

Admission Year	2023	Program	Master
Plan Type	Thesis	Semester	First
Hours	3	Item Type	Department Elective
Group NO	2	Max Registration hrs	3
Faculty	Information Technology and Computer Sciences		
Department	Business Intelligence and Analytics		
Special Department	Business Intelligence and Analytics		
Gender	BOTH		

Course code	Course Name	hrs	Prerequisite Course	Equivalent Course	Teaching Method
BAEL 630	Leading Innovation of the Entrepreneurship Enterprises	3		()	Blended
BIA 681	Optimization and Simulation for Decision Making	3		()	Normal
BIA 697	Special topics in Business Intelligence and Analytics	3		()	Normal
MKT 630	Web Marketing Metrics and Analysis	3		()	Blended
MKT 639	Search Engine Optimization and Marketing	3		()	Blended

Admission Year	2023	Program	Master
Plan Type	Thesis	Semester	First
Hours	6	Item Type	Department Elective
Group NO	1	Max Registration hrs	6
Faculty	Information Technology and Computer Sciences		
Department	Business Intelligence and Analytics		
Special Department	Business Intelligence and Analytics		
Gender	BOTH		

Course code	Course Name	hrs	Prerequisite Course	Equivalent Course	Teaching Method
BIA 636	Knowledge Management	3		()	Normal
BIA 650	Data Visualization for Decision Making	3		()	Normal
BIA 662	Information Systems Security and Risk Management	3		()	Normal
BIA 665	Social Media Analytics	3		()	Normal
BIA 669	Big Data Analytics	3		()	Normal
BIA 670	Digital Marketing Analytics	3		()	Normal

Admission Year	2023	Program	Master
Plan Type	Thesis	Semester	First
Hours	24	Item Type	Department Mandatory
Group NO	1	Max Registration hrs	24
Faculty	Information Technology and Computer Sciences		
Department	Business Intelligence and Analytics		
Special Department	Business Intelligence and Analytics		
Gender	BOTH		

Course code	Course Name	hrs	Prerequisite Course	Equivalent Course	Teaching Method
BIA 603	Scientific Research Methodology and Data Analysis	3		()	Normal
BIA 630	Business Intelligence	3		(MIS 682)	Online
BIA 660	Data Management and Warehousing for Business Applications	3		()	Blended
BIA 663	Business Analytics Programming	3		()	Normal
BIA 680	Predictive Analytics for Business Applications	3		()	Normal