



Talal Abu-Ghazaleh Global University

# MBA ONLINE PROGRAM

MBA Degree



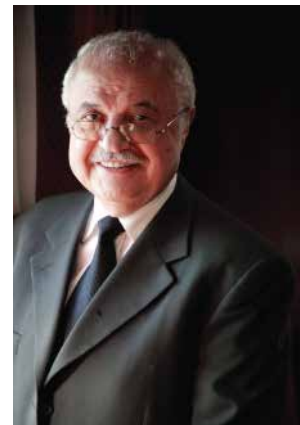
Based on the Completion of MOOC Courses

[tag-gu.global](http://tag-gu.global)

# MESSAGE FROM THE PRESIDENT

## Dear Prospective Student:

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



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

In our attempt to offer an MBA degree to those who cannot afford a formal graduate education, we are providing a unique opportunity to students who complete on their own a set of required MOOC (Massive Open Online Courses) courses equivalent to an MBA curriculum to obtain an MBA degree from the Talal Abu-Ghazaleh Digital University.

Students in our program will benefit from being able to complete a comprehensive curriculum offered by elite universities and taught by highly qualified faculty and gain exposure to the various business disciplines and at the same time pay minimal fees. The Mooc courses we recognize are to provide students with a general management degree.

We are looking forward to your participation in our program.

***Talal Abu-Ghazaleh***  
President

# A Unique Opportunity to Obtain an MBA Degree from the Talal Abu-Ghazaleh Digital University

Based on the Completion of Selected  
MOOC Courses

- **Take advantage of the unique opportunity that is provided by the Talal Abu-Ghazaleh Digital University (TAGDU) to grant an MBA degree to any individual who has completed a set of MOOC courses that are equivalent to an MBA curriculum.**
- **Do not be one of those individuals who work hard and exert a lot of effort in completing MOOC courses and end up with no certificate to prove their educational accomplishments.**
- **TAGDU believes in rewarding students who complete a set of MOOC courses that are considered equivalent to the curriculum of an MBA program to receive an MBA degree.**
- **Our offer is available to all students wherever they may be.**

## What are the steps you should take?

1. You should be a holder of a bachelor degree from a recognized university in any field of study.
2. Sign up on your own to take courses that we consider equivalent to an MBA curriculum. See the list on the next page.
3. Soon after you complete the set of courses that we consider equivalent to an MBA curriculum, apply to us using the following link: <http://www.tag-du.com/Enrollment.aspx>. You will be asked to provide us with certificates of completion that you will obtain from each MOOC course that you complete.
4. Upon review of your credentials and the satisfactory completion of all courses equivalent to an MBA curriculum, we will ask you to pass our comprehensive exam that you can take online. This exam will test you on the basic command of business disciplines.
5. Upon the passing the comprehensive exam, you will be awarded an MBA degree.
6. You may apply to us prior to the completion of the suggested courses for advice and guidance.

## What are our fees?

The objective of TAGDU is to provide credentials to those who are unable or cannot afford to attend a formal graduate education. As such our fees are very minimal.

1. We charge an application fee of \$500 for us to open a file for you and to review your credentials. There are no additional fees if you apply to us for advice and guidance before the completion of the suggested courses.
2. We charge a fee of \$500 to sign up for the comprehensive exam. If a student fails the comprehensive exam, we will allow the student to take the exam a second time against a fee of \$250. Students will not be allowed to take the exam for a third time.
3. We charge \$500 for issuing the MBA diploma.

For a total of \$1,500 a student can be awarded an MBA degree.

## List of Courses Considered Equivalent to an

## MBA Curriculum

The following is a list of the suggested courses:

### Suggested First Sequence:

- Introduction to Financial Accounting
- Organizational Analysis
- Introduction to Managerial Economics
- Exploring and Producing Data for Business Decision Making

### Suggested Second Sequence:

- Financial Accounting II
- Managerial Accounting: Cost Behaviors, System, and Analysis
- Introduction to Corporate Finance
- Introduction to Marketing
- Human Resources Management

### Suggested Third Sequence:

- Introduction to Operations Management
- Strategic Management
- Financial Markets
- Introduction to Management Information Systems
- Supply Chain Management: A Learning Perspective
- Project Management
- Business Law and Ethics
- Inclusive Leadership Training
- Leading Teams

The above curriculum consists of 18 courses. Students should go to the websites of the various providers of MOOC courses to find the appropriate course and the timing of the course.

Students registered with us prior to the completion of the program may consult with us to discuss substitutions where necessary.

The above are courses that we accept; it is up to the students to make the case for other equivalent courses that they may have taken or want to take.

## **Information on Acceptable Courses and the Suggested Sequence of Study**

### **Suggested First Sequence:**

- **Introduction to Financial Accounting**

Basic financial statements: the Balance Sheet, the Income Statement, and the Statement of Cash Flows, and the articulation of these statements. Basic accounting principles and accrual accounting.

**University Offering the Course:** University of Pennsylvania

**The name of the Provider:** Coursera

**Length of course:** 6 weeks

Website or link access to the course:

<https://www.coursera.org/course/whartonaccounting>

- **Organizational Analysis**

Multiple theories of organizational behavior and their application to actual cases of organizational change.

**University Offering the Course:** Stanford

**The name of the Provider:** Coursera

**Length of course:** 10 weeks (Self-paced)

Website or link access to the course:

<https://www.coursera.org/course/organalysis>

- **Introduction to Managerial Economics**

An introduction to Microeconomics and its impact on managerial decision making in today's business world.

**Institution Offering the Course:** IIMBx

**The name of the Provider:** edX

**Length of course:** 6 weeks

Website or link access to the course:

<https://www.edx.org/course/introduction-managerial-economics-iimbx-es101-1x-0#>

- **Exploring and Producing Data for Business Decision Making**

This course provides an analytical framework to help you evaluate key problems in a structured fashion and will equip you with tools to better manage the uncertainties that pervade and complicate business processes.

**University Offering the Course:** University of Illinois at Urbana-Champaign

**The name of the Provider:** Coursera

**Length of course:** 4 weeks

Website or link access to the course:

[https://www.coursera.org/learn/business-data?siteID=.GqSdLGGurk-AzPKIJfoAtsPBvJ8BiAqYw&utm\\_medium=partners&utm\\_source=linkshare&utm\\_campaign=\\*GqSdLGGurk&utm\\_content=10](https://www.coursera.org/learn/business-data?siteID=.GqSdLGGurk-AzPKIJfoAtsPBvJ8BiAqYw&utm_medium=partners&utm_source=linkshare&utm_campaign=*GqSdLGGurk&utm_content=10)

**Suggested Second Sequence:**

- **Financial Accounting II**

The course builds on the Introduction to the Financial Accounting course which should be completed first. In this course, student will learn how to measure and report assets, liabilities, and owners' equity; and analyze most of the information provided by companies in their financial statements.

**University Offering the Course:** Wharton University

**The name of the Provider:** Coursera

**Length of course:** 6 weeks

Website or link access to the course:

<https://www.coursera.org/course/accountingmore>

- **Managerial Accounting: Cost Behaviors, System, and Analysis**

Process management tools and techniques needed to analyze, evaluate, and drive operations across business functions at higher levels of efficiency and effectiveness. Topics include types of costs, cost behavior, costing system design, activity-based costing, and cost-volume-profit analysis.

**University Offering the Course:** University of Illinois

**The name of the Provider:** Coursera

**Length of course:** 4 weeks

Website or link access to the course:

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

- **Introduction to Corporate Finance**

This course provides a framework, concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory. Student will learn the language and key components of corporate finance and investments including calculating present values, the valuation of bonds and stocks, the NPV rule, measuring risk, capital budgeting and the capital asset pricing model. At the end of this course, students will be able to read, understand, and explain corporate financial management and investment decisions.

**University Offering the Course:** University of Pennsylvania

**The name of the Provider:** Coursera

**Length of course:** 8 weeks

Website or link access to the course:

<https://www.coursera.org/course/whartonfinance>

- **Introduction to Marketing**

Key principles in:

- **Branding:** brand equity is one of the key elements of keeping customers in a dynamic world in which new startups are emerging constantly.
- **Customer centricity:** not synonymous with customer service, customer centricity starts with customer focus and need-gathering.
- **Go-to-market strategies:** understand the drivers that influence customers and see how these are implemented prior to making an investment.

**University Offering the Course:** University of Pennsylvania

**The name of the Provider:** Coursera

**Length of course:** 4 weeks

Website or link access to the course:

<https://www.coursera.org/course/whartonmarketing>

- **Human Resources Management**

Introduction to more advanced topics in the HRM field; learn that identifying the best employees begins with identifying the firm's needs and carrying out a proper recruitment and selection process. Training, development, and performance evaluations can then shape the selected employee into an ideal firm resource. Finally, adequate and incentivizing compensation can keep those resources with the firm.

**University Offering the Course:** Saylor-org Academy

**The name of the Provider:** Saylor.org

**Length of course:** 88 hours

Website or link access to the course:

<https://learn.saylor.org/course/bus301>

## **Suggested Third Sequence:**

- **Introduction to Operations Management**

Analysis and Improvement of business processes. Key topics include: Process analysis, Productivity, Quality.

**University Offering the Course:** University of Pennsylvania

**The name of the Provider:** Coursera

**Length of course:** 4 weeks

Website or link access to the course:

<https://www.coursera.org/course/whartonoperations>

- **Strategic Management**

Introduction to the field of strategic management with particular emphasis on identifying goals and formulating strategies and addressing implementation techniques.

**University Offering the Course:** Saylor-org Academy

**The name of the Provider:** Saylor.org

**Length of course:** 63 hours

Website or link access to the course:

<https://learn.saylor.org/course/view.php?id=54>

- **Financial Markets**

Introduction to portfolio diversification; support of financial institutions; and discussion of the opportunities and vulnerabilities of risk management institutions.

**University Offering the Course:** Yale University

**The name of the Provider:** Coursera

**Length of course:** 8 weeks

Website or link access to the course:

<https://www.coursera.org/learn/financial-markets>

- **Introduction to Management Information Systems**

Support of tech infrastructures (Cloud, Databases, Big Data), the MIS development/procurement process, and the main integrated systems, ERPs, such as SAP, Oracle or Microsoft Dynamics Navision, as well as their relationship with Business Process Redesign.

**University Offering the Course:** University of Madrid

**The name of the Provider:** edX

**Length of course:** 7 weeks

Website or link access to the course:

<https://www.class-central.com/mooc/4367/edx-im-1x-introduction-to-management-information-systems-mis-a-survival-guide>



- **Supply Chain Management: A Learning Perspective**  
Creation of maximum value through effective supply chain management, in particular, from a dynamic learning perspective. Understanding fundamental principles of value creation for the consumers or the market, and learning how the product or service is made; coordination of value-creating activities or functions and determination of who should play what leadership roles in realizing all these objectives.

**University Offering the Course:** Korea Institute of Science and Technology

**The name of the Provider:** Coursera

**Length of course:** 8 weeks

Website or link access to the course:

<https://www.coursera.org/course/supplychain>

- **Project Management**

Examination of the steps in organizing and planning the processes that a business uses to address tasks and meet deadlines, with particular attention to the role of project managers as they initiate, plan, execute, control, and terminate projects.

**University Offering the Course:** Saylor-org Academy

**The name of the Provider:** Saylor-org

**Length of course:** 137 hours

Website or link access to the course:

<https://learn.saylor.org/course/view.php?id=69>

- **Business Law and Ethics**

Introductory course to the laws and ethical standards that managers must abide by while conducting business. Explores the legal framework designed to protect both consumers and businesses and outlines the legal and ethical environment in which businesses operate.

**University Offering the Course:** Saylor-org Academy

**The name of the Provider:** Saylor-org

**Length of course:** 8 weeks

Website or link access to the course:

<https://learn.saylor.org/course/bus205>

- **Inclusive Leadership Training**

Learn what successful 21st-century leaders look like and how to adopt their inclusive leadership style, using research and best practices, as well as stories from great leaders and everyday people, practice empowerment, accountability, courage, and humility-key leadership skills linked to inclusive, successful teams, meet people who want to be the best leaders they possibly can by incorporating inclusive leadership into their everyday lives.

**University Offering the Course:** Catalyst

**The name of the Provider:** edX

**Length of course:** 4 weeks

Website or link access to the course:

<https://www.edx.org/course/inclusive-leadership-training-becoming-catalystx-il2x-0>

- **Leading Teams**

In this course, you will learn how to build your team, improve teamwork and collaboration, and sustain team performance through continuous learning and improvement.

**University Offering the Course:** University of Michigan

**The name of the Provider:** Coursera

**Length of course:** 4 weeks

Website or link access to the course:

[https://www.coursera.org/learn/leading-teams?siteID=.GqSdLGGurk-P6zeX\\_vwZLtnXaL4WaQWw&utm\\_content=10&utm\\_medium=partners&utm\\_source=linkshare&utm\\_campaign=\\*GqSdLGGurk](https://www.coursera.org/learn/leading-teams?siteID=.GqSdLGGurk-P6zeX_vwZLtnXaL4WaQWw&utm_content=10&utm_medium=partners&utm_source=linkshare&utm_campaign=*GqSdLGGurk)

# Where do you go for additional information?

For additional information, you may consult our affiliate:

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

TAG-DU Program Manager

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