with an outstanding education at the undergraduate level and to assist students in acquiring the skills and experience that qualifies them for practical life and for successfully completing their higher studies.
- To provide graduate students with an opportunity to excel in research which is related to problems found in the Palestinian reality.
- To encourage students and Faculty Members in the Marketing Department to contribute to the activities and to the service of the Palestinian society.

Objectives

The Marketing Department aims to achieve the following objectives:

- Theoretically and practically qualifying students in the field of Marketing and providing students with the skills necessary in line with the Philosophy of Modern Marketing and in line with the concepts of marketing organizations. For this to be achieved, students will be provided with thorough knowledge in the areas of consumer behavior, product management, the management of distribution, pricing, promotion, marketing research, planning and control in marketing.
- Training students to master the preparation of various marketing plans and their implementation and control.
- Developing the skills and abilities of students in the stages of planning, implementation and control of sales operations.
- Enriching the student's knowledge of the local market and how to provide the most appropriate marketing mix.
- Enabling students to develop effective communication plans that include advertising campaigns, public relations and others.
- Developing the skills of scientific research and its applications in the field of Marketing.
- Developing students' computer skills.
- Qualifying marketing students to devote more marketing opportunities in the fields of teaching in Commerce Schools, in the management of Public Relations, in the management of research and in planning and management in various ministries and non-ministerial government institutions.

Program Vision:-

In accordance with of the university vision the program vision can be summarized in the following:-

“Looking for to contribute in the Palestinian and regional economy by providing distinctive qualifications”.

Program mission:-

In accordance with the university mission the program mission composed of three areas to concentrating on: Education, Research, and Social contributions. So, program mission clearly advocate the following:-

Program objectives:-

As a means to achieve the vision, the program tries to accomplish the following objectives:-

Program learning Outcomes:-

First:- Knowledge and understanding outcomes:-

1. General knowledge outcomes

Such knowledge's can be provided by the core and selective courses the students intended to learn. Such courses like: Islamic course, Arab language, English language, and computer courses.

2. Related General knowledge outcomes:

Such a knowledge's can be provided by compulsory and selective program courses, such as

3. Field knowledge outcomes:

The program offer several types of marketing courses (compulsory, selective) consider to a base courses for upgrading studies for the future. Such as marketing management, management, Global marketing product's management, marketing research, sales management, and consumer behavior.

Second: - Experiential outcomes:

1. Analyzing skills outcomes, such as skills offered by corporate finance, operation research, and marketing communication courses.

2. Applied skills outcomes: Such a skill offered by field training course (200hrs, training) and graduation research course.

Research skills outcomes:

The outcomes acquired by the student through teaching how to write reports and scientific research from various sources.

Traditional sources such as books, references and periodicals. Electronic sources such as the internet and filed resources such as questionnaires and interviews.

The student a queries that outcomes through the course a marketing students usually study such as: Research methodology which teaches the student the foundations and methods of scientific research this course is offered to the students at the beginning of acceptance to major in marketing and the course named statistics in business I which teaches students hypothesis testing and tactics besides the graduation project course.

Mental skills outcomes:-

The thinking skills acquired by the student through systematic thinking based on the sequence of steps in thinking to reach logical conclusions and provisions and to motivate students to think about the philosophy and theories of marketing and its origins.

Those outcomes are acquired through the different courses offered by the marketing department such as: contemporary marketing issues and a course of consumer behavior.

Professional and Ethical values outcomes:

The outcomes acquired by the student, through their knowledge of the values ethics and behavior of the profession which they must display after their Thais graduation and through the exercise of the profession in the labor market and for the advancement of the profession.

Those outcomes are acquired through courses exposed to the either students then fully of partially such as buyer behavior and the course contemporary marketing issues where the contents of this course is marketing ethics and social responsibility.

Requirements	Credit Hours
University Requirements	18
Program Elective Requirements	90
Program Selective Requirements	15
Program Free Courses	6
Total Requirements For graduation	129

University Requirements:

Course No.	Course Title	Credit Hours	Prerequisites
11000101	Islamic Education	3	-
11000102	Arabic Language	3	-
11000103	English Language I	3	-
11000325	English Language II	3	11000103
10032100	Remedial English (English 100)	3	-
11000105	Palestinian Studies	3	-
11000117	Leadership and Communication Skills	3	-
11000108	Community Service	3	-
11000127	Introduction to Computer Science	3	-

Program compulsory courses (90) credit hours:

Course Code	Course Title	Credit Hours	Prerequisite
10801113	Business Statistics	3	None
10221109	Business Mathematics	3	None
10866111	Principles of Management (1)	3	None
10871121	Principles of finance	3	None
10861111	Principles of financial Accounting (1)	3	None
10801111	Principles of Microeconomics	3	None
10876442	Products Management	3	10876111
10876111	Principles of Marketing	3	None
10861121	Principles of Financial Accounting (2)	3	10876111
10801112	Principles of Macroeconomics	3	10801111
10876222	Research Methodology	3	10801113
10876122	Marketing Management	3	10876111
10866215	Human Resources Management	3	10866111

10876318	Marketing Communications	3	10876111
10876212	Sales Management	3	10876111
10876224	Banking Services Marketing	3	10876111
11101251	Business Law	3	None
10871213	Financial management (1)	3	10871121
10876421	Contemporary Marketing Issues & Marketing Case Studies	3	10876111
10876422	Strategic Marketing	3	10876111
10876322	Marketing Research	3	10801113 10876111
10866411	Operations Research	3	10221109
10876449	Graduation Project	3	10876222 10801113
10876321	Consumer Behavior	3	10876111
10876427	Management of Marketing Channels	3	10876111
10876231	Services Marketing	3	10876111
10866120	Principles of Management (2)	3	10866111
10876445	Field Training (internship)	3	End the 90 credit hours
10876328	Global Marketing	3	10876111
11032101	English at the Workplace	3	None

Program Elective Courses (15) credit hours:

Course Code	Course Title	Credit Hours	Prerequisite
10876351	Personal selling	3	10876111
10876352	Public Relations	3	10876111
10876461	Customer Services Management	3	10876111
10876459	Marketing Audit	3	10876111
10876362	Social marketing	3	10876111
10801423	Project Evaluation & Feasibility Studies	3	10801112
10876263	Marketing for Hospitality and Tourism	3	10876111
10876264	Agricultural Marketing	3	10876111
10876366	Sustainable Marketing	3	10876111
10866217	Introduction to MIS	3	11000127
10876357	Sports marketing	3	None
10876368	Pricing Management	3	10876111
10861300	Cost Accounting/Managerial Approach	3	10861121
10871225	Financial markets	3	10871121
10876371	Healthcare Services Marketing	3	10876111
10866226	Business Communications	3	11000103
10876454	Electronic Marketing	3	10876111,11000127
10801226	Economics of Palestine	3	10801112
10876363	Industrial Marketing	3	10876111
10876553	Brand management	3	10876111
10871412	Financial institutions Managing	3	10871121
10876555	Consumer Protection and Competition	3	10876122
10866353	Total Quality Management	3	10866120

Course descriptions:

PRINCIPLES OF MARKETING

This Course is an analysis of the elements of Marketing Mix: product pricing, promotion and distribution decisions. The Course aims at providing students with the economic and marketing analytical skills required for marketing environmental elements, to make appropriate decisions and with the marketing skills of non-profit services, material distribution and customer services.

PRINCIPLES OF ACCOUNTING II

This Course is a continuation of 'Accounting I.' In this Course, students will learn how to conduct a settlement of different statements of accounts by the end of the fiscal year. The Course also discusses the how of dealing with accounting errors which might be discovered during or after preparing final statements of accounts. Furthermore, the Course discusses practical and scientific accounting methods- particularly the American accounting methods- and accounts reconciliation.

PRINCIPLES OF MACROECONOMICS

This Course is one branch of economics that aims at examining the economic behavior of aggregates on a national scale. It will cover income, employment, output and other aspects.

RESEARCH METHODOLOGY

This Course is a study of the basic concepts of 'research' and the methods and tools used in business management. The Course aims at helping students become aware of new methods of research and their applications. Students are expected to write papers based on the skills acquired in the Course

MARKETING MANAGEMENT

This Course provides students with skills on how to apply managerial functions in marketing activity, marketing planning skills, organizing, directing, implementing and controlling marketing activities.

HUMAN RESOURCES MANAGEMENT

This Course is a critical look at organization's principles, methods and resources. Topics covered include strategic human resources development and management for effective employee training and education. It also discusses management issues on employment recruiting, testing, selection and placement, job evaluation, wage and salary administration, labor relations and

communication, performance evaluation, benefits and services, discipline, motivation, morale, accident prevention and safety.

MARKETING COMMUNICATIONS

Students develop skills in planning, constructing and organizing one-to-one marketing activities. Included in these activities are collaborative relationships between consumers and sellers that can be applied by both small and large organizations. New technologies in interactive marketing and in database creation and implementation will be studied.

SALES MANAGEMENT

The purpose of this Course is to provide the student with the necessary skills to predict sales and manage sales operations. To this end, students will be introduced to the statistical methods used in this field and the ways followed in the management of personal sales operations.

BANKING SERVICES MARKETING

Students, in this Course, learn about the principles of marketing banking services, analyzing banking services, purchasing behavior and its determinants, consumer behavior, the marketing environment of the banking services, the developing and innovating of banking services, pricing banking services, clients' patterns and the ways of dealing with them.

CONTEMPORARY MARKETING ISSUES & MARKETING CASE STUDIES

The objective of this course is to study the various issues in marketing and to apply this knowledge through case studies that are derived from real situations on the local and international level. Furthermore, this course will discuss current marketing topics and tackle problems that might occur in a changing environment, using Jordan as the main example.

STRATEGIC MARKETING

This Course aims at deepening student's knowledge of managing marketing activities, particularly linking available resources with marketing opportunities which emerge as a result of developments and changes in the environment. The Course also provides students with the intellectual skills that enable them to analyze the state of marketing activities in the light of results as a prelude to drawing a clear-cut policy for the future. Finally, it introduces students to strategic alternatives in the context of economic crises.

OPERATIONS RESEARCH

This Course introduces the basic principles of Operations Research, with special emphasis on administrative aspects. The Course also teaches the student how to calculate quantity data and enter them as a major element in the decision-making process, thus achieving maximum profit at the lowest possible cost

GRADUATION PROJECT

This Course aims at testing the student's ability to analyze Management and Marketing Problems. In co-ordination with a supervisor, students should

choose a topic of their own interest in order to conduct a study. In writing this Project, students should include: a research outline, an outline of the methods used and an analysis of results. The student, upon completion of the Project, should discuss it with his/her supervisor for feedback and approval

FIELD TRAINING (INTERNSHIP)

The student training is carried out under the academic supervision of the marketing department in order to activate the theories and concepts learned in the field of marketing, all marketing department students are required to pass a training period of 180 hours under the supervision of the marketing department academician or the manager or supervisor in the organization chosen by the student in coordination with the department to enable the student to develop effective professional attitudes and acquire the necessary ethical principles in the workplace, the student during the training period in the institution shall be exposed to:

1. How to prepare marketing studies for products.
2. How to prepare marketing plans for products.
3. How to prepare instruments to collect primary data for different marketing studies.
4. How to segment the market, determine the target market, and how to differentiate company product in the market.
5. Managing of distribution channels and build and managing relationships with customers.
6. Building the ability to manage product pricing.
7. How to manage and evaluate promotional and advertising campaigns. 8 – How to evaluate the company marketing activities.
8. How to use the means of e-marketing and social marketing.

GLOBAL MARKETING

This Course introduces students to alternative methods that are used in entering foreign markets and how to evaluate these alternatives. The Course also provides students with skills to analyze, study and evaluate risks and successes, opportunities in foreign markets and the how's of managing the elements of Marketing Mix in the light of differences among foreign external environments.

CONSUMER BEHAVIOR

The aim of this Course is to introduce students to human behavior concepts which are important in the study of Purchasing Behavior. Students will also be provided with behavioral models which explain purchasing behavior. The Course also looks at the skills employed in the application of different behavioral concepts on the state of the Palestinian consumer.

MANAGEMENT OF MARKETING CHANNELS

This course aims to let students get acquainted with the importance of the distributing activity as a part of the marketing mix. And analyzing the environmental factors that may affect the behavior of marketing institutions.

This course also aims to acquaint the students with the different types of marketing institutions and how it differs in its role and marketing activities as a wholesale institution or retail one's. This course concentrates on managerial sides of planning for the distribution system in a firm and the application of the concept of controlling the marketing performance a particular firm. It also concentrates on kinds of ways of leadership inside marketing channels, and how to deal with conflicts, if there are any.

This course also aims to update the student on subjects that deal in managing marketing channels, marketing mix. Customer services, logistic management, international distribution channels, and services marketing.

SERVICES MARKETING

This course covers the following topics: the concept of service marketing, the development of services marketing, the characteristics of services and its marketing applications, marketing planning for services; the service marketing mix elements, services quality & productivity; international marketing of services and management of marketing of services & control

PERSONAL SELLING

This course provides the fundamentals of selling skills, qualifications for effective selling as well as techniques for organizing, staffing, motivating and evaluating the sales force. Topics covered in this course will include principles in selling, sales presentations, the salesperson as a merchandiser, customer service, sales organizations and functions, forecasting, sales force selection and training.

PLANNING AND DEVELOPMENT PRODUCT

This course aims to acquaint the students with the nature and duties of the new product management concerning its role in the firms' marketing efforts, the identification of a product, and the characteristics of new products and the steps of planning for a new product including : goals , strategies, & marketing programs.

This course also aims at enriching the students with theoretical and practical knowledge about developing & inventing new products (since its a general idea until it hits the markets). It also enriches students in how to set marketing plans and programs for new products. Furthermore this course elaborates deeply on the concept of new product adoption and the factors that affect this

PUBLIC RELATIONS

This Course aims at providing students with the basic skills necessary for communicating with the internal and external community of the institutions. Students learn methods of studying and analysing public opinion, its trends and formation and its encounter. The Course also looks at the necessary skills for planning Public Relations Campaigns for the benefit of institutions and their reputation in the market place.

CUSTOMER SERVICES MANAGEMENT

Emphasis, in this Course, is on the reception and processing of clients' orders by using the computer, in addition to the preparation, packaging and shipment of these orders. Other topics covered include: stockpiling procedures in warehouses, transportation, purchasing and information.

MARKETING AUDIT

This Course discusses control methods and their application in marketing activities in order to enhance the marketing competency and effectiveness in organizations.

SOCIAL MARKETING

This Course focuses on how to introduce and apply marketing concepts in public health, social welfare institutions, and fund-raising campaigns for charitable societies and in free education services.

PROJECT EVALUATION AND FEASIBILITY STUDIES

In this Course, students learn how to use scientific methods and tools in data collection for projects. In addition, students will study and analyze the data to arrive at results that may determine the feasibility of the project from technical, marketing, financial and social aspects. Students also learn about the foundations of financial analysis, the concept of 'cash flow' and the techniques used in evaluating investment projects. Finally, students will consider the choice of the best project and take into consideration sensitivity analysis.

MARKETING FOR HOSPITALITY AND TOURISM

The purposes of this course is to acquaint the students with essential concept of Marketing of Tourism and also with importance of Marketing Tourism and its developments, and enrich students with knowledge concerning applications of Marketing of Tourism and marketing strategy, and get acquainted with decisions and policies concerning Marketing in Tourism especially in Jordan.

AGRICULTURAL MARKETING

This Course aims at providing students with the necessary skills to apply marketing concepts on agricultural produce. To this end, students will be taught how to study and analyze the nature of agricultural produce, to analyze

this in comparison with other products and to analyze the influence in the marketing and management of the produce.

SUSTAINABLE MARKETING

This course covers topics related to understand the social environment of marketing and the role of ethics in influencing the practice of marketing activities in its all aspects This course includes experiences related to social and ethical trends of marketing in the light of modern economic and social developments.

INTRODUCTION TO MIS

In this Course, students will learn about Information Systems and their importance in the organization. The Course mainly focuses on the importance of Management Systems and their benefit in determining goals and directing them towards the achievement of these goals. In addition, the Course highlights the importance of information in that it is considered an important element in planning and co-ordination to make sure that plans are implemented in proper ways. The Course also dwells on the ways of obtaining the necessary information about customers and distributors since it is important in Supervision Operations. The Course ends with shedding some light on the stages of Information Flow

SPORTS MARKETING

This course aims to introduce students to the concepts related to marketing in sports, its components and steps, its role in the success of local, regional, and international tournaments and the economic dimension of sport, the exposure to some of the global models used for sports marketing. In addition, this course aims at developing student's ability to prepare a blueprint for marketing of sports events, in all its dimensions

PRICING MANAGEMENT

This objective of this course is to introduce the student to one of the most important factors in the marketing mix. Pricing is very critical for the success of any product or service. This course will give the students a solid background on the different methods of pricing as well as on the different approaches in pricing and when we should each pricing policy and under what circumstances.

COST ACCOUNTING/MANAGERIAL APPROACH

Students, in this Course, learn about the concepts and the analysis procedures to generate cost data for management planning and control. The Course will specifically deal with accounting systems that are used in industrial companies. In this regard, the Course will look at the elements of costs and their classifications. The Course also discusses standard costs and their importance in controlling cost elements. Finally, the Course examines some

mathematical models, such as linear programming and probability theory, used to help management in taking its economic decisions.

FINANCIAL MARKETS

In this course, students are introduced to the concept of financial market & the hypothesis of its efficiency. Students will also learn about Palestine Securities Exchange Market, types, instruments and pillars of securities markets. Furthermore, the course highlights monetary markets and their role in the economy and the investment instruments used.

HEALTHCARE SERVICES MARKETING

In this Course, students are provided with the necessary skills to apply modern marketing concepts in private and public health care institutions. To this end, students will learn how to study and analyze the nature of health services, the dimension of investment in health institutions and the beneficiaries' objectives from their services.

BUSINESS COMMUNICATIONS

The purpose of this Course is to develop the student's ability in writing business letters and writing them properly without mistakes. The Course teaches students how to write business letters in terms of forms, styles and types. The Course also teaches students how to apply for vacancies, how to write a C.V. or resume. The Course ends by teaching students how to write sales offers for products

ECONOMICS OF PALESTINE

This Course is a study of Palestine's economic resources, its economic development and its demographic growth before and after the Israeli Military Occupation. The Course also studies the major economic sectors and aspects of underdevelopment and imbalances as results of the Israeli Economic Policy, which aims at making Palestine's economy dependent and underdeveloped via the different hindrances and obstacles.

ELECTRONIC MARKETING

This course helps you to understand the different approaches taken towards e-marketing and the various components of an e-marketing plan. A series of strategies are also provided to assist you when implementing a Web presence as part of your marketing mix. You will learn to identify common approaches to e-marketing identify typical components of an e-marketing plan, incorporate Internet elements into a marketing mix by following three strategies, construct your web site, promote your Web presence, and manage online content effectively.

INDUSTRIAL MARKETING

The course includes the principles of wholesale trade and industrial exchange,

and analysis of wholesale institutions and industrial marketing, problems and issues related to the strategic planning of goods directed to wholesale and commercial establishments.

CONSUMER PROTECTION AND COMPETITION

The course includes the definition of the consumer and the importance of his protection and his internationally recognized rights, such as the right to health and safety, the right to warranty and after-sales services, the right to be informed, the right to join associations to defend his interests, the right to protect him from unfair contract conditions. The course includes also a study of how to protect consumer according to Palestinian law, whether according to the general rules or by the laws enacted to this purpose, such as competition laws and those that are in the process of emergence, especially the draft law to protect the consumer for the year 2005, the concept of rationalization of consumption and its mechanisms, the methods of lobbying and advocacy, to put pressure on legislators to pass legislation that specializes in the Palestinian consumer protection, health and safety and expenses.

BRAND MANAGEMENT

This course examines brands and brand management focusing on three primary functions including building brand equity, measuring brand equity, and managing brand equity. The courses focus includes brand positioning, choosing brand elements, designing marketing programs, integrating marketing communications, measuring brand equity, developing a brand equity measurement and management system, measuring sources and outcomes, design and implementing strategies. Additional areas of study include introducing and naming new products and brand extensions, managing brands over time, geographical boundaries, and market segments.

TOTAL QUALITY MANAGEMENT

This course aims at introducing the nature of total quality control in its general frame, and historic development. It also includes the introduction of the elements of quality control, leadership, pleasing customers, enabling workers, constant improvement of operations, suppliers associations, and performance standards. The course will also display the means and methods of categorizing quality control.

STAFF MEMBERS:

Name	Position	University of graduation
Dr. Majid Mansour	Assistant Professor	Rajasthan, India
Dr. Sam Fuqha	Assistant Professor	Amman Arab College for Higher studies, Jordan
Dr. Moutafa HajjAli	Assistant Professor	Kiel University, Germany
Dr. Moutasem Mas'oud	Assistant Professor	Amman Arab College for Higher studies, Jordan
Mr. Najeh Abdelqader	Lecturer	An-Najah University, Palestine
Mr. Abdallah Samara	Lecturer	University of Jordan
Mr. Ma'rouf Dweikat	Lecturer	Ben jab University, Pakistan

{ Department of Geography }

Undergraduate requirements for a B.A. degree in Geography

The Department of Geography offers specialization in human and physical geography.

The Department teaches and trains students according to clear and modern scientific and educational basics that fit with the requirements and needs of the community. Doing that, graduates become capable of pursuing their higher education to obtain the Master's either from An-Najah or any other university. Graduates are also expected to become capable of enter the labour market, in the fields of learning, environment, natural resources, consulting studies, and others.

Students wishing to obtain a B.A. in geography must successfully complete 126 credit hours. These include university and department compulsory requirements, as well as elective courses in addition to two "free" courses carrying two credits hours each.

Intended Learning Outcomes ILOs:

Geography students are expected to have these skills:

- Concentration, attention and good listening.
- Scientific and logical thinking which leads to linking the theoretical subject and the practical applied aspect of the course.
- Raising the level of self-confidence and trust in the education the student received; in order for him/ her to be eligible to compete with other graduates from other universities in the different academic, educational, behavioral and performance fields.
- Having the skills to use various teaching aids and tools that serve the areas of work when needed.
- Having the knowledge of basic and elementary concepts that qualifies students and expands their horizons of knowledge, awareness and research.
- Orienting and qualifying the undergrads and grads to possibly pursue their higher education.
- The ability to deliver information in a logical, scientific and interesting way.
- The ability to relate to geography and other sciences when it requires.
- Enjoying the spirit of perseverance, determination and patience.
- The ability to express their ideas in a calm scientific manner, avoiding complexity, uncertainty and prolongation.
- The ability to use the scientific and systematic method of thinking and ways of raising different topics.
- The ability to use the computer; and customize it for the application of many scientific programs studied by the student during his/ her study years.
- The ability to write reports and displaying them in an objective convincing manner.

Hence, the graduate should be expected to have a strong character, able to positively interact with the others, patience, intelligence, perseverance, seriousness, discipline and

spirit of initiation. Here are some of the personal characteristics geography alumni are expected to enjoy:

1. Field working and solving environmental issues.
2. Contributing to minimizing the effects of natural disasters.
3. Contributing to exploitation of natural resources.
4. Actively interacting with national issues.
5. Ability to understand the natural phenomena.

Program Objectives:

- Graduating qualified cadres that can meet with the labor market needs in various sectors.
- Participating in national research projects to solve the community and environment problems.
- Keeping pace with the technical and scientific updates in the field of geographical analysis of the natural, physical and economic phenomena.

Program Vision:

The Department of Geography at An-Najah National University is looking forward to achieving an advanced level in teaching geography; theory and practice. Furthermore, keeping with the updates and modern technologies applied.

Program Mission:

The Department of Geography is committed to providing students with knowledge and skills; developing their capacities to better understand and analyze geographical phenomena; developing solutions to the society-related problems, such as: environmental pollution and climate change. The Department also provides students with the skills to use tools, devices and modern computerized programs in building, managing and analysing data bases and spatial planning for developmental projects.

IA. Compulsory courses (92 credits)

Course #	Course title	Credits	Prerequisites
10811111	Geography of Palestine	3	-
10811112	Introduction to Human Geography	3	-
10811113	Introduction to Physical Geography		-
10811114	Principles of Surveying	3	-
10811115	Principles of Maps and Cartographic Representation	3	-
10811116	Principles of Climate	3	-
10811117	Principles of Geology	3	-
10811118	Principles of Geomorphology	3	10811217
10811119	Principles of Statistics	3	-
10811120	Economic Geography	3	-
10811121	Computer Use in Geography	3	-
10811122	Geography of the Arab World	3	-
10811123	Introduction to Aerial Photo Analysis	3	10811115
10811124	Introduction to GIS	3	10811115
10811125	Principles of Demography	3	-
10811126	Agricultural Geography	3	10811216
10811127	Geography of Industry	3	10811220
10811128	Advanced Surveying	3	10811114
10811129	Urban Geography	3	-
10811130	Geography of Development	3	10811220
10811332	Research Methods in Geography	3	
10811333	Water Resources Geography	3	08112161 08112171
10811434	Applied Geography	3	08112241, 08112181
10811435	Transport Geography	3	10811220
10811436	Regional Planning	3	-
10811437	Population Geography	3	10811225
10811439	Remote Sensing	3	
10811440	Geography of Arid Land	3	08112161 08112181
10811441	Graduation Project	3	10811332
10811442	Practical Training	5	10811441

1B. Elective courses (12 Credits)

Course#	Course title	Credits	Prerequisite
10811250	Fundamentals of Global Navigation Satellite System (GNSS)	3	-
10811251	Climate and Plant Geography	3	10811216
10811252	Ancient World Geography	3	-
10811253	Environment Preservation	3	-
10811254	Computer -Aided Design	3	08111151 08112211
10811355	Cartographic Representation (Practical)	3	10811115
10811356	Principles of Rock Formation	3	10811217
10811357	Geography of the Muslim World	3	-
10811358	Geomorphologic Studies	3	10811218
10811359	Geography of the New World	3	-
10811360	Biogeography	3	-
10811361	Soil Geography	3	10811218
10811362	Geographical Field Studies	3	-
10811363	Tourism Geography	3	-
10811364	GIS 2	3	10811224
10811365	Location Theory	3	
10811466	Study and Analysis of Maps	3	10811115
10811467	Methods of Demographic Analysis	3	-
10811468	Astronomical Geography	3	-
10811469	Geographical Topics in English	3	-
10811470	Geopolitics	3	-

Free Courses: 4 credit hours.

Course descriptions

GEO 10811111 GEOGRAPHY OF PALESTINE

This course aims at introducing students to their homeland Palestine with its pre- 1948 borders. Physical and human characteristics are studied. It also aims at strengthening the students' loyalty to their land and people.

GEO 10811112 INTRODUCTION TO HUMAN GEOGRAPHY

This course includes the study of human geography research methods and its schools of thought. It also studies the appearance of man and his distribution on the earth.

GEO 10811113 INTRODUCTION TO PHYSICAL GEOGRAPHY

This course aims at introducing the students to theories that have addressed the formation of the solar system, the earth, oceans and seas, and the movements of the earth's crust.

GEO 10811114 PRINCIPLES OF SURVEYING

This course aims at providing students with skills to do field measurements of terrestrial features such as buildings, land parcels, and roads. It also aims at enabling students to prepare large-scale maps and plans, using different surveying instruments. The course includes both theoretical and practical materials.

GEO 10811115 PRINCIPLES OF MAPS AND CARTOGRAPHIC REPRESENTATION

Topics covered in the course include principles of map drawing, cartographic symbols used in maps, instruments used in map drawing, technical and mathematical methods used to make projections, methods of land survey, creation of projections, spaces on maps, nature, and familiarity with equipment used in various surveying operations, in addition to ways of elevating a natural area on a map or a physical plan.

GEO 10811216 PRINCIPLES OF CLIMATE

This course begins with a definition of climatology and the relationship between climatology and meteorology, atmosphere in terms of structure and its effect on controlling earth's environment, a study of climatic elements (sun rays, heat, winds, air pressure, moisture, precipitation, rain, clouds, mist) and a general foundation on which international climate classifications are based.

GEO 10811217 PRINCIPLES OF GEOLOGY

This course covers the earth's formation and structure, topography or elevation (relief) generating movements, and external factors influencing the external surface of earth.

GEO 10811218 PRINCIPLES OF GEOMORPHOLOGY

This course covers topics such as forms of earth surface in terms of their description, distribution, development, and interpretation of their origin. The course also discusses the earth's geological structure and the geomorphologic process. In addition, the course introduces the pillars and the basic concept of geomorphology, and highlights the role of geomorphologic processes and factors which are attributed to structural factors: volcanic and geomorphologic changes resulting from external processes such as land-sliding, coastal, and karstic factors.

GEO 10811219 STATISTICS USED IN GEOGRAPHY

This course introduces a number of topics: measurements of central speed, and dispersion, natural distribution, coefficient correlation, regression coefficient, sampling theory and statistical significance.

GEO 10811220 PRINCIPLES OF ECONOMIC GEOGRAPHY

This course aims at deepening students' knowledge of the principles of economic geography, its rules and sections, and its research approaches. This will allow students to understand physical and human environments which in turn decide centers of economic activities in the world.

GEO 10811221 COMPUTER USE IN GEOGRAPHY

This course begins with the basics of computer science, and then it moves to the use of Word, Excel, Access, SPSS, and Internet.

GEO 10811222 GEOGRAPHY OF THE ARAB WORLD

This course is a comprehensive regional geographical study of the Arab World. This will be followed by detailed studies of some Arab countries.

GEO 10811223 INTRODUCTION TO AERIAL PHOTO ANALYSIS

This course introduces the history of aerial photography, its types and geometric characteristics as well as its importance in land use/ land cover mapping and quantitative and qualitative analysis of aerial photographs using stereoscopes.

GEO 10811224 INTRODUCTION TO GIS

This course introduces a number of topics: basics of Geographical Information System (GIS), its importance for geographers in spatial analysis and mapping, using the well-known GIS software.

GEO 10811225 PRINCIPLES OF DEMOGRAPHY

This is a study of different population theories and policies, sources of demographic and urban data, mortality, migration and its rates, and factors influencing them.

GEO 10811326 AGRICULTURAL GEOGRAPHY

This course focuses on the analysis of the significance and status of agricultural geography, the physical circumstances influencing agriculture as an independent science and its relationship with human environment, social and economic factors and their impact on development of agriculture, agricultural systems in the world, the most important foundations and methods followed in field studies.

GEO 10811327 GEOGRAPHY OF INDUSTRY

This course will examine industry in terms of geographic, economic, historical and political perspectives, regional distribution of industry, industrial systems and their development, patterns of industrial distribution, industrial production on the regional and international levels, factors influencing it, theory of industrial location and strategic goals for development planning.

GEO 10811328 ADVANCED SURVEYING

Building on the subjects taught in Principles of Surveying, this course introduces other subjects: the computation of areas and volumes, route surveying, horizontal control surveys, and adjustment computation.

GEO 10811329 URBAN GEOGRAPHY

This course is a study of urban and rural housing patterns and characteristics, city planning, patterns of land use, and major city problems.

GEO 10811330 GEOGRAPHY OF DEVELOPMENT

This course introduces students to the main principles of development geography and its various aspects: political, economic, social, demographic, health, and technical. It analyses the spatial dimensions of the concept of sustainable development on the different geographic levels: It assesses the effects of physical and human phenomena on the process of development in the different countries of the world, while giving special emphasis to studying the geographic context of development in Palestine. The course analyzes regional and international disparities in the dominant developmental patterns around the world and the historical reasons that led to their appearance. It discusses the different development strategies that have been followed and implemented by different countries and the effectiveness of such strategies in the realization of sustainable development. The course also presents a methodological analysis of International Aid, its different kinds, and the role it has played in motivating or retardation of the process of development in the different countries and regions of the world. The course ends with examples for illustration.

GEO 10811332 RESEARCH METHODS IN GEOGRAPHY

This course explains the steps to be followed in conducting geographical research. It concentrates on methods of data collection and provides students with the necessary skills to carry out research work.

GEO 10811333 WATER RESOURCES GEOGRAPHY

Topics covered in this course include the water cycle - in particular, its basic elements: rainfall, evaporation, precipitation, water infiltration in soil, underground water, rivers and lakes, seas and oceans, water amount availability and scarcity, changes in time and place, utilization, development and preservation of these resources.

GEO 10811434 APPLIED GEOGRAPHY

This course aims at improving students' capabilities of understanding spatial distribution, properties, and changes of geographical features existing in different environments. It also aims at providing students with the necessary skills, such as data collection methods, data processing, data analysis and displaying results, and map and report preparation. This course is based on field work, computer geographic software, and lab work.

GEO 10811435 TRANSPORT GEOGRAPHY

This course examines a number of topics: transportation and travel, development of transportation system and its influence by human and physical factors, types of ground, sea and air transportation, means of transportation and their development up to the present. It also investigates the extent of their reaction to the natural environment they are used in and their effect on national and world economies.

GEO 10811436 REGIONAL PLANNING

This course highlights the relationship between planning and geography, factors influencing planning, and types of planning: agricultural, industrial, etc. It also introduces patterns of planning in countries that have different social systems. The course concludes with methods of classifying regions within each area of study.

GEO 10811437 POPULATION GEOGRAPHY

Topics covered in this course include the geographical distribution of population, factors influencing this distribution, different demographic structures, general mobility of population, people's relationship with the environment and natural resources.

GEO 10811439 REMOTE SENSING

This course covers the basic concepts of remote sensing, the spectral characteristics of different features of the environment, remote sensing satellites orbiting the earth, and satellite image processing techniques.

GEO 10811440 GEOGRAPHY OF ARID LAND

Students in this course will be introduced to the location of arid regions, their climate, morphological and vital circumstances, resources of natural wealth, water resources and their influence on human systems, and economic and social spheres. The course also examines problems of the environment, such as desertification, salinity, soil erosion and pollution, and the most important solutions possible to solve environmental problems and future aspirations to develop and create a sustainable environment.

GEO 10811441 GRADUATION PROJECT

This course aims at training students on how to write term papers and theses in geography, and how to apply geography research methods. Students are expected to conduct different research projects on geographical topics.

GEO 10811442 PRACTICAL TRAINING

In this course, students who have passed the graduation project course do practical training in private and public institutions at home or abroad in geographical fields. This internship aims at arming students with the necessary skills to be ready for employment.

GEO 10811250 FUNDAMENTALS OF GLOBAL NAVIGATION SATELLITE SYSTEM (GNSS)

This course will cover fundamentals of the Global Navigation Satellite System (GNSS). It provides an overview of the GNSS system, its operation, concepts of satellite navigation, signal structure, major sources of error, positioning techniques, and GNSS applications on land at sea and in the air. This course will also include field work which will consist of GPS data collection and analysis of different types of receivers.

GEO 10811251 CLIMATE AND PLANT GEOGRAPHY

This is a quantitative applied study of climatic elements and the most important systems used in different scientific and practical situations such as heat, dryness and moisture coefficients, water balance, sun ray balances, identification of movement of winds and its quantitative representation, studies on weather forecasts and conditions and their representation on weather boards.

GEO 10811252 ANCIENT WORLD GEOGRAPHY

This course is a study of regional geography in Asia and Europe.

1. Europe: geographical location, structure and elevations, climate regions, population, economic activity (agriculture in all its forms) mining and industry. Two countries are taught as case studies.

2. Asia: geographical location, structure and elevation, climate regions, natural plants, deserts, population, agricultural crafts, mining industry and industrial regions, the Mediterranean Sea Basin, and a comprehensive description of the Mediterranean region.

GEO 10811253 ENVIRONMENT PRESERVATION

This course investigates the relationship between man and his old and present environment and the mutual influence of both. The course also surveys old and modern schools concerning this mutual relationship and the subsequent problems resulting from this interaction, especially in the age of technology, which has resulted in very dangerous problems and has created an imbalance in the environment. These problems can be seen in pollution in all its types, production, food distribution, draining of resources, and desertification. These problems will be studied in terms of their causes and effects and possible solutions. There is also an emphasis on the importance of proper scientific planning to maintain environmental balance for the sake of man's life on this planet.

GEO 10811254 COMPUTER-AIDED DESIGN

After completion of the Computer Use in Geography course, students in this course learn about the software of geometric drawing that is useful to geographers. They also learn how to produce large-scale maps and plans.

GEO 10811355 CARTOGRAPHIC REPRESENTATION (PRACTICAL)

This course introduces methods of cartographic representation, and techniques used in making distribution maps, namely, the transformation of different figures and statistics to specialized maps. Students are introduced to the technical methods used in building this type of maps, technical problems that face cartographers when using these methods, ways of overcoming them, using some mathematical and statistical methods.

GEO 10811356 PRINCIPLES OF ROCK FORMATION

This course is a study of earth surface, rocks, their types, their distribution and their identification.

GEO 10811357 GEOGRAPHY OF THE MUSLIM WORLD

This is a brief regional study of the Muslim world. It sheds light on the importance of its location and its strategic dimension for natural unity. Emphasis will be given to physical circumstances, geological structure, climate, biosphere, human conditions, types of economic activity, and their reflections on social conditions. The course also covers the possibility and potentials of unity on the basis of belief and location circumstances. Two political case studies will be considered: one from the Arab world and another from outside the Arab world.

GEO 10811358 GEOMORPHOLOGIC STUDIES

This course investigates geomorphologic phenomena and capitalizes on students' knowledge taken in Geography 34215 which tackles geomorphologic processes in terms of analysis, description and classification. The course also dwells on mechanical engraving processes because of geomorphologic

phenomena in arid, dry areas represented in desert forms. It also examines draining networks, river floors and coastal forms in both mild and hot weather areas. This is in addition to ice forms in cold areas, karstic erosion/ weathering as a result of chemical dissolution and its variations according to climates and different rocks. The course, finally, highlights the significance of geomorphologic study and the possibility of its contribution to the preparation of engineering projects, economic geology and military purposes.

GEO 10811359 GEOGRAPHY OF THE NEW WORLD

Topics covered in this course include a history of discovering North America, its structure and elevation, climate and climate regions, natural plants, soil divisions, population and its distribution, economic activity, agriculture and patterns of agricultural use, mining and areas of its concentration, industry and trade. There will be a detailed study of Canada and its geography's human and physical aspects. A study of South America will cover location, structure, elevations, climate, climate regions, natural plants, forests, grass, provinces and extension of the continent, population and its different structures, economic activity, agriculture, pasture, rainfall agriculture, irrigated agriculture, mining and industry. Two case studies, Brazil and Chile will be studied in detail in terms of human and physical aspects: population and economic activity.

GEO 10811360 BIOGEOGRAPHY

This course aims at emphasizing the need to protect and maintain environmental elements from factors of destruction and deterioration. This course will examine the spatial distribution of flora and fauna life on the surface of the earth, factors that have led to diversity and variation in spatial patterns, geographical approach, nature of biogeography, bases of animal and plant classification, the most important classifications, factors controlling the distribution of plant cover, major plant and animal groupings. Finally, the course will look at natural plants and wild animals, and aquatic animals such as fish.

GEO 10811361 SOIL GEOGRAPHY

This course covers a number of topics: soil and its components, factors behind its formation, its major classifications, and distribution in the world, effect of all this on picture of distribution of natural plant cover and agricultural produce in particular.

GEO10811362 GEOGRAPHICAL FIELD STUDIES

This course aims at introducing students to geographical phenomena and their monitoring and field observation through field studies and trips.

GEO 10811363 TOURISM GEOGRAPHY

This course studies the relationships between tourism and geography. It also studies types of tourism and the factors affecting tourism activities on different geographical levels.

GEO 10811364 GIS II

This course builds on the Introduction to GIS course. It focuses on studying advanced methods of spatial and attributes data. It also includes applications and projects in different topics such as mapping, urban planning, environment, population and land use, using the GIS software.

GEO 10811365 LOCATION THEORY

This course is meant to introduce different factors and location theories, i.e., von Thunen; weight loss and transport cost; labor differential and transport costs, Weber Theory, Fetter theory, in addition to location concepts such as site vs. situation, etc.

GEO 10811466 STUDY AND ANALYSIS OF MAPS

The purpose of this course is to train students on how to draw topographical-geological points on maps and analyze these points as an integral part of the map components. They will also receive training on analysis of some other maps.

GEO 10811467 METHODS OF DEMOGRAPHIC ANALYSIS

Students in this course learn methods used in measuring and evaluating demographic data, demographic data analysis pertinent to birth, mortality, migration, life tables, and population projections.

GEO 10811468 ASTRONOMICAL GEOGRAPHY

This course studies theories which address the universe's formation, including the solar system. It also studies the characteristics of stars and planets. Students are also trained on using the telescope for monitoring the universe.

GEO 10811469 GEOGRAPHICAL TOPICS IN ENGLISH

This course is a study of geographical subjects in English. These subjects are human, physical and economic geography. Topics covered are not taught in the four-year curriculum plan of the department. The course aims at helping students acquire English technical terms used in geography.

GEO 10811470 GEOPOLITICS

This course covers a large number of topics: man and his internal and external relationships on a specific area of land, international problems, relations between countries, their potential and political borders, stages of countries' development, international relations, colonial expansion, old colonial activity by some colonial powers such as Britain France, Italy, Germany, the U.S.A, and Holland, etc. The course illustrates some methods of modern colonialism and contemporary international border disputes which have caused wars among many countries.

STAFF MEMBERS:

Name	Academic rank	University of Graduation
Mohammad Abu Safat	Professor	University of Anlagen, Germany
Hussein Ahmad	Associate Professor	University of Durham, UK
Aziz Dweik	Associate Professor	University of Pennsylvania, USA
Ahmed Ra'fat Ghodieh	Assistant Professor	University of Durham, UK
Ahmad Taha	Assistant Professor	Nottingham University, UK
Taha Salameh Adarbeh	Assistant Professor	Charles University, Prague, The Czech Republic
Maher Abu Saleh	Assistant Professor	Al Banat College, Ein Shams, Egypt
Wa'el Inab	Assistant Professor	University of Durham, UK
Sa'ed Abu Hijlah	Lecturer	University of Northern Iowa, USA

{ Department of Political Science }

The Vision:

The Department of Political Science is fully committed to the elevation of scientific and political thinking that should distinguish our graduates. The Department has a vision of a free civil society in which our graduates contribute. That is why the Department is insistent on a very high standard of education that could be delivered by highly qualified instructors and through the use of modern technology. Our students are expected to occupy key jobs that require ability, resolve and analytical thinking, and are expected to meet all expectations through hard-work, perseverance and commitment. The Department encourages extracurricular activity that is essential for personality building.

The Message:

The message of the Department is that societies can achieve progress and prosperity through highly educated people, and that is exactly what the Department is doing.

The Objectives:

The Department of Political Science aims at achieving the following:

1. Contributing to national development through preparing students to do so.
2. Enhancing certain political values such as democracy, freedom, good governance and the rule of law.
3. Achieving permanent development in of knowledge and expertise.
4. Enhancing the students' theoretical knowledge which is essential for understanding political phenomena.
5. Enabling students to understand concepts and how they are interrelated.
6. Elevating the students' understanding of responsibility and accountability.
7. Upgrading the students' readiness to conduct team work.

The Intended Learning Outcomes (ILOs):

The outcomes of knowledge and comprehension:

- 1. The outcomes of general knowledge**, which are the outcomes students of political science acquired through studying the university requirement courses, such as Islamic culture, Arabic, English, computer skills, and leadership and communication skills.
- 2. The outcomes of related knowledge**, which are acquired through the compulsory and elective courses which the Department of Political Science offers, such as Introduction to Law, Micro-economics, and Principles of Management.
- 3. The outcomes of specialized knowledge**, which is the knowledge students acquire in their field of study, which is represented by the three pillars of political science: political thought and theory, political systems, and international relations. This

knowledge is acquired through the Department's compulsory and elective courses which aim at teaching students the basics, principles and aspects of political science in courses such as Principles of Political Science, Political Thought, Islamic Political Thought, Israeli Political Thought, and Introduction to International Politics.

Applied Outcomes:

- 1. The outcomes of analytical skills**, which are the outcomes students acquire through studying courses that help them analyze, such as: General Politics, Democracy and Human Rights, and American Policy in the Region.
- 2. The outcomes of applied skills**, which are the outcomes that students acquire through the application of the theoretical knowledge which they learn in they learn from the books and references. These skills are acquired through the courses of the political science department, the most important of which is Applied Studies in Political Science.
- 3. The outcomes of research skills**, which are the outcomes acquired through writing reports and conducting research from different sources, both traditional (like books) and modern (such as the Internet), within courses such as Research Methodology, which is preferably taken at the beginning of the program and teaches students the basics and methods of scientific research, Methods of Studying Political Science, and the Seminar.
- 4. The outcomes of mental skills**, which are the outcomes that are acquired through organized, sequential thinking and lead to rational conclusions in a way that motivates students to ponder the theory and philosophy of political science and its foundation.
- 5. The outcomes of morals and ethics**, which are the outcomes that students acquire through their knowledge of the values and ethics that philosophers and intellectuals have taught, and which have been the center of interest for three of the main systems of governance: justice (Islam), freedom (capitalism), and equality (communism) These values are to be studied, comprehended and applied by the students during their post-graduate careers. These values are taught in courses such as Democracy and Human Rights.
6. The outcomes of loyalty and patriotism.

The Department of Political Science seeks to reinforce the possibility of balancing between the theories that the students study and their application to their daily life, and it does that through organizing conferences, lectures, and workshops, in which experts and academics participate in talking about subjects such as the political system, the Palestinian issue, and Palestinian studies.

Studying political science enables students to understand the theoretical frame for politics and international relations, in addition to the regional and international political environment.

To obtain a B.A in Political Science, students must finish a total of (129) credit hours, which include University requirements, Department requirements and free courses.

Departmental study plan:

Requirements	Credit hours
University requirement courses	18
Department compulsory courses	87
Department elective courses	18
Free courses	6
Total	129

First: University Requirements (18 credit-hours)

Course #	Course Title	Credit Hours	Prerequisite
11000101	Islamic Culture	3	-
10032100	Remedial English 100	3	-
11000102	Arabic Language	3	-
11000103	English Language I	3	Remedial English 100
11000325	English Language II	3	11000103
11000105	Palestinian Studies	3	-
11000117	Leadership and Communication Skills	1	-
11000108	Community Service	1	-
11000127	Introduction to Computer Science	1	-

Second: Program Requirements (129 credit-hours)

a) Program Compulsory Courses: 87 credit hours composed of:

Course #	Course Title	Credit Hours	Prerequisite
11000105	The Palestinian Studies	3	-----
10806101	Principles of Political Science	3	-----
10806102	Introduction to Political Development	3	-----
10806103	Introduction to International Politics	3	10806101
10806104	Introduction to International Law and International Organizations	3	10806101
10806105	Western Political Thought	3	10806101
10806206	Comparative Politics	3	10806101
10806207	Political Parties and Movements in the Arab World	3	10806101
10806208	Changes and Transformations in Arab Political Systems	3	10806101
10806209	The Palestinian Political System	3	10806206
10806210	The Israeli Political System	3	10806206
10806311	Public Opinion	3	10806101
10806312	Scientific Research Methods	3	-----
10806313	Approaches to Political Science	3	10806101
10806314	Basics of Diplomacy	3	10806101
10806315	The Foreign Policy of Major Powers	3	10806103
10806416	Public Policy Analysis	3	10806101
10806417	Islamic Political Thoughts	3	10806101

Course #	Course Title	Credit Hours	Prerequisite
10806418	Democracy and Human Rights	3	10806101
10806419	European Union	3	10806101
10806420	Crisis Management and the Art of Negotiation	3	-----
10806421	Seminar	3	10806312
10806422	Field Training	3	Completion of 90 credit hours
10851111	Principles of Public Relations	3	-----
10866111	Principles of Management 1	3	-----
11032101	English in the Workplace	3	11000325 or 11000322
11101110	Introduction to the Study of Law	3	-----

b) Program Elective Courses: 18 credit-hours to be chosen from the following

Course #	Course Title	Credit Hours	Prerequisite
10806150	Zionist Thought	3	10806101
10806151	Philosophy and Logic	3	-----
10806152	Theory of Israeli Security	3	-----
10806153	Political Sociology	3	-----
10806154	Political and Economic Development	3	10806101
10806255	The Palestinian Question on the International Stage	3	10806105
10806256	Civil Society Organizations	3	10806101
10806257	The Arab World, Iran and Turkey in International Politics	3	10806101
10806258	American Policy in the Arab Region	3	10806101
10806259	Islam and the West	3	10806101
10806260	Geopolitics	3	-----
10806361	Arab National Security	3	-----
10806362	Arab World Economies	3	10801112
10806363	Contemporary International Issues	3	10806105
10806464	Globalization	3	-----
10806465	The European Union and the Arab - Israeli Conflict	3	10806101
10806466	Readings in Political Science	3	10806101
10806467	Applied Studies in Political Sciences	3	10806101

Third: Free Electives (6 credit-hours)

Course #	Course title	Credit hours	Prerequisite
7303433	Pharmacology and Community	2	-
10311197	French Language	2	-
11000131	Geography of Palestine	2	-
11000142	Family System in Palestine	2	-
11000143	Principles of Islam	2	-
11000144	Biography of the Prophet Mohammad PBUH	2	-
11201101	Introduction to Musicology	2	-
11201103	Palestinian Music Folklore	2	-

Course Descriptions:

11000105 PALESTINIAN STUDIES

This course is designed to equip the student with sufficient knowledge on the development of the Palestinian cause, and enlighten him/her on the approaches to analyzing the different stages of seeking a solution. The course starts with the history of the region and the successive civilizations that appeared in Syria, including the land of the Canaanites, i.e., Palestine. The course provides a history of the British Mandate, the formation of the Zionist organization, and the international efforts to create Israel. It also focuses on Palestinian resistance during the Mandate and after the 1967 war. It discusses the PLO and the efforts to find a solution for the Palestinian question.

10806101 PRINCIPLES OF POLITICAL SCIENCE

This course is meant to acquaint students with the basic principles of politics, such as the concepts of government, legislation, elections, justice, public opinion and citizenship. It also informs the students of the history of the field, and how it relates to other social sciences. It provides students with different approaches to studying political science, and gives him/her bits of the different areas of political studies such as political theory, comparative politics, and international relations and organizations.

10806102 INTRODUCTION TO POLITICAL DEVELOPMENT

The course touches on the different meanings of political development, and it outlines and evaluates different approaches to this concept. Citizenship and free political participation of different political groups and entities are given special emphasis. Political development is discussed in view of human rights and the freedom of individuals and political parties. Discussing the tenets of democracy constitutes a good part of the course. Political development is also viewed as a kind of political change that takes different forms.

10806103 INTRODUCTION TO INTERNATIONAL POLITICS

This course is a study of the theoretical concepts and methods which are used in studying political relations among sovereign states. It deals with local and international environments and their influence on the state's domestic and foreign policy and behavior.

10806104 INTRODUCTION TO INTERNATIONAL LAW AND ORGANIZATIONS

This course is essential toward understanding the recognized international laws that organize relations between states and nations and that govern the

activities of international organization together with their relations with all states. The course looks at the Charter of the United Nations, as well as all related international accords and agreements, such as the Universal Declaration of Human Rights and the Geneva Conventions. The course also enlightens the student on bilateral and multilateral relations, and the exchange of ambassadors and cultural programs.

10806105 WESTERN POLITICAL THOUGHT

This course introduces students to the most important trends and tendencies in Western political thought. It discusses political doctrines developed by Plato, Aristotle, Augustine, Rousseau, Montesquieu, Machiavelli, Locke, Hegel and Marx. The course emphasizes a number of concepts related to politics, such as justice, equality, legitimacy, sovereignty, individualism, freedom, revolution and state. It is essentially a summary of Western political thought from Plato to the present.

10806206 COMPARATIVE POLITICS

This subject studies political systems in terms of their environment, their stability and their socio-political orientations, as well as their structures and functions. It examines in great details the political models of the USA, Britain, France, Russia and China. These systems are compared with those in the Arab and Third World countries.

10806207 POLITICAL PARTIES AND MOVEMENTS IN THE ARAB WORLD

This course is a study of different ideological trends on which political movements and parties have been based. It covers Marxist, Islamic and Pan-Arabism parties. It concentrates basically on Islamic movements that have been playing a major and mounting role in the Arab-Islamic region. It also discusses the roles of Ba'ath party and other local parties. The groups and movements that have taken part in the Arab uprisings will receive special attention.

10806208 CHANGES AND TRANSFORMATIONS OF ARAB POLITICAL SYSTEMS

The Arab Spring represents an unusual multidimensional development in modern Arab politics. It represents changes in Arab political systems, in particular, Arab republic regimes in Tunisia, Libya, Egypt, Yemen, as well as forced changes in Arab monarchies to avoid future political risks. In addition, it deals with changes of how people perceive their political regimes. These changes require examining major changes prior to and in the aftermath of the Arab Spring. It deals with political inputs and outputs and the decision making process. Democratic terminology in the Arab world, its usage and variety of challenges that may affect political stability at economic, social and cultural levels, are thoroughly discussed. The impact of these transformations on the Arab-Israeli conflict will be discussed and students will be assigned to

deal with case studies that require active and meaningful participation.

10806209 THE PALESTINIAN POLITICAL SYSTEM

This course is a study of the Palestinian political system, its form of government, its institutions and its political environment. The course also studies the relationship between the executive and legislative authorities, with a special emphasis on political parties, functionaries, and the decision-making process.

10806210 THE ISRAELI POLITICAL SYSTEM

This course is a comprehensive survey of the Israeli Political System, its institutions and environment and the characteristics of Israeli society. Emphasis is placed on political parties, functionaries and the political decision making process. The course also shows the link between ideology and Israeli political behavior.

10806311 PUBLIC OPINION

This course defines public opinion and evaluates its role in shaping public policies. Methods of measuring public opinion are discussed together with statistical elements. The student is trained on how to seek public opinion according to scientific methods and objectivity.

10806312 SCIENTIFIC RESEARCH METHODS

The purpose of this course is to teach students library skills: the documentation of library materials, the collection of data and data classification and analysis. Furthermore, the course instructs students on the different methods and tools of field research. Each student is trained on how to write a research paper with the direct supervision of the instructor. It is important to teach the student on objectivity and originality.

10806313 APPROACHES TO POLITICAL SCIENCE

This course is an analytical and critical examination of traditional and modern methodologies that are used in the study of political science. Special emphasis is given to historical, behavioral, functional and realistic methods in addition to simulation and game theories. This is related to scientific research methods, but is political science-oriented, and concentrates on the different approaches to the study of politics.

10806314 BASICS OF DIPLOMACY

This course deals with modern and popular diplomacy, its typology and the way it has locally and internationally been practiced. It concentrates on diplomatic methods at all levels, in particular when dealing with embassies, consulates or permanent representatives. The course also deals with the role of diplomacy in executing foreign policies and spreading international peace and stability.

10806315 THE FOREIGN POLICIES OF MAJOR POWERS

This course acquaints the students with the foreign policies of the superpowers: China, the US, France, Russia and Britain. It discusses the aims of each superpower and the principles that guide its foreign policy. The course also discusses the peaceful means that each superpower adopts in its policies, and its military approaches in achieving its goals and realizing its interests.

10806416 PUBLIC POLICIES ANALYSIS

This course discusses public policies that are generally designed to run the public and civil affairs of the people. Theories of decision making are discussed, and the process of that making are put forward. Policies concerning education, taxes, urban and rural development, social welfare public transportation and wealth distribution are discussed.

10806417 ISLAMIC POLITICAL THOUGHT

This course is an investigation into the basic political principles in Islam, according to the Holy Qur'an and Prophetic traditions, as well as according to the independent judgments and interpretations of senior Muslim scholars. The course also discusses the thoughts of traditionalists, theologians and al-Asha'iras. The course will attempt to link the intellectual arguments and debates among Islamic schools of thought with the political philosophical trends in the Muslim world. The course also introduces a new approach in studying Islamic political thought.

10806418 DEMOCRACY AND HUMAN RIGHTS

The tenets of democracy are discussed in this course. The advantages and the shortcomings of democracy are put forward. The importance of human rights is also debated, and the connection between these rights and democracy is demonstrated. The roles of civil societies in enhancing democracy and human rights are discussed too.

10806491 EUROPEAN UNION

This course examines the origin and development of the European Union as well as its official institutions which are in charge of drawing up general policies and taking decisions. The course analyses the relations of the EU with non-member countries and investigates the expansion of the EU along with the challenges surrounding it. It also looks into the future of the EU, particularly in the economic, monetary, security, social and foreign aspects.

10806420 CRISIS MANAGEMENT AND THE ART OF NEGOTIATIONS

This course concentrates on the art of negotiations, the conditions for successful negotiations, and the detailed elements of reaching a negotiated accord. This is coupled with a detailed study of crisis management which

could be part of the negotiation process. The importance of negotiation as a tool toward establishing peace and cooperation is also emphasized. The student receives practical negotiating skills through in-class simulations.

10806421 RESEARCH SEMINAR

By the end of the BA program, the student is required to participate in a research seminar and write a research paper in one of the fields of political science. This seminar includes a quick review of the theoretical elements of scientific research and an application of these skills. The students make presentations in the classroom.

10806422 FIELD TRAINING

This is meant to give the student field training by working in a public institution after he/she has completed 90 credit hours. The student is required to apply the principles and the thoughts he/she has received during his/her years of education. The students remain under the supervision of a department instructor.

10806150 ZIONIST THOUGHT

This course begins with an introduction to Zionist ideology in an analytical and historical context. Emphasis is placed on the Jewish and Western origins of Zionism, the major trends in Zionist ideology and the creation of the Zionist movement. The course also traces the beginning of the Jewish colonization of Palestine and the relationship between Israel and the World Zionist Organization. The course ends with a brief survey of the present Zionist movement and ideology.

10806151 PHILOSOPHY AND LOGIC

This course is essential for elevating scientific and logical thinking. It deals primarily with concepts and philosophical and logical derivations. It concentrates on both traditional and behavioral approaches to political analysis and conclusions building.

10806152 THEORY OF ISRAELI SECURITY

The focus in this course is on Israeli security theory, and starts with the Jewish search for security during the suppressive policies in Europe over the centuries. Next, it gives attention to the Zionist endeavors for the establishment of a Jewish state in Palestine. The course concentrates on the basic principles of Israeli security concerns, mainly, the Israeli efforts to build their own military arsenal and to remain a strong state able to deter the Arab countries individually and collectively.

10806153 POLITICAL SOCIOLOGY

In this course, the strong interrelation between political science and sociology is emphasized. The course studies the social and ethical fabrics of societies

and how they influence the political structure and behavior in the state. The course explains how social and political cultures are interrelated and that none of them could be exposed to change without change in the other.

10806154 POLITICAL AND ECONOMIC DEVELOPMENT

Political development is tied with economic development, and the interrelation between the two factors is so strong to the extent the one could not be achieved without the other. Successful political systems head toward political development but with a special concentration on economic development. The idea of development is meant to achieve progress, and economic development is an important tool in pushing toward political development.

10806255 THE PALESTINIAN QUESTION ON THE INTERNATIONAL STAGE

The status of the Palestinian question in international politics is discussed. The course tries to find out how big powers and the United Nations regard the Palestinian question. It discusses the role of the United States in undermining the question and giving every possible support to Israel to ensure its hegemony over the area. The roles of other powers such as Britain, China and Russia are also discussed.

10806256 CIVIL SOCIETY ORGANIZATIONS

The growth of civil society organizations is studied in this course. The course studies the reasons behind this growth and questions the social and political needs for their establishment, as well as the financial assistance furnished to them. The course will give answers coupled with examples of real achievements of these organizations.

10806257 ARAB WORLD, IRAN AND TURKEY IN INTERNATIONAL POLITICS

The relations that tie the Arab countries, Iran and Turkey are the focus of this course. These areas constitute a major international neighborhood, and its well-being is reflected on the international society. The course also discusses the European and the American influence on the three areas, and gives attention to the rivalry between Iran and the US.

10806258 AMERICAN POLICIES IN THE ARAB REGION

America plays a major role in the Arab countries, a matter that should be studied. This course will take a look at American policies in the Gulf and toward the Palestinians, American economic and military measures against many Arab countries, American support to Arab dictators and tribal regimes, and American policies in view of principle and expedience.

10806259 ISLAM AND THE WEST

The course discusses the Western understanding of Islam, and the image of the Muslims in the Western countries at the public and official levels. The course also discusses Muslims' reactions to the policies of the West towards

Islamic countries, and the development of the feelings of animosity between the two parties. The development of armed jihad against the West is also studied, together with the attacks in New York and other Western cities.

10806260 GEOPOLITICS

This course tries to reach a definition of geopolitics. It discusses the importance of the location of a state, its economic resources, and its demographic impetus. The course also discusses different theories of geopolitics and their applications.

10806361 ARAB NATIONAL SECURITY

This course tries to define Arab national security and to establish a concept of Arab security. The course discusses the importance of oil in this regard, and the Israeli role in threatening Arab security. The course also concentrates on the interest of the big powers to dominate over the Arab oil states, and to weaken other Arab countries that might face Israeli aggression.

10806362 ARAB WORLD ECONOMIES

The course discusses the economic capabilities of the Arab countries, and their economic potential to achieve economic advancement in all reams of life. Also, the course asks the question of enhancing an international Arab status through the economic potential the Arabs have.

10806363 CONTEMPORARY POLITICAL ISSUES

The course concentrates on major international issues, such as economic development, the establishment of peace, resistance and terrorism, globalization, environment, democracy, and the status of women. The student is exposed to these issues thorough analysis of the international trends toward seeking solutions. It also concentrates on the issues that have a direct and special impact on Arab and Islamic countries.

10806464 GLOBALIZATION

In this course, the student studies the phenomenon of globalization under the leadership of the United States. It discusses the importance of scientific and technological advancement in gaining international influence. The course differentiates between objective globalization which is tied with technological development, and subjective globalization which is tied with the will of the US to dominate over the world culturally and militarily.

10806465 THE EUROPEAN UNION AND ARAB-ISRAELI CONFLICT

The role of the Europeans in seeking a solution for the Palestinian question is given thorough attention in this course. The role of the European Union is discussed together with the role of individual influential European states such as Britain, France and Germany. The development of the Arab and European relations are also discussed.

10806466 READINGS IN POLITICAL STUDIES

This course is meant to teach the student political concepts in the English language. English is an international language, and the student is required to complete readings in English, and to participate in classroom discussions.

10806467 APPLIED STUDIES IN POLITICAL SCIENCES

This course aims at helping students to apply what they have studied regarding political models and phenomena in the various areas of political sciences. The students will choose certain applied cases like the practice and work of the Palestinian Parliament, an Arab summit meeting, or a session of the UN Security Council or the UN General Assembly. Visits will be made to enable the students to attend meetings of the Palestinian Parliament or one of its standing committees, in addition to scientific visits to the Palestinian Ministries of Foreign Affairs, the Planning and International Cooperation: Local Government, or the Negotiation Affairs. Finally, the student will have to apply a case study of a related subject.

Staff Members:

Name	Academic rank	University of Graduation
Abdelsattar Qasim	Professor	University of Missouri-Columbia
Saeb Erekat	Associate Professor	University of Bradford-Britain
Saqir Al-Jabali	Assistant Professor	Institute of Arabic Researches and Studies-Egypt
Hasan Ayyoub	Assistant Professor	University of Denver-USA
Ibrahim Abu-Jaber	Assistant Professor	Goethe University-Frankfurt, Germany
Nayif Abu-Khalaf	Assistant Professor	Bradford University-Britain
Othman Othman	Assistant Professor	University of Munster-Western Germany
Farouq Al-Alyah	Assistant Professor	Complutense University of Madrid, Spain

{ for Psychology and Psychological Counseling }

Mission:

The Department of Psychology and Psychological Counseling aims at challenging problems, psychological and social disorders, identifying the psychological needs that should be fulfilled, understood and achieved; developing practical, logical and critical thinking; coping up with the updates in fields of psychological, educational and social services.

Vision:

achieving difference in providing the psychological, counseling and research services; accomplishing psychological awareness and mental health at the local community.

Objectives:

- Providing the local community with specialists who are capable of serving the psychological needs.
- Preventing disorders and psychological and educational problems.
- Adjusting trends towards psychological services.
- Providing graduates with the skills of thinking, scientific research and counseling services.

ILOs:

Students should:

- Have their own theoretical principles in their areas of specialty.
- Be capable of defining and solving psychological problems.
- Be aware of counseling skills
- Be able to conduct research work in the fields of psychology and counseling.
- Be able to build and develop counseling projects that suit every different category.

Requirements	Credit hrs.
University Requirements	18
Department Requirements	89
Department Electives	15
Free Courses	4
Total	126

The department compulsory requirements: 87 credit hours

Course #	Course Title	Credit	Prerequisites
10805100	Introduction to Psychology	3	-
10805101	Guidance and Psychological Counseling	3	-
10805102	Psychology of Growth	3	10805100
10805103	Physiological Psychology	3	10805102
10805104	Principles of Mental Health	3	10805100
10805205	Personality Psychology	3	10805100
10805206	Theories of Psychological Counseling	3	10805100
10805207	Mental Disorders and Their Diagnosis	3	10805103
10805208	Social Psychology	3	10805100
10805209	Psychological Counseling Skills	3	10805206
10805210	Computer Statistical Methods	3	-
10805211	School Counseling	3	10805206
10805212	Educational Psychology	3	10805100
10805313	Psychological Measurement	3	10805210
10805314	Experimental Psychology	3	10805210
10805315	Cognitive Behavioral Therapy	3	10805206
10805316	Group Counseling	3	10805206
10805317	Contemporary Issues in Psychological Counseling	3	-
10805318	Students' Problems and Their Therapies	3	10805206
10805319	Psychological Addiction	3	10805207
10805320	Media Psychology	3	10805208
10805421	Family Counseling	3	10805206
10805422	Career Counseling	3	10805206
10805459	Religious Counseling	3	10805206
10805423	Skills in Dealing with Psychological Pressure	3	10805206
10805424	Research Methodologies in Counseling and Guidance	3	10805313
10805425	Psychological Tests	3	10805210
10805426	Counseling Field Training 1	3	10805316+ 10805211
10805427	Counseling Field Training 2	3	10805426
10805428	Applied Graduation Project	3	10805427 or Syncro.
	Total		87

Department Elective courses: 27 credit hours.

The student chooses 12 credit hours.

Course No.	Course Title	Credit hrs.	Prerequisites
10805151	Psychology of Play	3	-
10805152	Adolescence Psychology	3	-
10805253	Introduction to Special Education	3	10805100
10805254	Cognitive Psychology	3	10805100
10805255	Criminal Psychology	3	10805207
10805356	Crises Guidance	3	10805206
10805357	Counseling for Special Needs	3	10805206
10805458	Clinical Psychology	3	10805207
10805460	Counseling Expressive Activity	3	10805206
10805459	Religious Counseling	3	-

Course Descriptions:

10805100 INTRODUCTION TO PSYCHOLOGY

This course aims to introduce psychology in terms of concept, objectives, fields and methods of research. In addition, it deals with several psychological subjects that interest interns of psychology, such as: concentration, memory, conflict, and motivation. It also provides an overview of several psychological theories, such as: analytics, behaviorism, cognitivism, Gestaltism, and Rogerism.

10805101 GUIDANCE AND PSYCHOLOGICAL COUNSELING

This course aims to introduce psychological counseling in terms of: objectives, methods, presuppositions, principles, theories, fields, approaches, and the means of data collection. It also discusses the process of counseling, guidance and psychological counseling programs in the schools, some students' school problems (including absences, lack of motivation, school violence, test anxiety), and the counselor's role in dealing with these problems).

10805102 PSYCHOLOGY OF GROWTH:

This course looks at growth in terms of concept, development, and its physical, mental, social, and emotional dimensions. It also covers the principles of growth - its physical and psychological developments, the extent of the impact of its attributes and developmental characteristics on genetic factors, family and social upbringing; and furthermore, the important relationship between the development of important manifestations of growth and family, environment and school formation in various stages of life. The course also offers a range of default training cases related to various aspects of growth, the developmental changes that occur on individuals in different ages, and the characteristics of some developmental stages such as adolescence, maturity and senescence.

10805103 PHYSIOLOGICAL PSYCHOLOGY:

This course covers the different functions of the human body and their relationship with human behavior. Students learn about the nervous system (the brain and spinal cord), as well as the endocrine glands and the role of each system on a person's emotional and psychological situation. Furthermore, the course provides an adequate explanation of the sensory organs functions - namely, eyesight, hearing, skin sensations, taste, smell, etc. In addition, the course addresses some physical problems that are rooted in psychological causes, the psychological methods that can be used to alleviate

psychological pressures, and dealing with psychophysical problems. The practical side of this course includes holding visits and hosting instructors of the Faculty of Medicine to introduce the physiological functions of organs, and understanding the nature of the psychological and physical sides of the human being.

10805104 PRINCIPLES OF MENTAL HEALTH:

This course addresses basic themes in the field of mental health and its importance and role in our daily lives, the adaptation and building of mentally healthy personalities, the prevention of mental and psychological disorders, helping students to communicate with mental health institutions to receive special training in the fields of mental health, and the areas of family, school and community.

10805205 PERSONALITY PSYCHOLOGY :

This course is designed to introduce the personality in terms of concept, definition, and theory, as it also discusses the factors and indicators related to forming the personality and giving it specific traits. The training aspect in this course includes training students on using and correcting some personality tests, such as Cattell and Eysenck.

10805206 THEORIES OF PSYCHOLOGICAL COUNSELING:

This course addresses theory in the field of psychological counseling in terms of historical background, development and basic principles, the most important therapeutic and counseling methods emanating from each theory, and the strengths and weaknesses of each theory. It also discusses some cases and their treatments according to the theories of psychological counseling and treatment. In this course, students receive training on some counseling cases through role playing, displaying remedial audio and visual recordings and discussing them according to theories of psychological counseling, such as Stan's and Suad's clinical case.

10805207 MENTAL DISORDERS AND THEIR DIAGNOSIS:

This course covers various mental and psychological disorders such as personality, anxiety, sleeping, eating, and schizophrenic and bipolar disorders; and the classification, prevention and treatment of disorders. The course trains students how to use global manuals such as the Diagnostic and Statistical Manual DSM-IV and the International Classification of Diseases (ICD) produced by the World Health Organization.

10805208 SOCIAL PSYCHOLOGY:

This course covers subjects in social psychology - its objectives and fields, research methods, social upbringing and growth and change of trends, attraction, violence and aggression, compliance, obedience, delinquency, social impact and influence, leadership, group dynamics, and environmental

psychology impacts. This course trains students to conduct surveys and social studies, including special studies examining trends and tendencies and community problems.

10805209 PSYCHOLOGICAL COUNSELING SKILLS:

This course trains students on basic skills necessary for practicing counseling and on master advisory interviews skills through role playing and displaying visual and auditory recordings - beginning with establishing the advisory relationship, attentive listening skills, clarification, showing feelings and attendance behavior, summarization skills, posing questions skills, confrontation, explanation, skills of motivation and challenge, behavioral problems identification, goals identification; and ending with dealing with hesitation, resisting the counselor, ending the counseling relationship, evaluation and referring. On the other side, the practical aspect of this course includes practical training for these skills through role playing, displaying remedial sessions which contain using these skills in the fields of individual and group and family counseling.

10805210 COMPUTER STATISTICAL METHODS

This course covers basic concepts in descriptive, analytical statistics, such as parametric tests hypotheses related to the arithmetic mean, and the analysis of variance; furthermore, the course introduces some non-parametric tests and their uses in the educational and psychological fields and their software applications. The course aims to train students on preparing reports for inferential statistics using the computer.

10805211 SCHOOL COUNSELING:

This course deals with school counseling in terms of: the counselor's role and responsibility, the advisory services the school counselor offers, and the procedures and advisory programs the school counselor applies. The course trains students on establishing, developing and applying advisory programs that address school problems, such as a decrease in academic achievement, violence, dropping out of schools, exam anxiety, and lack of study motivation.

10805212 EDUCATIONAL PSYCHOLOGY:

This course describes educational psychology and its relationship to general psychology, how to apply behaviorism and cognitivism concepts in the process of education that will facilitate the process of learning, the appropriate atmosphere for the process of learning, education of slow learners, disabled and talented children, and the necessary capacities to complete and measure the process of teaching and evaluate the process of learning and teaching.

10805313 PSYCHOLOGICAL MEASUREMENT:

This course includes reviewing major concepts in measurement and statistics, introducing the classical measurement theory. It also addresses

the psychometric properties of tests and their relationship to the theory of measurement; furthermore, the course trains students on psychological measurement in the educational process and checking on the quality of the psychometric properties for accurate measurement.

10805314 EXPERIMENTAL PSYCHOLOGY:

This course deals with the methods of laboratory and field psychological experimentation in the fields of psychology and the basic elements for the psychological experience. In addition, students are trained on holding memory, reaction time, perception, and doing field experiments, including computerizing and analyzing their results.

10805315 COGNITIVE BEHAVIORAL THERAPY:

This course is designed to introduce the principles, foundations and steps of behavioral therapy, and to study the principles and foundations that cognitive therapy is based on in its different aspects. The course addresses studying therapeutic cognitive methods, such as reinforcement, deletion, progressive sensitivity reduction, assertiveness training, saturation, and aversion therapy. Furthermore, the course addresses the various cognitive methods in treating the problems of anxiety, depression and tension. The practical aspect includes a set of therapeutic video tapes on the cognitive behavioral techniques, and the modeling of these techniques is applied to many of the behavioral cognitive problems, such as exam anxiety, social anxiety and irrational thoughts.

10805316 GROUP COUNSELING:

This course addresses the nature of group counseling, and how to organize the advisory group and leadership patterns; furthermore, it helps students to set and develop group advisory programs which address the different advisory categories.

10805317 CONTEMPORARY ISSUES IN PSYCHOLOGICAL COUNSELING:

This course deals with contemporary issues in psychological counseling in its both theoretical and practical aspects, including the methods and theories of modern psychological counseling such as narrative therapy, brief therapy, feminist therapy, positive psychology, and technology and psychological counseling; in addition, the course presents and discusses research papers on contemporary issues and areas.

10805318 STUDENTS' PROBLEMS AND THEIR THERAPIES:

This course includes an introduction on behavioral change, the main steps in behavioral change programs, and the behavioral, academic, and educational problems students face and their methods of dealing with them. The practical aspect, on the other hand, includes helping students to set and develop advisory programs for problems in the schools, such as dropping out of school, lack of motivation, nail-biting, nocturnal enuresis, and other problems students face at schools.

10805319 PSYCHOLOGICAL ADDICTION:

This course addresses the concept, reasons, and different types of addiction - namely, drugs, alcohol, smoking, and medicine, and the extent of the impact of these materials on the human behavior physically, psychologically and socially. In addition, the course discusses the methods of addiction diagnosis, its manifestations, and methods of prevention and treatment. The course's practical aspect includes training students on setting psychological counseling programs that deal with counseling services and prevention, addicts' rehabilitation, and applying them in the centers and institutions of addiction treatment.

10805320 MEDIA PSYCHOLOGY:

The aim of this course is to identify media psychology applications, such as publicity, psychological warfare, and spreading community awareness; furthermore, the course covers applications of psychological theories in the fields of media - particularly, the behavioral and cognitive theory. The practical aspect of this course is displayed through coordination with the Faculty of Media and An-Najah FM, preparing and presenting community awareness psychological programs, psychological counseling and the issues of interest to the local community.

10805421 FAMILY COUNSELING:

This course covers the stages of family development, the characteristics of each stage, the psychological and social problems associated with each stage, and the most important theories that address psychological problems from the family perspective: the psychodynamic theory in family guidance and therapy, the behavioral theory in family guidance and therapy, the rational emotional theory and theory of systems. Students are trained on setting and developing family advisory programs emanating from theories of psychological counseling, networking with family care and protection institutions to apply these programs, such as: enhancing the family communication programs, social programs to reduce conflicts, and family problems.

10805422 CAREER COUNSELING:

This course introduces career counseling in terms of definition, principles, importance, the different needs that led to its emergence, theories of selection, adaptation, and professional orientations, capabilities, readiness and different counseling programs. In addition, students learn the methods of guiding and career counseling which help them choose careers that suit their abilities and tendencies on the one hand, and conditions, circumstances of the profession, and community's needs on the other. Students in this course are trained on using professions' orientation tests and setting different career counseling programs, such as special programs to get rid of work pressures, or advisory programs for those who have suffered work injuries, the unemployed, and

retirees; and coordinating with the concerned centers and institutions to apply some of these programs.

10805423 COUNSELING FIELD TRAINING 1:

This course is divided into two sections: the theoretical section, which aims to provide students with individual counseling skills, group counseling and guidance, building and developing counseling programs and remedial intervention programs. The practical section, on the other hand, aims to train students on the methods and counseling techniques and follow them under supervision, applying what they have studied to 200 practical hours spent in local schools under the supervision of course instructor and in coordination with the school's psychological counselor.

10805424 SKILLS IN DEALING WITH PSYCHOLOGICAL PRESSURE:

This course introduces psychological pressure in terms of types and reasons, social, psychological, physical and emotional implications of the psychological pressures, personality relationship with the psychological pressures, different theories that try to explain psychological pressures such as Seeley's, Lazarus and Cannon theories, skills in dealing with psychological pressures (for instance, creative problem-solving, building knowledge, training to relax, training to conduct assertive behavior, Yoga, joke and humor therapy, music therapy, social skills, and time management skills).

10805425 RESEARCH METHODOLOGIES IN COUNSELING AND GUIDANCE:

This course discusses the nature and purpose of research, reviewing educational literature, methods of data collection, different research methodologies, the historical, survey, case study, feedback studies, experimental approaches, research designs, pre-experimental designs, semi-experimental designs, and real experimental designs. The student is asked to prepare a research proposal, taking into account the instructions and accepted research rules.

10805426 PSYCHOLOGICAL TESTS:

This course covers various psychological tests in terms of characteristics, types, sincerity, reliability, and how to use them in the various psychological fields. The course also trains students on building and computerizing psychological tests, using tests in the fields of psychology and guidance, such as personality tests, IQs tests, tendency tests and career selection.

10805427 COUNSELING FIELD TRAINING 2:

This course applies the principles students learned in the Field Training 1, Group Counseling, and Special Groups Counseling course; students are sent to counseling and psychotherapy centers, the Red Crescent, and non-governmental centers for the individual and group intervention procedures, guidance sessions amounting to 200 training hours. There will also be supervisory meetings, and weekly trainings with students for two hours a

week devoted to discussing the cases, video treatments, and reviewing reports students prepare and providing them with the appropriate feedback.

10805428 APPLIED GRADUATION PROJECT:

This course includes the application of the principles taught in the scientific research courses, psychometrics, psychological tests, and contemporary research issues in counseling. The teacher in this course helps students to choose research topics in the areas of psychology and counseling; the research topics are discussed collectively in front of a specialized committee of the faculty so that the faculty and psychological counseling programs may benefit from the results.

10805151 PSYCHOLOGY OF PLAY:

This course discusses the nature of play, its historical evolution, educators' (such as Froebel and Pestalozzi) interest in its educational importance, exposure to psychological viewpoints of play behavior as it is explained in Freud's, Bruner's, Piaget's and Ericsson's theories, and the importance of play in kindergarten, and adopting it in the primary education core for children before school. The course deals with the methods and mechanisms of employing play in the counseling process, the different models of play used in the counseling process; furthermore, the practical aspect includes helping students to develop psychological counseling programs based on playing.

10805152 ADOLESCENCE PSYCHOLOGY:

This course covers teenagers' personalities, physical, emotional, mental, and cognitive changes which occur in adolescence; in addition to the stages of adolescence, the characteristics of each stage, and their relevance to the stages of basic, secondary and university education, with a focus on the demands of each stage, as well as the psychological and social adolescence problems.

10805253 INTRODUCTION TO SPECIAL EDUCATION:

This course introduces students to individuals with special needs with a focus on the different categories of disabilities, the nature and forms of disabilities in terms of causes and characteristics, and the best ways and means of providing services for these disabilities which benefit the maximum degree of the capabilities of individuals of special needs. The practical aspect of this course includes distributing students to care and rehabilitation centers for individuals with special needs to become aware of the counseling and rehabilitation services provided in these centers.

10805254 COGNITIVE PSYCHOLOGY:

This course discusses the cognitive processes of information and knowledge in each individual's cognitive system; it addresses introducing this science and its subjects, attention, perception, remembrance, forgetfulness, problem solving and strategies, gaining experience and the language of humanity in terms of acquisition, evolution and understanding.

10805255 CRIMINAL PSYCHOLOGY:

This course studies the psychological, biological, social, and environmental factors of criminal behavior; the psychology of the judge, attorney general, investigator, accused, victim, witness, defendant, and lawyer; and then the modern psychological means of investigation, instincts and imbalances, especially sexual and mental instincts, psychological and mental retardation, and their relationship to criminal behavior; and the impact of the psychological diseases in the criminal responsibility. The practical aspect entails student visits to rehabilitation and care centers, care for juvenile delinquents, and applying some counseling services in the criminal behavior.

10805356 CRISES GUIDANCE:

This course introduces students to the concept of the counseling process and strategies of using it in dealing with crises, and it also includes the patterns and stages of crises in the field of education, the application of crises (divorce, death, sickness, fatal diseases, and suicide), the therapeutic interventions emanating from psychological counseling therapies which could be used in dealing with the crisis, in addition to training on time management and dealing with crises preventively and indicatively.

10805357 COUNSELING FOR SPECIAL NEEDS:

This course studies groups of individuals with special needs, in terms of the nature of their problems, the causes and symptoms of their disabilities, and counseling methods and indicators that depict the possibility of evolution of problems for these groups, of which focus is being given to alcoholics, drug addicts, the elderly, abused children, juvenile delinquents, street children, homosexuals, school violence groups, cancer patients, chronic diseases, divorces, taunted women, the agonized, children in charity institutions, and spinster women. The practical aspect of this course includes training students on building counseling programs for category of the advisory categories.

10805458 CLINICAL PSYCHOLOGY:

This course focuses on the diagnosis of emotional and mental disorders, their treatment and prevention, and training students on using various psychological therapies. It also addresses the clinical categories diagnostically, preemptively and therapeutically, distributing students among clinical centers to acquire special training skills to deal with clinical cases and psychological tests, such as the MMPI test, and Wechsler and Binet intelligence tests.

10805459 RELIGIOUS COUNSELING:

This course is interested in the spiritual and religious aspects of those who ask for advice, helping them get rid of the psychological, social and family problems through strengthening the spiritual and religious aspects, differentiating between religious preaching and religious counseling, and

the relationship between religion and self-actualization, religious guidance methods, namely, confidence and patience, belief of fatalism, and searching for the reason of existence, in addition to some theories and counseling models based on the religious aspect of therapy.

10805460 COUNSELING EXPRESSIVE ACTIVITIES:

This course addresses the methods of using expressive activities in counseling, such as drawing, music, clay, drama, novel, and expressive writing; in addition to the psychological theories of each of these activities, such as the Adler, Gestalt theories; and cognitive and behavioral expressive activities. The practical aspect of this course includes training students on building and developing counseling programs that are based on expressive activities to deal with various counseling problems, such as trauma, depression, loss, and phobias.

Faculty members:

Name	Academic Rank	University of Graduation
Abed Mohammad Assaf	Professor	Ohio University
Ali Adel Shakaa	Associate Professor	Ain Shams University
Fayez Azeez Mahameed	Assistant Professor	University of Jordan
Hasan Mohammad Tayyem	Assistant Professor	University of Jordan
Abdulkareem Mohammad Ayoub	Assistant Professor	Yarmouk University
Ali Abduljaleel Abu Hamdan	Assistant Professor	University of Jordan
Ma'roof Abdulraheem Al-Shayeb	Instructor	Ain Shams University
Amna Rady Al-Barq	Instructor	Illinois University
Muna SaadAllah Sha'th	Instructor	An-Najah National University
Fakher Nabil Al-Khalili	Instructor	Yarmouk University
Shadi Khalil Abu-Alkbash	Instructor	Yarmouk University
Filistine Mohammad Nazzal	Instructor	Yarmouk University
Maha Mohammad Ya'esh	Instructor	Cairo Demographic Centre CDC
Ein'am Mustafa Sabri	Instructor	An-Najah National University

{ Department of Sociology and Social Work }

The Vision:

The department aims to ensure that An-Najah National University is highly respected for what it offers throughout the world's higher education system, and that it becomes a leading center of scientific research and contributes positively in serving the needs of the Palestinian Society for sustainable development.

The Mission:

The Department seeks to promote the preparation and training of highly effective and professional graduates who will become the base for running and administering all aspects of social and societal activities in the social agencies of Palestine. It will also lead to the creation of a vast knowledge base and the preservation of our cultural, civil, and religious heritage.

The Goals:

1. The development of a long term strategic plan to provide the professional and trained work force for the local market.
2. The development of a highly effective and professional academic staff.
3. The improvement of the level of scientific and intellectual educational capabilities that will match the local, regional and international standards.
4. The improvement of the educational and research qualities of the students in the Department.
5. The activation of the Department's role in serving the entire society and solving its problems.

Department's Educational Outcomes

1. Perfecting theoretical and practical knowledge of the research methods, practices and analysis of the social cases and forms of interaction that we live through and the complex social structure.
2. Applying the scientific methods of research and analysis on use of social work practices objectively, professionally and following the ethical rules and provisions of service.
3. Enhancing the graduates' professional character and providing a sense of professionalism, strong commitment to service and self discipline.
4. Entering the job market with a high and genuine degree of preparation, commitment, participation and will to serve the Palestinian Society.

The New Curriculum for the Sociology and Social Work Department

University Compulsory Requirements:

Students should pass all the courses in this group, 18 credit hours.

Course No.	Course Title	CH.
11000101	Islamic Education	3
11000102	Arabic language	3
11000103	English Language 1	3
11000325	English Language 2	3
11000105	Palestinian Studies	3
11000117	Communication and Leadership Skills	1
11000108	Community Service	1
11000127	Introduction to Computer Science	1

Free Courses:

Students should pass 4 credit hours within the free courses the University provide.

Department Compulsory Requirements:

Course No.	Course Title	CH.	Prerequisites
10816111	Palestinian Society	3	-
10816112	Introduction to Social Work	3	-
10816113	Demography and Sociology	3	-
10816114	Introduction to Sociology	3	-
10816115	Arab Society	3	-
10816116	Introduction to Psychology	3	-
10816220	Methodology of Scientific Research	3	-
10816221	Social Psychology	3	-
10816222	Social Statistics	3	Introduction to Social Service 10816112
10816223	Individual Service	3	-
10816224	Fields of Social Work 1	3	-
10816225	Field Work 1	3	-
10816226	Immigrants and Forced Migration	3	-
10816330	Social Theories	3	-
10816331	Political Sociology	3	-
10816332	Applied Sociology	3	-
10816333	Community Work	3	Individual Service 10816223
10816334	Rehabilitation and Theories of Therapy	3	-
10816335	Management of Social Institutions	3	-
10816336	Fields of Community Service 2	3	Fields of Community Service 1 10816224
10816337	Field Training 2	3	Field Training 1 10816225
10816440	Local Community Service	3	Social Work 10816333
10816441	Social Politics	3	-
10816442	Social Legislations	3	-
10816443	School Counseling	3	-
10816444	Youth and Juveniles' Care	3	-
10816445	Graduation Project	3	Methodologies of Scientific Research 10816220

Department Elective Courses: 21 credit hours

Course No.	Course Title	CH.	Prerequisite
10816150	Sociology of Social Stratification	3	-
10816151	Social Problems	3	-
10816152	Economic Sociology	3	-
10816153	Principles of Philosophy and Logic	3	-
10816260	Anthropology	3	-
10816261	Rural and Urban Communities	3	-
10816262	Social Planning	3	-
10816263	Women and Society	3	-
10816264	Criminology and Delinquency	3	-
10816265	Sociology of Literature	3	-
10816266	Developmental Psychology	3	-
10816370	Industrial Sociology	3	-
10816371	Family Sociology	3	-
10816372	Special Needs of Groups	3	-
10816373	Mental Health	3	-
10816480	Sociology of Religion	3	-
10816481	Medical Social Work	3	-
10816482	Social Work and Human Rights	3	-
10816483	Community Care	3	-

Free Courses: 4 credit hours

Course #	Course title	Credit hours	Prerequisite
7303433	Pharmacology and Community	2	-
10311197	French Language	2	-
11000131	Geography of Palestine	2	-
11000142	Family System in Palestine	2	-
11000143	Principles of Islam	2	-
11000144	Biography of the Prophet Mohammad PBUH	2	-
11201101	Introduction to Musicology	2	-
11201103	Palestinian Music Folklore	2	-

Courses Description:

10816111 PALESTINIAN SOCIETY

This course deals with the historical development of the Palestinian community in light of the political changes, and the extent of their impact on the structural formula of the society; discusses in details the different social systems: demographic, family, rural, urban, and nomadic, as well as the economic formula; and highlights the Palestinian community contemporary issues and future, in light of the political inconsistency.

10816112 INTRODUCTION TO SOCIAL WORK

This course introduces social work and its concept as a science, profession, the role of the sociologist in the methods of the social work (Individual service, group service, and community work). It also focuses on the principles of social work, its philosophy, fields of interest, date of beginning, and illustrates the elements of social work and its relationship with the other sciences, along with visits on the spot.

10816113 DEMOGRAPHY AND SOCIOLOGY

This course introduces the population, its importance in the social structure, frames and theories that explain the demographic phenomenon, and linking that with the issues of social change. The course also addresses the major demographic indications; how to measure them, along with the analysis of the future destinations and circumstances, and linking the demographic issues with the social and developmental ones.

10816114 INTRODUCTION TO SOCIOLOGY

This course studies the key concepts in sociology, such as phenomena, social attitudes, operations, systems, structures, and organization; and it addresses some of the social scientists, its founders and pioneers.

10816115 ARAB SOCIETY

This course provides an overview on the social institutions and the social change in the contemporary Arab world, Arab family, kinship systems, class systems, and ideology, with focus on the issues of modernization and growth.

10816116 INTRODUCTION TO PSYCHOLOGY

This course introduces some of the key concepts in psychology-which is the scientific study of the attitude and thought. It studies the subjects of realisation, memory, learning, communications, persuasion, religion, decision-making process, arts, fictional literature, love, hunger and dreams.

10816220 METHODOLOGY OF SCIENTIFIC RESEARCH

This course introduces the methodologies applied in the field of social

research, in terms of nature, areas, goals, and tools implemented in the scientific research, with the focus on the practical applications in light of designing the research plan, and upgrading students' paper writing and surveys skills.

10816221 SOCIAL PSYCHOLOGY

This course covers the others and self-critical point of view, and this is by examining urgent issues in a complicated and rapidly changing world in light of the classical and modern theories. The course includes various topics such as the social and personal relations, emotions, human body, personality, conflict, delinquency, and group operations; in addition, it represents the principles of research in social psychology.

10816222 SOCIAL STATISTICS

This course addresses the use of statistics in the social research in terms of the collection of statistical sampling surveys and tests assumptions. It also deals with data decoding into computer programmes and analysis within packages as well as the representation of statistical data automatically.

10816223 INDIVIDUAL SERVICE

The course aims at introducing students to the individual service as the first and basic method of work in the social service, and the meeting point with the other methods, the skills, information, major principles of the social factor in individual service, and then the nature of the individual problems; their assets, of which it includes the family treatment and care.

10816224 FIELDS OF SOCIAL WORK 1

This course covers research in some areas of social service such as: adolescents, youths, old people, and war victims, and it conducts research in all respects: the concept of the defined area, its definitions, importance, philosophy, role of social service, and role of the social specialist. The instructor will decide on the appropriate material that goes along with the Department curriculum and meets students' needs.

10816225 FIELD TRAINING 1

This course aims to identify a number of institutions of social action in order to provide students with practical skills and experience that students themselves employ during their participation and observation of its mechanism and the manner in which the institution works; provide the knowledge on the specialist's role in the institution, its services, policy, their suitability to the needs of the target audience, and the needs of the community. Student will complete 60 hours of actual training.

10816226 IMMIGRANTS AND FORCED MIGRATION

This course aims to introduce students and professionals to the phenomenon

of migration as a global phenomenon in terms of historical development of the movements of asylum, its reasons experience, and the psychological and social consequences that accompany refugees in camps.

10816330 SOCIAL THEORIES

This course aims to illustrate the concept of social theory, the most important pioneers of the social thought, such as: Ibn Khuldoun, Count, Spenser, Marx, Parsons, and Max Weber, and then explains the social mechanism which the classical social theories contributed with to the formation and development of Sociology. The course also addresses the theory in its evolution from the classics to the constructive trend, passing through the professional and social interaction theories, and the factors that led to change with reference to trends, modernized conflicts, and behavioral exchange.

10816331 POLITICAL SOCIOLOGY

The course studies the relationship of the social political authority with the society; the basic concepts in the political sociology such as (the elite, the Force, power, democracy, charisma,) and analyses sources of power in society, in addition to dealing with the subject of political movements and phenomena.

10816332 APPLIED SOCIOLOGY

This course has been designed to provide students with an opportunity to exercise on the applications of sociology in practical life, in order to provide learners with practical experience to use theory, concepts and approaches in Sociology and how to determine the nature of the problems and issues of different social roots and consequences, as it also seeks practice to describe scientific and practical solutions of social issues and present a privileged view from of a specialist in sociology.

10816333 COMMUNITY WORK

The course aims to clarify the basic curricula in community service and educate students on its objectives and principles and the role of social specialists. It also aims to teach students how to tackle social measurement in community service.

10816334 REHABILITATION AND THEORIES OF THERAPY

This course aims to provide students with the basic knowledge on disabilities, their types and effects; the elementary skills to help the handicapped in overcoming their disabilities, and rehabilitate them in accordance with their special circumstances so that they become effective and active participants in their community.

10816335 MANAGEMENT OF SOCIAL INSTITUTIONS

This course aims to introduce management, its importance and goals in the social institutions; the functions of planning, organizing, employment, directing, coordinating, writing reports, financing, budgeting, leadership, decision-making, assessing, and surveillance; the concept of managerial communication in terms of defining the process of communication in the social institutions, its methods, tools, fundamentals of successful and effective

communication. The course also addresses motivation and stimulation, and their different processes and theories.

10816336 FIELDS OF COMMUNITY SERVICE 2

This course will tackle the continuity of research in the fields of community service which were not covered in the Fields of Community Service 1, in accordance with the Department and students' needs.

10816337 FIELD TRAINING 2

This course works with individual cases, and aims to provide students with the skills in building and applying therapeutic plans, assessing the results and establishing a follow-up plan to continue with the client and his/her family. It also aims to provide students with the practical skills that enable them to put up a community work programme to treat the social problems in their living area, so that they can master the necessary skills that help them along with the supervision of the professional expert in the institution where they receive their training to build up plans or projects through which they can provide services to their local communities. Students will accomplish 60 actual work credit hours.

10816440 LOCAL COMMUNITY SERVICE

The course introduces the different models of community organization, focusing on the role of the local groups to identify the needs and necessary social services appropriate for their communities; teaching one of the local community issues and the different methods that can be applied to resolve them through the organization of society; and clarifying the organization of society.

10816441 SOCIAL POLITICS

The course aims to introduce students to the basic concepts of strategic Social Planning, development and the interrelationships between these concepts; provide them with knowledge of foundations of social planning and its importance in the overall development; identify the goals and objectives of social development and fields of achievement; illustrate the measurement indicators and clarify the imperatives of social planning and requirements for successful operations of social development and its activities and programmes.

10816442 SOCIAL LEGISLATIONS

The course addresses the concept of social development and human rights and legislation; the Social Legislation of different population groups and their analysis, such as legislation concerning women, children, the disabled and its analysis. It also deals with the course of legislation which aims at achieving social justice and society welfare.

10816443 SCHOOL COUNSELLING

The course aims to introduce students to the educational processes and problems of adaptation; study the appropriate pedagogical conditions for sound upbringing and how to deal with the students' problems in their schools, both among themselves, with their teachers or with school system, and introduce them to duties and tasks of the school social specialist and the importance of this new work for young people and the community.

10816444 YOUTH AND JUVENILES' CARE

This course aims to enable students to learn the psychological and social aspects, which affect the human personality in its inception in adolescence; provide them with outreach and therapeutic skills to follow up on preventive and curative services, which are provided for juveniles and young people. This course also aims to educate students on the concept of youth and juveniles' care and its importance in the development of the society.

10816445 GRADUATION PROJECT

This course is a practical application of the use of scientific research skills from selection of the research to the documentation process of references and resources; this requires a joint effort between the researcher and supervisor where a specialized committee discusses the researches.

10816150 SOCIOLOGY OF SOCIAL STRATIFICATION

The course addresses the social classes in their genesis and development, stratification structure of the capitalist, socialist and developing countries with a focus on the study of the characteristics of the social structure of the Arab countries.

10816151 SOCIAL PROBLEMS

The aim of this course is to introduce the concept of social problems; its nature, evolution and significance, causes, results and reflections on the social construction, psychological aspects, as well as dealing with some important problems and their analysis such as poverty, delinquency, immigration, divorce, and leisure.

10816152 ECONOMIC SOCIOLOGY

This course examines the economic phenomena such as property rights, labor markets and enterprises through the use of the tools of sociology with the emphasis on social relations and social institutions. It also examines the role of social and economic rights, the social responsibility, social welfare, eating and consumption, advertisement and budget between gender and innovating economy and knowledge.

10816153 PRINCIPLES OF PHILOSOPHY AND LOGIC

This course introduces the concept and evolution of philosophy, studying scripts of famous philosophers, and emphasis on the philosophical logic in its capacity as an input to the study.

10816260 ANTHROPOLOGY

The course aims to develop a better understanding of similarities and differences between human beings in different societies and cultures through the examination of the concept of culture, political systems, economic exchanges, relations of kinship, forms of religious belief and worship in the world. In addition, it discusses the anthropologist research in its unique kind and challenges.

10816261 RURAL AND URBAN COMMUNITIES

The course includes social development and the pervasion of urban phenomenon, comparison between rural and urban communities in various combinations; population, economic and social structures as well as differences in construction, patterns and social problems for each of them.

10816262 SOCIAL PLANNING

This course addresses the importance of planning, its various elements, requirements, objectives, issues, priorities and the social planning bonds with comprehensive and sustainable development as well as clarifying the theoretical frameworks in the planning process.

10816263 WOMEN AND SOCIETY

This course examines the roles of women in society through different cultures and times; discusses the practices of a variety of women's political, economic, social, cultural, religious and moral contributions; and critically examines Arab women contributions and introduces students to the basic concepts of gender and feminism.

10816264 CRIMINOLOGY AND DELINQUENCY

This course introduces criminology with the focus on the concepts of delinquency and crime from the social perspective and then studies the well-grounded theories of the criminal phenomena in the past and present, the crime research methodologies, in addition to introducing students to the various delinquent behavioural patterns, crimes' patterns and differences, and the extent of their deployment and their implications.

10816265 SOCIOLOGY OF LITERATURE

This course covers the study curricula of literary text sociological analysis, and identifies the intended social moral of any literary text.

10816266 DEVELOPMENTAL PSYCHOLOGY

This course examines the human development through life from infancy, childhood and adolescence up to adulthood and ageing; the stability and change in our physical, cognitive, social and emotional development; and discusses the similarities and differences in the development of individuals in different cultures.

10816370 INDUSTRIAL SOCIOLOGY

This course shows the important issues in Industrial sociology, such as formation of labor, attitudes toward work, functions of associations, industrial disputes and administrative systems. The course also examines the communication between workers and managers, the different aspects of behavior between the workers, and the impact of globalization on the Future of Work

10816371 FAMILY SOCIOLOGY

The course provides an analytical study of family and kinship from the historical developmental perspective, and includes Arab family elements, its role, functions, changes and problems that challenge it; the family's special systems such as marriage, divorce, pregnancy, rights and duties of the family members; and comprehensive social theories and theories of change and their impact on the family.

10816372 SPECIAL NEEDS OF GROUPS

This course covers the concept of special groups, which include (delinquent juveniles, prisoners, war victims care, beggars, drug addicts, and talented) needs in the context of the social service, as it also clarifies the concept of social defense policy fundamentals, which is linked to special categories and its relationship to social development.

10816373 MENTAL HEALTH

This course critically examines the use of the term “mental health” and examines the symptoms and treatment of cases and disorders Linked to mental health such as depression, schizophrenia, obsessive compulsive and suicide; it also challenges the medical model for mental health and adoption treatment through medicines and compares it with the concepts in the field of health psychology.

10816480 SOCIOLOGY OF RELIGION

This course studies religion as a social phenomenon, its historical evolution, humans' awareness, religious institutions, and rituals, social functions of religion in social organization with special attention on the role of Islam in social, cognitive and Arab society.

10816481 MEDICAL SOCIAL WORK

This course covers research in the area of application of the social service in the medical field and its applications, philosophy, objectives and the role of a social specialist with patients and their families and medical staff in addition to management in medical institutions and professional skills needed.

10816482 SOCIAL WORK AND HUMAN RIGHTS

This course covers the concept of human rights and its importance, and aims to identify the concept of social work based on human rights and its practices in various areas.

10816483 COMMUNITY CARE

This course provides an introduction to community care in the home, hospitals, clinics and doctors in the community-based and residential framework; discusses the cases of receiving assistance and work in community care services; examines the social and health care and their applications in different social sectors and develops practical skills in the area of social welfare.

Staff Members:

Name	Academic Rank	University of Graduation
Asaad Zuheir Taffal (Scholar)	Instructor	Birzeit University
Maher Khalid AbuZant	Assistant Professor	University of Wales
Faysal Abd Za'noon	Assistant Professor	Glasgow University
Omar Ayed	Assistant Professor	City University of New York
Sami Mohammad Al-Kilani	Assistant Professor	Miguel University
Julia Drouber	Assistant Professor	Exeter University
Mustafa Ali Hamad	Instructor	University of Jordan
Noura Al-Asmar	Instructor	University of Jordan
Nuha Dweikat Al-Shaer (Scholar)	Instructor	Miguel University
Samah Fayez Saleh (Scholar)	Lecturer	Miguel University
Bassam Awartani	Instructor	Tunis University

{ Department of Print and Electronic Journalism }

Introduction

The Department of Journalism was established in 1983, and was one of the branches of Political Sciences, Law and Journalism (Faculty of Economics), and granted the Bachelor's- Sub Specialization- in Written Journalism. In 1995, it has become a separate department granting the Bachelor's as a single, major or minor specialization. In 1997, the Department has moved to the Faculty of Arts to become the seventh department. The Department at time provided a separate specialization in Journalism and Media. In 2010, the Faculty of Media was established, and the Department has moved to constitute one of the three other departments: Print and Electronic Journalism, Public Relations and Communication and Radio and TV. But, after restructuring University faculties, the three aforementioned departments, including the Department of Print and Electronic Journalism, have moved to the Faculty of Economics and Social Sciences in the academic year 2013/ 2014.

Program Vision

The Electronic and Written Journalism program seeks to be a distinguished and developed academic pioneer. It works on qualifying specialist cadre in both digital and written journalism, a cadre which is able to quickly adapt and respond to new media developments, and which is also able to serve the Palestinian, Arab and international audience. It thus aims at graduating journalists who meet international journalism criteria.

Program Mission

The Electronic and Written Journalism program aims at producing Palestinian, Arab, and foreign graduates in electronic and written journalism who are capable of dealing with information technology, media, communication and institutional work. Such graduates should be able to adhere to the ethics of journalism, be able to compete with their counterparts in the region, and be able to conduct scientific research serving the priorities of Palestinian society. The graduates of the program should be able to participate in the various institutes' development through providing consultation and training programs in both digital and written journalism. In addition, the program seeks to possess developed and substantial human abilities meeting international criteria.

Program Reference

We have adopted the academic criteria of the AEJMC (2006) as a reference for our electronic and written journalism program. This adoption came after a verification that makes the program suitable for the Palestinian and Arab reality.

Program Objectives

1. Offering Palestinian society a competent and distinguished cadre in media and journalism, capable of confronting challenges and aware of the principles required by journalists to convey their messages to their audience.

2. Building an ethical, professional, and scientific foundation for Electronic and Writing Journalism students.
3. Developing appropriate specialties in the field of Electronic and Writing Journalism to meet rapidly new media developments, such as internet, radio, and TV.
4. Focusing on an electronic media that is compatible with societal needs.
5. Creating Palestinian self-sufficiency in the field of media.
6. Enriching journalism and media students with experience through training courses prior to their engagement in the journalistic field.

Program Outputs

1. Knowledge and Understanding:
 - Obtaining news and information from reliable sources.
 - A variety of writing by training students on how to use several journalistic writing models.
 - Employing photojournalism in sustaining and interpreting a text.
 - Dealing with digital events and problems in all circumstances.
 - Building and maintaining a continuous relationship with news sources.
 - Mastering the arts of dialogue and persuasion to deal with a variety of audiences.
2. Mental Skills:
 - The ability to conceive the nature of media profession, as well as suaveness.
 - The ability of analyzing events and linking them with the relevant developments.
 - The art of time management.
 - The ability of innovation and generating creative thought at work.
3. Professional and Practical Skills:
 - Proficiency in electronic journalism programs.
 - Mastering digital photojournalism.
 - Ability to document and record events.
4. General and Transferable Skills:
 - The ability to attract the audience to the medium.
 - Dynamic at work and the ability to manage the media institute.
 - Confronting expected problems and setting emergency plans.
 - Planning and generating tasks at work.
 - Awareness of laws which contribute in creating successful journalism.

Department of Print and Electronic Media

Study Plan
(126 Credit Hours)

Requirement	Category	Credit Hour
University Requirements	Compulsory	18 credit hours
Department Requirements	Compulsory	93 credit hours
	Electives	12 credit hours
Free Courses		3 credit hours
Total		126 credit hours

Department Code: 10841

University Requirements:

Compulsory List:

The student must successfully pass the following courses (18 credit hours):

Course #	Course Name	Credit hour
11000101	Islamic Culture	3
11000102	Arabic Language	3
11000103	English Language I	3
11000325	English Language II	3
11000105	Palestinian Studies	3
11000117	Leadership and Communication Skills	1
11000108	Community Service	1
11000127	Introduction to Computer Science	3
10032100	Remedial English	0

Free Courses:

The student must complete a three-credit-hour course, which he/she can choose from any other major. (This Free Course shouldn't be equal to any of the study plan courses).

Note: The 12-credit-hour practical training is equivalent to 576 working hours, divided as follows: 96 days × 6 hours daily.

A: Print and Electronic Media Compulsory Courses (single major):

Course #	Course Name	Credit	Prerequisites
10841101	Introduction to Media Study	3	N/A
10841102	Media Language- Arabic	3	N/A
10841103	Media Theories	3	N/A
10841203	Media Ethics	3	N/A
10841104	Statistics for Media Purposes	3	N/A
10841201	Media Research	3	10841104
10841105	Art of Electronic and Print News Editing I	3	N/A
10841202	Art of Electronic and Print News Editing II	3	10841105
10841204	Media Language- English I	3	N/A
10841301	Media Language- English II	3	10841204
10851213	Digital Photojournalism I	3	10841204
10841306	Analytical Writing	3	10841105
10841305	Investigative Press	3	10841105
10841302	Palestinian Media	3	N/A
10841206	Electronic Media	3	10841105 or 10841204
10841303	Electronic Media Editing	3	10841206
10841205	Electronic Design	3	N/A
10841401	Skills in Print Media	3	10841105
10841402	Writing for Magazines	3	10841105
10841304	Print Layout and Design	3	N/A
10841403	Graduation Project	3	N/A
10846111	Radio Editing and Presentation	3	N/A
10846112	TV Editing	3	N/A
10851111	Principles of Public Relations	3	N/A
10851106	Writing for Public Relations	3	N/A
10841355	Public Opinion	3	N/A
10841254	Mass Media and Society	3	N/A
10841400	Practicum Training	12	N/A

B: Print and Electronic Media Elective Courses. The student must choose (12 credit hours) from the two lists below (6 credit hours from each list):

List One: Languages: The student must choose two consecutive courses from the same language:

Course #	Course Name	Credit Hour	Prerequisite
10301116	Hebrew Language I		
10301160	Hebrew Language II		
10302116	German Language I		
10302117	German Language II		
10311198	French Language I		
10311299	French Language II		
10302113	Spanish Language I		
10301114	Spanish Language II		

List Two: The student must choose two courses (6 credit hours) from the list below:

Course #	Course Name	Credit	Prerequisite
10841351	Media and Development	3	N/A
10841251	Islamic Mass Media	3	N/A
10841352	International Mass Media	3	N/A
10841252	Arabic Mass Media	3	N/A
10841353	Propaganda	3	N/A
10841253	Israeli Mass Media	3	N/A
10841451	Contemporary Media Issues	3	N/A
10841255	Population Communication	3	N/A
10841354	Management of Media Institutions	3	N/A
10841354	Applied Language Practice	3	10841102
10841357	Print and Electronic Advertising	3	10841304 or 10841204
10851214	Digital Photojournalism II	3	10851213
10841360	Sports Media	3	N/A
10841161	Intercultural Communication	3	N/A

Course descriptions:

10841101 INTRODUCTION TO THE STUDY OF MEDIA

This course deals with the basic principles of mass communication, concepts, and related theories. It also acquaints students with the various systems of information. In addition, it gives them a general view of the emergence and the development of basic kinds of mass media (i.e., journals, cinema, radio and television) and their development.

10841102 MEDIA LANGUAGE- ARABIC

This course deals with the basics and foundation of the Arabic language in circulation in media as an introduction to the arts of the journal writing. It also aims to support the students' language talent and foster their capacity to express their ideas in writing, using strong and clear language free from mistakes. In addition, the student is introduced to syntax and inflection with some concentration on the dual, the plural, number, countables, the indeclinable, and the correct dictation (including the writing of hamza), as well as correct punctuation and media idioms.

10841103 MEDIA THEORIES

This course deals with the various and basic theories and schools for studying mass media and its effect on the spectator. The course also looks at the role that the press, radio and TV play in our modern society. Finally, students will learn the theories of the sender, people, means and the impact.

10841203 MEDIA ETHICS

This course deals with the vocational ethics of the journalist used while collecting news, and then transmitting, editing and preparing it for publication. It also focuses on seeking the truth and the right for public opinion to be heard, as well as taking the accuracy of a news piece into consideration. It also focuses on objectivity and libel, as well as ethical data conventions providing for the freedom of expression, publication and broadcasting,

10841104 STATISTICS FOR MEDIA PURPOSES

This course deals with the basic principles of statistics and aims to clarify the methods of data collection and presentation methods. It covers the use of measures of central tendency and dispersion, statistical distributions, and hypotheses testing. In addition, it deals with correlation and regression metrics as well as how to use them for the purposes of media research. It also identifies the methods for working out the rates, ratio variables, median and range.

10841201 MEDIA RESEARCH

This course deals with the methods and techniques used to gather information and trains the student on the use of the library and citation, in addition to the collection, arrangement and classification of data. It also teaches the student about the composition of a scientific study and how to formulate research in its various parts. As a practical application, the student writes a research paper that uses the various technical and scientific assets learned in the course.

10841105 THE ART OF ELECTRONIC AND PRINT NEWS EDITING I

This course deals with the theoretical foundations of the rules of writing and the regulation of the journalistic news – all of which constitute the first foundation to building a newspaper. In this course, students study the art of collecting material, editing press releases both theoretically and practically, and the foundation interviews (how to conduct them and formulate questions).

10841202 THE ART OF ELECTRONIC AND PRINT NEWS EDITING II

This course deals with the creative news arts, in particular the press report, the news story, the press article, and the news investigation.

10841204 MEDIA LANGUAGE- ENGLISH I

This course deals with the English language as an important aspect of journalistic work. The point of the course is to increase the linguistic skills of the journalist and expands his/her ability to gather information in English. There is no doubt that the English language has a special importance in our country. Therefore, this course aims to promote the student's press language in the form of reading, comprehending, speaking, writing and translation.

10841301 MEDIA LANGUAGE- ENGLISH II

This course deals with the English language in the media at a more comprehensive level than in 0841204. It develops what the student studied in that course in various areas of journalistic literature, particularly in politics, economy, society, technology, and sports.

10851213 DIGITAL PHOTOJOURNALISM I

This course deals with the identification of the art of photojournalism, with a clear difference between it and photography. This course also clarifies the importance of press shots and their role in shaping public opinion, and it also includes a presentation of the most important news values. An important stage of this course introduces students to holding the camera and using it.

10841306 ANALYTICAL WRITING

This course deals with the foundations of critical analysis of events, such as how to formulate analysis in analytic journalistic molds like news articles, op-ends, and columns. Then the student will have the opportunity to apply what he has studied.

10841305 INVESTIGATIVE JOURNALISM

This course deals with the foundations and principles of investigative reporting in its different stages – such as identifying the target, collecting information, planning, implementation, and photography, as well formulating the investigation, making the output and publishing it. In addition, students also learn about the origins of the press editing.

10841302 PALESTINIAN MEDIA

This course presents a comprehensive overview of the emergence of the Palestinian media and its evolution in various branches (such as the written press, radio and television) at different stages in the history of the people inside the homeland and in the diaspora. In addition, the course helps students to recognize the editorial policy of various Palestinian media and their methods of management and the laws under which they work. The course also deals with Palestinian media laws: the materials for the freedom of opinion and expression, with basic press and publications laws, the audio and visual laws, and the criminal laws relating to the electronic press.

10841206 ELECTRONIC PRESS

The course deals with the nature of the computer and its uses, especially in the areas of journalism, social media and social journalism. It also examines in detail the process of dissemination of information releases via the Internet. The students are trained to prepare the press site on the Internet, in terms of editing, designing, processing words and images and other materials, and supporting programs in collecting and publishing electronic media. Students are also exposed to the process information access through the Internet.

10841303 ELECTRONIC MEDIA EDITING

This course deals with the methods of processing information published in the electronic media. Students learn how to collect information and write for websites, as well as the difference between editing the printed and the electronic press. Students' get-practical training in this area, in addition to knowledge of the forms of media material published in the electronic media and the techniques used in the editing/publishing process.

10841304 ELECTRONIC DESIGN

This course deals with design concepts and theories, along with the elements and cognitive, visual and aesthetic variables that govern them. In addition, it deals with the elements of photography and their functions and use, where the designing concepts are identified. These concepts include theories and design elements (cognitive variables and visual design), modern techniques in design and output, image processing by using computer modern, and software digital design.

10841401 SKILLS IN THE PRINT MEDIA

This course deals with writing skills for print media, such as transferring and editing, investigating the news, reporting, and other forms of journalism that students have learned in previous writing courses in electronic and print media.

10841402 WRITING FOR MAGAZINES

This course deals with different styles of writing for magazines that make the magazine one of the means most favored by the readers. Magazines have characteristics which separate them from other media. This course also includes practical training in processing several informational aspects in the magazine. This puts it in an advanced position versus the well-known media.

10841304 PUBLICATIONS OUTPUT

This course deals with the various stages where the output journalist of the newspaper passes through. It also explains the comprehensive meaning for the word “output” and the evolution of the use of the newspaper, and it gives an opportunity for students to train on designing the newspaper and its publications in various forms (such as posters and brochures). This course also deals with the concepts and principles of design and output of newspapers and publications, with a focus on the elements of graphics and technical schools, along with output publications using contemporary journalistic publishing software.

10841403 GRADUATION PROJECT

This course is essentially the outcome of what the student studied in the journalism program. It is an applied course which a student takes in the last semester and it is within the axes of his interest. It may include the construction of a website, preparing a printed material, or a research project on the media. This is all done under the supervision of the instructor, and it is displayed at the end of the semester. It also includes training in either a newspaper or a magazine, according to the field of focus. While it is a basic requirement for graduation, students' marks are pass or fail and are not calculated within the approved hours of specialization. Students must also provide the department with models of their work during the training period.

10841351 DEVELOPMENTAL MEDIA

This course deals with the use of the media in the advancement of society and achieving that society's developmental goals. Because of the spread of the means of communication and the growth of its impact, a lot of media research has focused on how to harness them in the development process. The focus of this course is thus the impact of communication in the development of communities leading to the emergence of media development. It also aims to provide different models and theories that explain the role of communication in the development process. In addition, it aims to review the outcome of research and the developing theories of media.

10841251 ISLAMIC MEDIA

This course deals with the theoretical foundations on which the Islamic view of the media is based. It also looks at its functions as well as its role in the society. It reviews the Islamic historical experience in the development of media across fourteen centuries. The course also deals with Islamic features of the information system, and discusses the similarities and differences from other information systems.

10841352 THE INTERNATIONAL MEDIA

This course deals with the media map of the world and the problem of imbalance in the information disseminated at the international level. It also deals with the ownership of the world's media - especially international news agencies, the way they work, and their impact, policies and objectives. The course analyzes Palestinian and Arab media on the international scene, and it also addresses the concepts of important international media, such as the matter of "international publicity" and "new media system." This course completes the fourth episode of the student in his study of international media as well as what he learned in the Palestinian, Arab and Israeli media courses.

10841252 ARAB MEDIA

This course tackles the prevailing media systems in the Arab world. It also handles the establishment of the most prominent newspapers, magazines, and radio and TV stations in the Arab countries. Moreover, the course focuses on the important contemporary issues in the Arab world, such as freedom of expression, censorship, and so forth.

10841353 PROPAGANDA

This course deals with the methods and use of propaganda and its impact on the local, regional, and international public opinion. It sheds light on the modern historic use of propaganda, especially during the 1930s, the Cold War during the post Second World War era, and more recently, the Gulf War. It also deals with the relation between propaganda and public opinion, and it distinguishes between public opinion, propaganda, advertising, public opinion, and education. The course examines various experiences of propaganda by different nations in the world.

10841253 ISRAELI MEDIA

This course deals with the foundation and development of the most prominent Israeli media, which publish and broadcast in both Hebrew and Arabic (namely, newspapers, magazines, radios and television) - both public and private. This course also sheds light upon the nature of the Israeli media system, and its internal and external propaganda devices. It is also a

continuation of the courses of Palestinian and Arab media, which are in a constant state of confrontation with the Israeli media.

10846111 EDITING AND PRESENTING RADIO NEWS

The course deals with the nature of radio and in particular, radio language. Students in this course will study writing and editing skills for radio, radio language, sound system, music, sound effects, and employing silence in radio. The course aims at enabling students to acquire the following skills: perceiving radio as an important medium, understanding what editing policy means, collecting news and information from their sources for radio, writing radio news, classifying information and news for radio, and editing and producing radio news bulletins.

10846112 TV NEWS EDITING

This course deals with the nature of television work, especially the language of television, where the students are introduced to the arts of TV writing and editing, the elements of TV language (words, pictures, and sounds) and the methods of employing them in the work of television. This course aims to enable students to acquire the following skills: understanding the nature of television work, a general understanding of the policy of editing, the ability to collect TV news from different sources, the ability to write and categorize TV news, and the ability to edit and direct the newscast.

10841254 MASS MEDIA AND SOCIETY

The course deals with the reciprocal relationship between media and society in terms of strengthening social, political, economic, and cultural roles of media. It also deals with the perception of contemporary societies towards the significance of media in peoples' lives in terms of its role in strengthening social relations, relations between governments and people, and its role in opening the door for freedom of expression and international relations. The course also examines the negative impact of media on societies and its power to destroy social values. Moreover, it examines the relationship between societies and media policies, and also deals with contemporary media issues.

10841451 CONTEMPORARY MEDIA ISSUES

This course aims at engaging the student in current media issues, such as the way media deals with terrorism, Islam, minorities, and so forth, in the context of developments in the global arena. This course is important for the student since it offers a chance for mental and professional training on how mass media deals with contemporary issues. It provides the student a chance to discuss such issues properly and to understand their background.

10841255 POPULATION COMMUNICATION

This course examines the status of the population in Palestine as a cornerstone of the development process in terms of building strategies and making

plans for the future of the country. It looks at population needs, and how to monitor public opinion towards these needs, and media effects. It also deals with employing mass media for developing population concepts and social behavior. The course sheds light on a number of core issues in population and developmental concepts and in population planning.

10841354 MANAGEMENT OF MEDIA INSTITUTES

This course deals with methods of managing media institutes in terms of centralization and decentralization, strategic planning, performance timetable, and so forth. It also examines financial resources management and how to build a wide network of news sources. It aims at expanding audiences of the medium, focusing on the development of the human resources of the institute, and the formulation of its policies and its implementation techniques.

10841355 PUBLIC OPINION

This course deals with the collective phenomena of public opinion through the available means of communication, both modern and traditional. It also focuses on introducing the factors which form and change public opinion through the study of culture, trends, motives, and beliefs, and then by learning how to employ the different media functions to construct a public opinion that achieves harmony and agreement in the society. This course also aims at displaying the influence of media on the public opinion and vice-versa.

10841356 IMPLEMENTATION OF MEDIA LANGUAGE

This course deals with Arabic grammar and the manners of forming the sentences and texts which are most current in the media. In this course students practice writing, criticism, and correction in writing the different media materials (journalistic, radio, and television). Students will also present models of their own.

10841357 PRINT AND ELECTRONIC ADVERTISING

This course deals with the concept of advertising, the basic principles of marketing, the elements of an advertisement as a tool for marketing in modern communities, the elements of the marketing process, the bases, phases and types of commercial advertising, internet as a means for advertising and marketing, and case studies in advertising and marketing. Students are also introduced to the importance of using advertising in mass media, the electronic means of promoting, and the styles of designing advertisements and executing advertising campaigns.

10851214 DIGITAL PHOTOJOURNALISM 2

This course introduces students to the techniques of digital cameras, and develops their visual language through telling stories with pictures. It also aims at developing their skills in sensing and criticizing media images, and

focuses on the practical aspects, as students are to present a documentary filming project.

10841360 SPORTS MEDIA

This course covers the importance of identifying the various visual, print and audio media in raising the level of sports in all its aspects and elements. The course also aims to clarify the role of sports media in raising the cultural level of society in the field of sports. In addition to the role of the Olympic Committee in developing and controlling the media and training students on writing sports related reports.

108411161 INTERCULTURAL COMMUNICATION

This course covers how to identify the different cultures and communicate with them and the subdivisions developed by scientists to distinguish between them, such as Stuart Hall and others. The course also deals with how to recognize cultural differences between nations, and utilize them in the formulation of media messages; the ability to address the external audience; and assisting students in analysing the contents of these media external messages. This will help students to develop their analytical and critical skills in absorbing the cultural and academic texts; open their eyes on the worlds behind the scope of their experiences. The course includes some literary works, films, television and radio programs, photos, cartoons, newspaper articles, political speeches and architectural designs. This is why the course provides students with theoretical tools and critical points of views in order to dig deep into these texts. Finally, students are expected to write down their reactions to the readings for discussion.

Staff Members:

Name	Academic Rank	University of Graduation
Dr. Abdel Jawad Abdel Jawad	Assistant professor	Howard University/USA
Dr. Farid Abudhair	Assistant professor	Leeds University/UK
Mr. Ibrahim Al-Okeh	Lecturer	Sebelas Maret University of Indonesia, Indonesia
Mr. Ayman Masri	Lecturer	Trier/Germany

{ Department of Public Relations }

The Vision:

The Public Relations and Communication Program is designed to be an advanced, excellent program. It aims to prepare graduates to be professionals in public relations. These graduates are expected to use all new means of communication so they fit right to the needs of the job market.

The Mission:

This program prepares Palestinian, Arab, and foreign students for public relations field jobs.

Graduates of this program are professional in using technology in communication, and using their knowledge in marketplace environment. They are committed to work ethics, competitive in a regional level, able to conduct public relations research that identifies the community's priorities and attitudes and contributes to institutional development. The program provides training and correct views and concepts of international relations. It also trains students to perfectly use financial, technological and human resources, which enable them to work on all levels of institutional standards.

Frame of Reference

we adopt the Association for Education in Journalism and Mass Communication (AE-JMC), and Chartered Institute of Public Relations (CIPR) with some necessary changes to fit the Palestinian and Arab contexts.

General goals

1. To understand the theories and principles, laws and ethics, inside and outside the organization, work activities, and to provide additional services to the community.
2. To enrich knowledge, creativity and maintain renewable independent thought in the field.
3. To understand the historical contribution of public relations institutions, organizations and individuals to the field.
4. To conduct scientific research, evaluate data with technology and suitable tools used in the public relations studies.
5. Write clearly, to the point, for different media and audiences, using professional standards.
6. Apply the principles and concepts which relate to statistics and numbers.

Special goals

In both theoretical and practical sides, this program enables graduates to:

1. Learn principles of interpersonal communication, in regard to community, and make this communication effective.
2. Provide knowledge in mass communication principles, and use it in public relations

communication through practical application. Program will enrich students' experience, in communicating with the public, in order to persuade and strengthen the ties with different social groups and organizations.

3. Expand students' thinking and ability to understand the core practical and theoretical rule of public relations. The program teaches students how to communicate, and institutionalize the relationship between organizations, and understand the public opinion, in political and economical aspects, to the best interest of society and individuals.
4. Develop the desire and skills for scientific research in public opinion studies and other ways of public relations practicum.
5. Plans for institutional development through the rules of public relations in community growth.

Program outcomes

1. Knowledge and Understanding

Graduates will be able to:

- Identify the current and future developments in public relations and media, communication and advertising.
- Understand the effects of nature of public relations and the advertising market, and the elements that influence the international media.
- Name the communication skills that help public relations and advertising practitioners in making intended effects and persuasion.
- Define the concepts of organizational and marketing communication, crisis management, public opinion and international communication.
- Describe the steps of conducting qualitative, field and analytical research in public relations, public opinion and advertising.
- Introduce public relations and advertising ethics and basics of dealing with public opinion.

2. Mental Skills

Graduates will be able to:

- Plan communication programs and advertising campaigns.
- Apply ethics of public relations and commercial advertising.
- Analyze public relations and advertising ethics' variables.
- Design effective and creative public relations programs and campaigns.

3. Professional and Scientific Skills

Graduate will be able to:

- Design and conduct scientific research on public relations topics, advertising and public opinion.
- Conduct and implement survey on national and international issues related to the activities and functions of public relations locally and internationally.

- Produce media programs on organizations and activities/events.

4. General and Mobility Skills

- Students will learn to work in a team setting.
- Students will be able to deliver speeches and write memorandums on public relations activities and marketing.
- Students will be able to discuss results and facts in open- minded attitude and accept criticism and evaluation. They will be able to solve problems in a scientific, organized manner.

Public Relations and Communication Requirements:

Requirement Type		Credit Hours
University Requirement	Compulsory	18
Department Requirements	Compulsory	93
	Elective	12
Free Courses		3
Total		126

Department Compulsory Courses

Course No.	Course Title	Credit	Prerequisite
10841101	Introduction to Media Studies	3	-
10841102	Arabic Language for Media	3	-
10841204	English Language for Media I	3	-
10841105	Arts of Electronic and Print News Writing I	3	-
10851106	Art of Writing for Public Relations	3	10841105
10851108	Negotiations and Persuasion	3	11000117
10851110	Research Methodology for Public Relations	3	10851111
10851111	Principles of Public Relations	3	-
10851112	Law and Ethics of Public Relations	3	10851111
10851213	Digital Photography I	3	10841105
10851214	Digital Photography II	3	10851213
10851225	Public Opinion and New Media	3	10851108
10851216	Public Relations Skills in English	3	10851219
10851218	Advertisement and Marketing in Public Relations	3	10851215
10851219	Public Relations Skills	3	11000117
10851220	Media Propaganda	3	-
10851221	Use of Electronic Journalism in Public Relations	3	10841105
10851222	Social Media	3	10851221
10851321	Public Relations Planning and Crisis Management	3	10851110
10851323	Public Relations Administration	3	10851112
10851324	Public Relations Strategies and Campaigns	3	10851321
10851325	Protocol, Ceremony and Etiquette	3	10851326
10851326	Conference Planning and Execution	3	10851429
10851328	PR Material Directions and Production	3	10851218
10851427	Project Preparation and Design	3	10851321
10851429	Event Management	3	10851429
10851436	Graduation Project	3	10851427
10851438	Practical Training	3	10851427

Department Elective Courses

Course No.	Course Title	Credit Hours	Prerequisites
32113	Spanish Language I	3	-
32114	Spanish Language II	3	32113
32115	German Language I	3	-
32116	German Language II	3	32115
10301116	Hebrew Language I	3	-
10301161	Hebrew Language II	3	10301116
10311198	French for non-majors I	3	-
10311199	French for non-majors II	3	-
10851224	Specialized Public Relations	3	-
10851226	Public Relations and Social Psychology	3	-
10851327	Institutional and Organizational Communication	3	-
10851329	Public Relation in Security Institutions	3	-
10851330	Public Relations and Investment	3	-
10851331	Public Relations in International Institutions	3	-
10851332	Art of Speech and Presentation	3	-
10851333	Public Relations in Non-Profit Institutions	3	-
10851334	Public Relations and Legislative, Executive and Judicial Authorities	3	-
10851336	Public Relations over the Internet	3	-

Course descriptions:

10841101 INTRODUCTION TO MEDIA STUDIES

This course deals with the basic principles of mass communication, concepts and related theories .It also acquaints the student with the various media, and gives an overview and comprehensive information about the origins and evolution of the mass media and its development, namely, paper, film, radio and TV.

10841102 ARABIC LANGUAGE FOR MEDIA

This course is considered as an introduction to the arts of journalistic writing and deals with the foundations and rules of Arabic used in the media .It also aims at supporting the students' linguistic competency and improve their ability to express their ideas and phrase them on paper , in a clear strong , flawless language .In this course , students are also introduced to the rules of grammar and syntax , such as : (the singular , plural, numbers,...) ,correct spelling , and the vocabulary of media .

10841204 ENGLISH LANGUAGE FOR MEDIA I

This course deals with an important aspect of journalistic work , that is the English language , as the more competent in English a journalist is the more informed , able to communicate , they are, and the more varied are their sources .

10841105 ARTS OF ELECTRONIC AND PRINT NEWS WRITING I

This course deals with the art of news writing, both print and electronic, the theoretical bases, and the rules of writing and organization of journalistic news, which is the foundation for a newspaper , and the art of collecting journalistic materials , and editing them both in theory and practice , and finally the bases and formulations of journalistic interviews.

10851106 ART OF WRITING FOR PUBLIC RELATIONS

This course aims at developing students' communication skills by exposing them to theoretical and practical basics of writing and editing of different journalistic texts such as news and reports. Students will be trained to communicate media and organizational letters and messages.

10851108 NEGOTIATIONS AND PERSUASION

This course teaches skills of negotiation and persuasion. It develops planning skills to make successful strategies and tactics. It teaches the stages

of persuasion, problems and solutions, the different kinds of personalities, ways of dealing with them, the characteristics of a good negotiator, and body language.

10851110 RESEARCH METHODOLOGY FOR PUBLIC RELATIONS

This course teaches students how to do research in the field of public relations, including methods of gathering data, analysis, and evaluation and finding and interpreting research results. It is the basis of developing research-oriented minds in students. Students will learn how to plan, design and conduct research.

10851111 PRINCIPLES OF PUBLIC RELATIONS

This course introduces students to the concept of public relations, its history and development, its goals and functions, its organization and administration and techniques, importance of audiences, mission and activities, plans, practice and its current state of affairs in the Palestinian society and other societies.

10851112 LAW AND ETHICS OF PUBLIC RELATIONS

This course is a study of the legal and ethical principles of public relations contracts, copyrights, defamations, and intellectual ownership, laws of mass communication, and ways of respecting local and international laws when practicing public relations.

10851213 DIGITAL PHOTOGRAPHY I

This course aims at providing the students with basic concepts of photography and the necessary experience to be able to use the modern techniques in artistic photography. It also aims at providing the students with the skills relevant to steady and mobile photography and the use of computer programs that are related to the editing and printing of digital images. In addition to employing images in design and advertising and some other artistic and educational fields.

10851214 PUBLIC OPINION AND NEW MEDIA

This course covers the theoretical knowledge of the public opinion concept, types, and components, factors affecting it, uses, behaviors, functions and measurements. The aim of this course is to study public opinion as a social, psychological and media phenomenon and its influence in the political and social life of the contemporary societies. In addition, it will distinguish the most important issues of public opinion and its interactions from a critical and analytical point of view. It enables the students to look at themselves as those in charges of communication in the future, and as opinion leaders in the local and global communities.

10851225 PUBLIC OPINION AND NEW MEDIA

10851216 PUBLIC RELATIONS SKILLS IN ENGLISH

This course is designed to help students master the communication skills they need to use in the society and with the foreign institutions in order to promote the institution where they will work. This course aims to teach the students the main skills of diplomacy work, political and cultural environment, by putting the points of differences between institutions and different human communities.

10851218 ADVERTISEMENT AND MARKETING IN PUBLIC RELATIONS

10851219 PUBLIC RELATION SKILLS

This course covers the main skills in the public relations field. It combines both theoretical and practical sides by using study cases and practical exercises. The course gives the students the opportunity to learn different skills in the practice of public relations. It includes the following:

Preparing the media and advertising materials such as letters, brochures, publications, news, newsletters...etc.

Organizing conferences, press conferences, speeches, reports, minutes, invitations...etc.

Coordinating with media and journalists and communicate with the public.

10851220 MEDIA PROPAGANDA

This course defines media propaganda, its kinds, ways of its use and its effects on local, regional and international public opinion. It sheds light on past propaganda cases of the 1930s, Cold War, and the Gulf War. It also explains the relationship between propaganda and advertising and public opinion, education and media in public relations context.

10851221 USE OF ELECTRONIC JOURNALISM IN PUBLIC RELATIONS

This course studies web sites of the institutions from different sides: design, content, type of news of the institution, news publishing, e- news treatment, e-photo treatment, editing for E-journalism and the news bar on the website of the institution.

10851222 SOCIAL MEDIA

This course tackles the concept of social media, its definition, importance, and social theories that explain the social phenomenon in different dimensions. It also examines the globalization of media, news alternative and Internet sites that connect people in a virtual environment. The Course ends with the role of new media in making changes in the concept of media, and the effects of social media on audiences/users.

10851321 PUBLIC RELATIONS PLANNING AND CRISIS MANAGEMENT

This course studies the principles of public relations management, strategic planning, budgeting, human resources management, customers' relations, crisis management, and research, moral and professional functions of public relations through case studies.

10851323 PUBLIC RELATIONS ADMINISTRATION

This course examines the bases of public relations administration, ways of deciding the size and nature of public relations departments, their location in the high administration and their interior organization, and the different approaches of managing public relations. It also teaches the missions and responsibilities of public relations and describes the successful public relations personnel, its structure and the third party public relations in industrial, governmental, trade and social organizations.

10851324 PUBLIC RELATIONS STRATEGIES AND CAMPAIGNS

This course defines campaigns, their theoretical design, theory and structure, kinds of campaigns, stages and steps in theory and practice.

10851325 PROTOCOL, CEREMONY AND ETIQUETTE

This course identifies the different concepts of protocol, missions and functions of public relations sections for protocol and their missions in government and private organizations in organizing visits and special events. It also clarifies the protocol in diplomacy, its history, skills, correspondence of presidents, ambassadors, verbal, and autographed notes through real examples.

10851326 CONFERENCE PLANNING AND EXECUTION

Students in this course learn about the basics in planning a conference, rules and features of scientific, cultural, social and media conferences. This includes theoretical and practical management of conferences and communicating with media.

10851328 PR MATERIAL DIRECTIONS AND PRODUCTION

This course teaches students about the production process, its rules and standards, with focus on production of PR means of communication within particular standards and features. This course introduces students to print media, its material, designs and approaches in layout. Students are expected to produce PR material under course instructor's supervision.

10851427 PROJECT PREPARATION AND DESIGN

This course deals with the required basics for preparation and management of projects. It combines practical and theoretical sides in a group setting of practical training, including student shows on individual and group levels so the practitioner of public relation learns how to cooperate, exchange and respect different opinions.

10851429 EVENT MANAGEMENT

This course acquaints students with different and varied activities of the levels of planning management and organization which specializes in event management to make a student capable of preparation and management. It also aims at concentrating on introducing the principles, concepts and skills in public relation field. It also deals with the responsibilities of the practitioner of public relation from the scope of the event management and the marketing efforts of the event and the preparation of the exact budget for it.

10851436 GRADUATION PROJECT

This course teaches students how to conduct scientific research the field of public relations. It trains students on the scientific trends of preparing reports for the sale and analyzing scientific issues. Students are expected to do applied research. Students are also advised to deal with issues that concern the institutions they work in.

10851438 PRACTICAL TRAINING

This course aims at empowering students to apply the different skills he has acquired in a real work environment on a condition that he should pass training experience in a public, private and nongovernmental organization. His training is followed up by the course supervisor. At the end of the training, the student should submit samples of work he/she has executed in these institutions to his supervisor.

10851224 SPECIALIZED PUBLIC RELATIONS

This course deals with the practical side of public relations in various fields, and some specialized organizations, in terms of special uses and needs. It also covers the use and application of public relations in the field of profession, private and public affairs, such as relations in the health, financial, educational, governmental, societal and military institutions. The course discusses case studies in Arab and international countries.

10851226 PUBLIC RELATIONS AND SOCIAL PSYCHOLOGY

This course deals with the problems of interaction between individuals, groups and examines the psychological and social phenomena and possibility of conducting scientific measurements. In addition to the study of psychological theories that explain the foundations of mutual influence between the individual and the group and the theory of the role in social behavior, self-concept, intolerance, prejudice and group dynamics and trends as the course aims to clarify the most important concepts of social psychology, terminology and theories.

10851327 INSTITUTIONAL AND ORGANIZATIONAL COMMUNICATION

This course deals with the basic concepts of organizational communication forms and levels of organizational communication in institutions with emphasis on conflicts and crises in institutions' channels in organization communication. This is in addition to communication inside institutions, extended communication and case studies.

108513229 PUBLIC RELATION SECURITY INSTITUTIONS

This course deals with communication program awareness and social programs, individual behavior with colleagues, directors and the public, in addition to etiquette skills, objectivity, flexibility, humbleness, patience, persistence open slope rationality in dealing with the public. This course supplies the student with the academic education relevant to crimes against public property, traffic, drugs and personal safety history and behavior with concentration on the developing role of public relations in society.

10851330 PUBLIC RELATIONS AND INVESTMENT

This course trains students to promote companies and investment institutions. It puts students in a financial and investment work environment where monetary information is needed in order to gain trust and confidence. Students will learn about the stock markets, their laws and marketing techniques, financial data analysis and communication skills related to them.

10851331 PUBLIC RELATIONS IN INTERNATIONAL INSTITUTIONS

This course deals with the basic concepts of the international public relations, and aims at studying cases of public relation of overseas multinational companies, in addition to allowing the student to acquire scientific and practical knowledge in how to plan, execute and conclude campaigns in public and international relation with analysis of a number of successful international campaign and shedding of light on the international law and international relations.

10851332 ART OF SPEECH AND PRESENTATION

This course introduces students to modern methods of persuasion targeting public relations audience. Students learn to introduce subjects and meetings in addition to topics for audience. They also learn how to prepare interviews and make presentations with prewritten and improvised speeches, using presentation techniques and tools of writing, voice and video material. The course caps with the basic elements and principles of effective presentations, persuasion, analysis and criticism of speech.

10851333 PUBLIC RELATIONS IN NON-PROFIT ORGANIZATION

This course deals with the means of developing public relation in non-profit organizations and concentrates on building a strategy with the commercial sector, through internal and external public to introduce services on different levels (local national and international) and study the public mood through scientific bases built on strategic relations.

10851334 PUBLIC RELATIONS AND LEGISLATIVE, EXECUTIVE AND JUDICIAL AUTHORITIES

This course covers how to make decisions in the legislative, executive and judicial authorities, at the national, local and international levels. It also provides students with ways of to collect and analyze information to build communication skills, which are necessary for the development of government relations and public policy. Furthermore, it provides students with research

skills for the purposes of enhancing the institutions' goals and plans, to build bridges of trust and credibility to achieve the desired objectives.

10851336 PUBLIC RELATIONS OVER THE INTERNET

This course teaches students how to use the new media tools public relations work. These include introducing information, using the internet to build media relations, offering information and data, films, pictures, services and activities to promote organizations. It also teaches the internet applications that allow interaction between the financial organization and the public.

Department Staff Members:

Name	Position	University of Graduation
Dr.Abdelakreem Sarhan	Assistant professor	Rostov University
Dr.Samar Shunnar	Assistant professor	Saint Pittsburg University
Mr.Nader Dagher	Lecturer	University of Wisconsin-Whitewater
Mrs.Yasmen Shahrour	Lecturer	Strasbourg University-France
Mr.Osama Abdallah	Lecturer	Manuba/Tunis
Mrs.Khalida Sammoor	Lecturer	Leeds university

{ Department of TV and Radio }

The Vision

TV and Radio Department in the Media College at An-Najah National University seeks to prepare and qualify graduates who are academically and professionally distinguished. It also seeks to prepare them to compete in labor market through providing them with the most important, and updated knowledge and training them how to deal with modern techniques in the TV and radio production and tools.

The Mission

- To prepare students who have specialized, scientific knowledge and skills in TV and radio production. Moreover, acquiring career's ethics.
- To prepare students who have a specialized scientific and professional background through knowing the professional ethics, professional practical values and its standards and implementations in the real field which ensure the quality of the graduates.
- The department maintains to introduce the scientific research skills and its bases to the students in the media field that assess them to conduct scientific research procedures which reinforce these skills.
- Encourage and motivate the students towards developing and promoting through producing practical and applied programs and conducting the scientific researches which enrich the practical domain that qualify them to enter the practical market.

Program Reference

As a reference for the TV and radio program, the Media College relies on the academic criteria of the Academic Reliance Institution of AEJMC of 2006. Some changes, however, have been introduced to fit the nature of the TV and radio program, and the Palestinian and Arab societies' contexts.

Objectives

- Training students to use the latest technologies in the field of radio and television production.
- Training students to acquire skills necessary for the preparation and production of radio and television programs
- Teaching students the professional standards and journalism ethics.
- Preparing students to deal with the radio and TV atmosphere production and the skills required in the production stages.
- Familiarizing students with the methods and rules of scientific research in the field of media.

Program's ILOs

A- Knowledge and Understanding:

1. Understanding TV and radio preparation, writing and bases of presentation.

2. Understanding TV and radio different program forms, their characteristics and good ways of producing them.
3. Understanding educational and cultural programs and their role in enhancing the local community with focus on Palestinian community development
4. Understanding TV and radio production starting from choosing the idea, preparing, presenting, shooting and directing it till producing different forms of programs.
5. Broadcasting and specialized channels in the era of satellite media , and the positive roles which they play in meeting the needs of the audiences , in addition to the negative influence which some of them may have on the society .
6. News and news programs; directing, rules of preparing and presenting news, and finally executing them.
7. Criticizing drama and films and evaluating their roles in the society.
8. Increasing their knowledge of Arabic grammar in TV and radio writing and performance.

B- Intellectual Skills

1. Ability to analyze the impact factors in TV and radio performance.
2. Ability to plan and conduct survey and research on TV and radio audience including public opinion research.
3. Ability to analyze news and news reports, criticize drama, TV and radio ads. and recorded and documentaries programs.
4. Analysis of political, economic, scientific and legal events and linking them together.
5. Evaluating TV and radio programs' performance for all various forms and art forms.

C. Professional and Practical Skills

1. Ability to prepare TV and radio programs according to their forms(direct dialogue , talk show, investigation, news story, news, recorded films,
2. Ability to use TV and radio studio to record or broadcast programs.
3. Ability to use necessary tools and equipment for TV production cameras: studio camera, portable camera, light, linear and non-linear montage equipment, sound equipment) or radio: sound equipment, montage.
4. Ability to produce TV and radio programs
5. Ability to employ the computer for TV and radio production.
6. Ability to use correct Arabic grammar in the writing of TV and radio programs.

D- General Skills

1. Ability to deal with the computer, save and recall the computerized data.
2. Ability to use statistical programs for analysis of research data.
3. Ability to use the internet network system.
4. Management of time efficiently.
5. Translation from and to other languages.

Curriculum Plan for TV and Radio Department

The Department of TV and Radio offers a single major in TV and Radio. Students wishing to major in this field must finish 126 credit hours. Of these 18 are university, 93, department and 15, electives.

Course #	Course title	Credit hrs.
11000101	Islamic Culture	3
11000102	Arabic Language	3
11000103	University English I	3
11000323	University English II	3
11000105	Palestinian Studies	3
11000127	Introduction to Computer Science	1
11000117	Leadership and Communication Skills	1
11000108	Community Service	1

Department Requirements (108 credit hours)

α- Department Requirements (93 credit hours)

Course #	Course title	Credit	Prerequisites
10841102	Arabic Media Language	3	
10841204	English Media Language I	3	
10841101	Introduction to Media Study	3	
10841105	Arts of Writing Electronic and Written News	3	
10846111	Radio Editing and Presentation	3	
10846112	TV Editing	3	
10851111	Public Relations Principles	3	
10846113	Editing and Translating Reporting Materials	3	10841204
10846211	Media Rules and Palestinian Press	3	
10846212	Radio Program Form and Template Preparation	3	10846112
10846213	TV Scenario Preparation and Writing	3	10846112
10846214	Sound and Control Techniques	3	10846111
10846215	TV Production	3	10846111
10846216	TV Shooting I	3	10846213
10846217	TV Montage I	3	10846213
10846218	TV and Radio Presentation	3	10846213
10841302	Palestinian Media	3	
10841301	Media English Language II	3	10846204
10846312	Media Research	3	Without
10846313	News and News Radio Programs	3	10846214
10846314	Production of TV News Bulletins	3	10846216
10846315	Radio Directing	3	10846218
10846316	TV Directing1	3	10846216
10846317	Preparation and Production of Documentary Films	3	10846217
10846412	Graduation Project	3	10846312
10846413	Practical Training	12	10846314
10841103	Media Theories	3	Without
10841203	Media Ethics	3	Without

Department Elective Requirements (15credit hours)

Course #	Course title	Credit	Prerequisite
10841352	International Media	3	
10311198	French I	3	
10311199	French II	3	10311198
10846151	Communication Technology	3	
10846152	Television Picture Writing	3	10846112
10846351	Live and Broadcasting on the Air	3	10846212
10846253	Production of Radio Fillers and Promos	3	10846212
10846254	TV Graphic Design	3	10846217
10846255	Decor and Light	3	10846215
10846358	TV Shooting II	3	10846216
10846352	TV Montage II	3	10846217
10846353	Radio Documentaries	3	10846212
10846354	Foreign Radio	3	10846212
10846355	Production of Educational TV Programs	3	10846216
10841253	Israeli Media	3	
10846357	Cinematic Film	3	
10846451	Design of TV Ads		10846216
10846452	Production of Specialized Radio Programs	3	10846212
10846453	TV Directing II	3	10846316
10301116	Hebrew I	3	
10301161	Hebrew II	3	10301116

Note: Practical Training carries 12 credit hours. Students have to finish 576 training hours, equivalent to almost 95 training days (6 hours per day).

Course Descriptions

10846112 TV EDITING

This course gives a comprehensive idea about the nature of TV work and the uniqueness of TV language. Students in this course learn about the arts of writing, TV editing, elements of TV language (word, image and audio) and methods employed in television work. By end of this course, students will have acquired the following skills: understanding of the nature of TV work, understanding of editing policies in general, ability to collect TV news from different sources, ability to write and classify TV news, and ability to edit and direct news bulletin.

10846111 RADIO EDITING AND PRESENTATION

This course gives a comprehensive idea about the nature of radio work and the specificity of radio language. Students in this course learn about the arts of writing and radio, and the “alphabets” of radio language: sound, music, sound effect and silence; the methods employed in broadcasting work. By end of this course, students will have the ability to acquire the following skills: understand the nature of radio work, understand editing policies in general, ability to gather radio news from various sources, ability to write and classify radio news, and ability to edit and direct news bulletin.

10841102 MEDIA LANGUAGE IN ARABIC

This course considers Arabic language as a means and a main tool for the study of journalism. So the material of this course is the basis for the first course in journalistic editing. The purpose of this course is to improve student’s language ability and proficiency to express him/her verbally and in writing to the extent his/her language scope shows clarity, and is sound, and error-free. It also requires mastering linguistic rules of grammar, syntax with emphasis on duality (*almuthana*) plurals, numbers, and combination of numbers and numbered, etc. This is in addition to writing with correct spelling and respect of the rules of correct numbering and punctuation. The course ends with a look at media and mass communication terms (jargon)

10846211 MEDIA LAWS AND PALESTINIAN PRESS

This course presents press, radio, and TV laws. It mainly focuses on the limits of freedom of media, legal restrictions and legal action which the executive authorities could take against newspapers, media and journalists and the legal system related to grievances against these measures and abuses. Through

comparative studies, the course will also teach international law related to organizing the work of the media and journalists.

10841103 MEDIA THEORIES

This course builds on media theories that the student should have learned in the media introduction course. It delves into this area by exploring theories, different schools, mission of studying the mass media, their impact on the audience and the roles played by newspapers, magazines, TV and radio in our modern community.

10841203 MEDIA ETHICS

This course provides students with a comprehensive idea about the manners of professional conduct of journalists during the compilation, transfer, editing, and preparation of news. Students are taught how to be extremely cautious upon their solicitation of truth, protection of the right of the public to know and obtain it freely, to be objective and discreet in carrying out their mission and to avoid acts of distortion, misrepresentation, and defamation.

10841205 ARTS OF WRITING ELECTRONIC AND WRITTEN NEWS

This course teaches arts of writing electronic and written news in terms of theoretical bases, writing rules and news organizing, all considered the primary basis of newspaper and its composition. The students in this course studies the art of collecting and editing press material, both theoretically and practically. They also study the bases of conducting press interviews.

10851111 PRINCIPLES OF PUBLIC RELATIONS

This course provides students with the theoretical knowledge of public relations science, in terms of defining the nature of public relations science, its foundation, justifications of its foundation, its relationship with humanities disciplines and the role of the profession of public relations in management of contemporary challenges, and its importance as a profession. It covers the strategies and tactics that help overcome the most complex current problems, and the degree of commitment to good manners when practicing it, let alone the focus on its importance for institutions of different activities.

10841101 INTRODUCTION TO MEDIA AND COMMUNICATION

This is an introductory course to the basic principles of mass communication concepts and theories. In addition, it introduces students to the mass media communication systems by providing them with an overview and comprehensive look at the origin and evolution of the mass media infrastructure and development of books, newspapers, cinema, radio, and television.

10846312 MEDIA RESEARCH

In this course, students are introduced to the steps of scientific research

in media, scientific problems and their analysis, feeling of the problem, identifying and formulating it. This is in addition to their sources and the criteria for choosing them; types of media research; approaches used to study media's problems, methods of collecting data; research of public relations and public opinion, media tools and public media tools.

10846212 RADIO PROGRAM FORM AND TEMPLATE PRODUCTION

This course aims at deepening students' understanding of basics of radio program preparation and presentation. Students learn how to identify the characteristics of radio programs, the technical templates and writing styles. Student also learn the basics of planning radio programs , forms and templates of the radio programs, methods of communication and interaction with listeners and ethics of radio work practice.

10846213 TV SCRIPT PREPARATION AND WRITING

In this course, students are trained on innovation skills, developing/ brainstorming TV ideas, nature of programmer's work and his/her role in the success of the program. Students are also trained on using the appropriate vocabulary in the writing of TV texts. The course ends with a look at TV channel programming policies and their translation into TV ideas.

10846215 TV PRODUCTION

This course gives a holistic view of the various equipment involved in the process of television production, as well as the definition of television systems and numerous elements productivity. It also focuses on the definition of studio, control room and the ancillary areas as well as the characterization of the domain that works within the television system.

10846216 TV SHOOTING 1

This course introduces students to the basics of TV shooting and identification of types of cameras and their parts, nature of the photographer's work, his/her role, qualifications, tools and responsibilities and skills. This course also dwells on the relationship between photography and light, directing, editing and montage, various types of shooting, internal and external, and type of shots. Students also learn how to control the quality, the personal safety procedures and the tools of safety, and identify the recurring problems and emergency cases. They also learn how to manage them, and how to recognize lighting means and employ them dramatically. The course concludes with confiscation lighting, its nature, its equipment, and its relationship with colors, methods of distribution, and TV lighting networks.

10846217 TELEVISION MONTAGE 1

This course introduces students to the basics and skills of TV montage: understanding of the stages of TV montage process and identification of the differences between the types of news editing and programming and

drama montage. The course also focuses on the characteristics of linear montage and its types, work of the monitor, his/her role, qualifications, tools, responsibilities and skills.

10846316 TV DIRECTING 1

This course highlights the importance of TV directing and its types, its bases and the role of television director, his/her responsibilities and permissions. This course ends with a look at the idea of programs directing (1 +1) and (1 +2) and (1 +3 and more) and the relationship between directing and lighting, shooting and montage.

10846218 RADIO AND TELEVISION PRESENTATION

In this course, student will be familiarized with the characteristics of TV and radio presentation and their methods; the basic principles and rules to present the news programs; the role of presenter in radio and television newsletter and his/her skills to deal with the OCR plan and manage teleprompter; the art of conducting TV dialogues in the news; types of news bulletins and their characteristics; the common mistakes in TV work and how to get rid of them; quality standards and procedures to achieve them; frequent problems and how to overcome them; the basic principles and rules of presenting talk shows; the role of talk show presenter; his/her roles and skills; planning and management of talk shows programs and writing talk shows introduction skills.

10846314 TV NEWS BULLETINS PRODUCTION

The purpose of this course is to train students on production of different forms of television news and mastering of news ordering skills, directing newsletter and employment of modern technology in newsletters and programs where the focus is on the art of writing news and news programs in Arabic and the writing of news text.

10846317 DOCUMENTARY FILM PREPARATION AND PRODUCTION

This course introduces students to documentary films in terms of their characteristics and their significance. The course will train students on how to plan for the documentary films, practice of the stages of producing documentaries. It will also train them on writing about documentary films, and deepening their understanding of the nature of relationship between the producer and director, and the way of conducting dialogues in the documentaries. The course ends with a look at shooting and montage documentaries.

10846413 PRACTICAL TRAINING

Students are to finish 576 hours of practical training (12 credits), equivalent to 90 days at media institutions under the supervision of a field trainer and in coordination with the academic supervisor. During training period, students are expected to produce media materials about his/her interaction with the training environment.

10846313 NEWS AND RADIO NEWS PROGRAMS

The course teaches student how to collect and draft radio news, produce

different forms of news, and direct and conduct radio news bulletins. Students are trained in this course on ways of arranging news within the bulletin. They are also introduced to fundamental analysis, types and methods of arrangement, political commentary, forms and arts of news programs.

10846214 AUDIO AND CONTROL TECHNOLOGIES

The course aims to train students on how to deal with the areas and volume of control molecules (studio) and comprehend the concepts and ABCs of control room (audios, audio montage unit); use of audio production equipment in the studio; use of sound mixer (mixer) professionally; voice recording systems. The students are also trained on using digital recording systems: sound mixer (Mixer), and montage of the news material; radio news models; montage news articles; radio report; the art of dialogue montages; radio program montage and radio magazine models.

10846315 RADIO DIRECTING

The course aims at teaching students new skills, and modern, advanced techniques in the world of radio directing, methods of developing imagination and artistic sense among the students. It also seeks to encourage them to create ideas in their work, lead team work, and produce dramas and other radio programs. Students will also learn the techniques of leading a team (performers and broadcasters), technical effects (music and sound effects) forms and arts of radio drama: and dramatic structure: the basics, considerations, ingredients and direct radio programs.

10846412 GRADUATION PROJECT

Under the supervision of the course professor, the students are to produce a project in the visual media; it may be on radio, television, multimedia or a media search. The project should embody the skills and knowledge that have been learned by the students during their undergraduate study. The project should be presented at the end of the term for evaluation by a special committee in the college.

10841352 INTERNATIONAL MEDIA

Upon completion of this course, the students will have completed the fourth component of the study of international media, in addition to what the students have learned in Palestinian Media, Arab Media, and Israeli Media courses. At this juncture, the student will have had some exposure to the formation and genesis of the major newspaper and its development along with magazine, radio and TV programs, international news agencies. Students will be able to analyze the position of the Palestinian and the Arab world media in comparison with Israeli-Zionist media. In this course students will learn how to deal with some important concepts of international media such as international publicity, international grooming and new world media order.

10841204 MEDIA LANGUAGE ENGLISH 1

Language is particularly important in journalism. It expands the journalist's ability to communicate, and give him/her the ability to vary his/her methods of gathering the information. There is no doubt that English language is particularly important in every country in the world, so this course aims at strengthening the students' English language skills: reading speaking listening, writing and translation.

10841302 PALESTINIAN MEDIA

This course provides students with an overview of the emergence of the Palestinian media and the development of its various branches, print press, radio and TV, at different stages of the history of the people at home and in Diaspora. The student will learn about the editorial policies of the various Palestinian media and the methods of managing them and recognizing the laws which they operate according to.

10841253 ISRAELI MEDIA

Palestinian and Arab media are always in a state of defense when it comes to the Israeli media whether in times of war or peace. This course aims at introducing students to then history of the most important Israeli media and its development, print and electronic in Arabic and Hebrew. The course looks at Israeli newspapers, magazines, radio stations, and TV channels by public or private media outlets. In addition, this course caps with a look at the nature of the Israeli media and its internal and external propaganda apparatuses.

10846152 WRITING FOR TELEVISION PICTURE

The course introduces students to the terms and rules governing the writing of the television image to let them gain the ability to write different templates of TV journalism. It also seeks to deepen the understanding of writing for a picture in the light of awareness of audiences' characteristics and their use of television journalism. The course also focuses on deepening the understanding of building intellectual and semantic written text, and building of a consensus between the semantics of text, and the sound and image.

10846254 TV GRAPHIC DESIGN

The purpose of this course is to build a creative vision especially for a TV screen through the blending of paragraphs and paragraph templates for various programs. To this end, students will learn how to use Adobe after effect program and Apple Motion, integrate images, writings and sounds. Psychological factors associated with television graphic design.

10846355 EDUCATIONAL TV PROGRAM PRODUCTION

The course begins with an introduction to the theory of educational television and modern schools of educational television, TV reading of educational curriculum, TV templates for educational programs. Then it moves to the

skills of converting an educational text to a TV template, the elements of attractions of the image in the educational programs (shots, graphics, video font, drama scenes, fixed and mobile drawings, and the artistic direction of the educational programs. The course concludes with a look at computer programs in the industry and presentation of educational programs.

10846358 - TV SHOOTING II

This course builds on Shooting I. It aims at deepening students' knowledge of the arts of internal and external TV shooting and the light, color and methods of controlling it, in addition to measuring the color temperature (Kelvin). It also introduces students to audio and natural sound, indoor and outdoor light, challenges posed by shooting news reports and ways of creativity.

10846352 - TELEVISION MONTAGE II

This course builds on Television Montage I. It aims at deepening students' understanding of the basics and principles of TV montage, developing their sense of visual artistic, a creative sense. Students are trained on the methods of montage of documentary films, news reports, talk shows, ads, and investigations. It ends with a look at the latest montage equipment.

10846453 - TV DIRECTING II

This course builds on TV Directing I. It aims at deepening the students' understanding of the principles and ethics underlying the work of the director and filmmaker in a work environment and work with the technical team inside the studio. The student will learn about the process of directing and its relationship with the rest of the roles inside the control room and the difference between news directing and talk shows.

10846151 - COMMUNICATION TECHNOLOGY

This course teaches students the most important stages of information transferring process and signals through different communication channels to enable them to identify the available frequencies, signal devices processing, configuring them to transport via satellite. It also teaches them about fiber lines, communication means etc. This is in addition to encryption of the signal and its storage in small spaces with a high quality. The course caps with a look at booked frequencies and lines via satellite.

10846354 - FOREIGN RADIO

Students are trained in this course on the kinds of foreign radio stations, the basic considerations of preparing religious, political, athlete, and technical subjects for foreign radio stations. The students also learn about the conditions and characteristics, shapes and radio arts that can be used in foreign radio stations and radio engineering and its role in the success of foreign radio.

10846351 LIVE AND BROADCASTING ON THE AIR

In this course, students are trained on the types of broadcasting, live broadcast from the studio, and interaction with the public, forms of live broadcasting from the studio and on the foreign radio stations, direct broadcasting, important events and needs of the public in light of competition kinds of foreign radio stations and ways of implementing them, radio engineering, engineering equipment necessary for effective implementation of direct broadcast.

10846452 SPECIALIZED RADIO PROGRAM PRODUCTION

The students, in this course, are introduced to the targets and philosophy of public radio broadcasting and specialized radio stations, basics and elements of producing children's and families' programs, youth and sports programs, adults program for people with special needs and educational programs.

10846253 – PRODUCING FILLERS AND RADIO PROMOS

This course is designed to train the students on production of promos and radio fillers. Students are introduced to the types of fillers and social promos, types of ads (goods and services), programs' fillers: introductions, program shows, and stages of promos production and fillers.

10846113 – EDITING AND TRANSLATING NEWS MATERIALS

This course teaches the fundamentals of translation and rules of translation from English to Arabic and vice versa. The course focuses on the electronic media language: the audio and visual one. The students are trained on the basics of dealing with foreign news sources and their immediate or deferred translation, taking into account the rules of English language media.

10846353 – RADIO DOCUMENTARIES

The purpose of this course is to train students on preparation and production of radio documentaries which are built on facts and usually tackle political, social, cultural, historical, and economic topics. The students learn how to use audio clips, music and natural sound to tell the true story and its aim: raising awareness and clarification of truth.

10846255 DECOR AND LIGHT

Students in this course learn the scientific basis of the design of light and implementation of décor: light and décor and its relevance to the form and content of the program, ways of integration between décor and the other elements (accessory, fashion and furniture); décor and its relationship to shooting and light; décor in the TV drama (relationship with computer applications in the décor and light; television programs décor, and décor with characters and events).

10846357 CINEMATIC FILM

The course aims at letting students understand the art of cinema and trains them on the process of preparing, producing and directing the cinematic film. The course focuses on the basic principles of cinema: the movement of the camera, shots, configuration within the picture and scenes, lighting, color, as well as the main principles of montage.

10841301 MEDIA IN ENGLISH II

This course underscores the importance of media language in English. It aims at improving and enhancing what the students have learned in Media I in various fields of literature, specialized press in politics, economy, society, technology, sports etc.

10846451 DESIGN TELEVISION ADS.

This course gives a comprehensive idea of the importance of television advertising, the methods of preparing and producing it. Students learn the basics, and principles of TV ads in terms of design, roles and major tasks; role of advertising in promotion of services, projects and ideas. This course concentrates on qualifying the designer to acquire the basic skills for TVC process design, and study: importance of advertising as a main element in marketing goods, services and ideas; types of ads in terms of the function performed in the society (business, non-commercial, software); knowledge sources; templates of TV ads; stages of television advertising production: collection of information, initial analysis, and identification of elements of productivity, devices and techniques used, the design mode

10311198 FRENCH I

This course aims to introduce the French alphabet, the way to write feminine and masculine words, its plurality and the components of the sentence: personal pronoun, verb, direct and indirect object. It also focuses on narration of daily events using tools such as drawing, and pictures. Moreover, class drills students' short answers: accepting, rejecting, thanking, apologizing and justifying answer.

10311299 FRENCH II

This course aims to teach the French language using modern teaching methods. At the end of this course, students are expected to hold simple conversation in French: introducing themselves and introducing others, writing simple sentences and conducting short dialogue.

10301116 HEBREW I

This course teaches basics and rules of the Hebrew language. Students are expected by end of the course to express themselves in writing and orally.

10301161 HEBREW II

Building on Hebrew I, this course aims at improving students' proficiency in Hebrew. The course will highlight the differences between the two languages: Hebrew and Arabic. The student is also trained to translate from Hebrew to Arabic and vice versa.

10841102 ARABIC MEDIA LANGUAGE

This course is considered as an introduction to the arts of journalistic writing and deals with the foundations and rules of Arabic used in the media. It also aims at supporting the students' linguistic competency and improve their ability to express their ideas and phrase them on paper, in a clear strong, flawless language. In this course, students are also introduced to the rules of grammar and syntax, such as: (the singular, plural, numbers,...), correct spelling, and the vocabulary of media.