



WESTCLIFF
UNIVERSITY
AFFILIATE INSTITUTION

Study Guide at Westcliff University



Masters and PhD Programs (Online)





Contemporary education and with its tools and technologies are undergoing a profound transformation, represented by a comprehensive revolution that combines both leadership and innovation. This is an important milestone in the history of education globally, since all countries across the world are facing an educational revolution that forces universities to change their philosophies, modernize methods and techniques to keep abreast with the constantly changing world. In this regard, Talal Abu-Ghazaleh Global University (TAG-GU) represents a true expression of my vision, which prioritizes an unwavering humanitarian principle that ‘world-class education is a human right for everyone’.

TAG-GU is leading a global educational alliance, collaborating with internationally renowned educational institutions, to challenge people's perceptions of online learning and highlight its importance in education dissemination to growing student numbers. This global teamwork enables students, regardless of their cultures and races, to access further education using state-of-the-art technologies and innovations in the fields of learning and education.

I personally believe that digital learning resulting from the collaboration between international institutions motivates individuals to understand the interdependence and interconnectedness of the modern world. Additionally, it allows students to acquire a portfolio of modern skills and relevant education and knowledge that are in line with the needs of present and future labor markets. Since digital learning surpasses geographical barriers, enables the dissemination of knowledge and promotes the development of skills regardless of student location, it plays an essential role in strengthening economic growth and social development, as well as enriching cultures, and enabling policies.

TAG-GU, therefore, represents a realistic embodiment of a digital university that provides effective education to all students worldwide in virtual Classrooms, making it a leading higher education institution in the era of knowledge and information technology.

We are here to offer students around the world this opportunity and for this purpose, we have placed the capabilities of Talal Abu-Ghazaleh Global (TAG.Global) at the service of learning and education in all fields in accordance with the latest methods and technologies.

Advantages of Distance 'Digital' Learning:



Excellent education based on high quality academic curricula and content.



Enhancing students' self-learning and self-reliance skills.



Overcoming physical barriers and bridging gaps to education, making it accessible and the best option for anyone with commitments in their home countries, including work, social and family obligations, or even travel restrictions due to security concerns.



Keeping pace with the developments of the current era and mastering the usage of modern technology.



Lowering cost, as all it takes is a computer and an Internet line.



Saving time and allowing students to be more productive.

About Westcliff University

The University is a US-based university, founded in 1993. It offers bachelor's, master's, and PhD degrees in traditional and non-traditional (distance learning) education systems. The University provides professional programs certified by the University.

It consists of several faculties, including College of Business Administration, College of Education, College of Technology and Engineering, and College of Law, where the campus is located in the city of Irvine, in southern California.

Westcliff University adopts the latest standards of excellence and innovation in the development of its academic curricula and programs. It mainly focuses on enriching students with the scientific and practical skills necessary for the labor market, in conjunction with its main goal that is to graduate qualified students at the personal, academic, and professional levels.

Westcliff University is distinguished by the fact that its certificates are internationally accredited by accreditation and quality bodies including CHEA, WASC, ACBSP, and locally by Jordan's Ministry of Higher Education and Scientific Research.

Mechanism of Distance Learning Study at Westcliff University:

The University offers masters and PhD degrees through distance learning system for all those who want to pursue academic and professional development, specifically it is convenient for employees and workers who are bound by the condition of travel full-time academic commitment.

Study at the University is based on attending interactive lectures online delivered by professors through the University's flexible and modern technological systems, using easy-to-access technological platforms tailored specifically to the University students.

The academic year consists of (6) semesters, with (8) weeks for each semester separated by two months. The maximum limit for the registration of subjects is one subject, except for students who take remedial programs.

Study Language:

English language proficiency is necessary for admission to the programs by fulfilling one of the following conditions:

(TOEFL iBT) Certificate with a score of 79, or (IELTS) with a score of 6.5, valid for two years.

Or, an official letter issued from the student's university for the last stage of their education, confirming that English is the language of study for the full program.

Or, English language level (CPE) exam with a (B2 +) score.

If one of the aforementioned conditions is not met, the student will need to enroll in the University's REAL language program (CPE). Such students will need to take an exam that will determine the duration of language study required, with an exam fee of \$50



Exams:

These exams are carried out in the form of assignments, projects, and exams conducted digitally through the University's online platform and under the direct supervision of the University.

Marks and Scores:

The University adopts a point grading system (4.00 points), and displays the marks of subjects with symbols according to the points shown in the table:

Percentage	Grade Symbol	Grade Points	Graduate Earned Hours
%100 - %93	A	4	3.0
%92 - %90	A-	3.67	3.0
%89 - %87	B+	3.33	3.0
%86 - %83	B	3	3.0
%82 - %80	B-	2.67	3.0
%79 - %77	C+	2.33	3.0
%76 - %73	C	2	3.0
%72 - %70	C-	1.67	0.0
%69 - %67	D+	1.33	0.0
%66 - %63	D	1	0.0
%62 - %60	D-	0.67	0.0
%60 أقل من	F	0	0.0

-  The minimum Grade Point Average (GPA) required to pass the master's and PhD program programs is 3.00 points.
-  If the student receives a 'Fail' score in one of the subjects, he/she must re-enroll in the subject and pay the due fees.

Master of Business Administration (MBA):

Students shall select a minor along with the business administration major:

MBA Concentrations:

- 01- Strategic and Innovative Leadership
- 02- Digital and Strategic Marketing
- 03- Financial Management
- 04- Global Business
- 05- Organizational Management
- 06- Entrepreneurship
- 07- Data-vDriven Decision Making
- 08- Healthcare Administration
- 09- Information Technology Management
- 10- Information Technology Project Management

Remedial Courses:

- All students shall enroll in an advanced English Writing course (1 credit hour) which is paid separately from the master's program fees.

Study Plan:

- The total of credit hours required to obtain a master's degree is 36 hours, including four sub-subjects with a total of 12 credit hours.
- Core subjects for all eight academic programs are 24 hours.

Number of Credit Hours	Course Name	Code
3	Organizational Leadership	LDR 500
3	Managerial Economics	ECO 505
3	Marketing Management	MKT 510
3	Strategic Management in a Globalized Economy	MGT 525
3	Managing Information Systems & Technology	MIS 500
3	Financial & Accounting Skills for Managers	BUS 535
3	Organizational Behavior	ORG 540
3	Applied Methods Capstone	BUS 557

The four sub-subjects with a total of 12 credit hours:

1-Strategic and Innovative Leadership

Number of Credit Hours	Course Name
3	Influential & Impactful Communication
3	Big Data Analytics and Visualization
3	Strategy and Innovation
3	Leading Across Boundaries

2- Digital and Strategic Marketing

Number of Credit Hours	Course Name
3	Consumer Behavior
3	Digital Marketing Metrics & Management
3	Market Research
3	New Product Development & Launch

3- Financial Management

Number of Credit Hours	Course Name
3	Entrepreneurial Finance
3	Analyzing & Visualizing Data For Finance
3	Investment Analysis & Portfolio Management
3	Financial Regulation & Ethics

4- Global Business

Number of Credit Hours	Course Name
3	Diversity, Equity & Inclusion in Management & Organizations
3	International Finance
3	International Marketing
3	Global Procurement & Sourcing Strategies

5- Organizational Management

Number of Credit Hours	Course Name
3	Managerial Decision Making
3	Leading Strategic Change Within Organizations
3	Managing Workplace and Conflict Resolution
3	Creating and Leading Effective Teams

6- Entrepreneurship

Number of Credit Hours	Course Name
3	Entrepreneurial Finance
3	Entrepreneurship and New Ventures
3	Entrepreneurial Marketing
3	Online Business Entrepreneurship

7- Data Driven Decision Making

Number of Credit Hours	Course Name
3	Big Data Analytics and Visualization
3	Business Research Methodology
3	Descriptive Statistical Inference for Business
3	Managerial Decision Making

8- Healthcare Administration

Number of Credit Hours	Course Name
3	Healthcare Systems
3	Healthcare Strategic Management
3	Health Informatics
3	Compliance, Governance, and Standards

9- Information Technology Management

Number of Credit Hours	Course Name
3	Big Data Analytics and Visualization
3	Issues in Business and IT
3	Cloud Fundamentals for Managers
3	Information Technology Project Management

10- Information Technology Project Management

Number of Credit Hours	Course Name
3	PMP Integration, Scope, Time, and Cost Management
3	Project Leadership
3	Project Schedule Management
3	Project Risk Management
3	Project Communications Management

All the following required documents for registration must be in English:

1. An original copy of the university bachelor's degree transcript, accredited by the Ministry of Foreign Affairs.
2. An original copy of the bachelor's graduate certificate, accredited by the Ministry of Foreign Affairs.
3. Certificate of equivalence for the bachelor's degree, issued by the Ministry of Higher Education (in the event the student obtains the certificate from a non-Jordanian university).
4. Certificate of English language proficiency (as previously detailed).
5. A copy of the passport (data page), or proof of nationality.

Master of Business Administration (MBA):

The total of credit hours required to obtain a master's degree is 36 hours,

The Master's program in Teaching English to Speakers of Other Languages (MATESOL) produces graduates with the necessary skills to train faculty members who excel in their roles as teachers, creative researchers, and scholars. This program prepares educators for a variety of positions both in the United States and abroad. Our students are equipped with specialized knowledge and field skills for teaching English to speakers of other languages. Upon graduation, they will be competent professional teachers with demonstrable leadership skills.

اسم المساق	عدد الساعات
Vocabulary Instruction	3
Pronunciation Instruction	3
Writing Instruction	3
Second Language Acquisition	3
Grammar Instruction	3
Methods of Teaching ESL/EFL	3
Listening and Speaking Instruction	3
The English Language in Society	3
Reading Instruction	3
Special Topics in TESOL	3
Curriculum Design	3
Practicum	3

Master of Arts in Teaching English to Speakers of Other Languages

Area of Concentration in Educational Technology (EdTech)

The total of credit hours required to obtain a master's degree is 36 hours,

A Master of Arts degree in Teaching English to Speakers of Other Languages (MATESOL), with a focus on Educational Technology (EdTech), prepares educators and professionals to create, enhance, and innovate their classrooms and curricula using technology for learning. Opportunities for building technological skills and confidence, assessing current trends and tools, designing and implementing content and assessments based on current learning theories and best practices will lay a foundation for teachers and prepare them for leadership and contribution in their respective contexts.

اسم المساق	عدد الساعات
Vocabulary Instruction	3
Pronunciation Instruction	3
Writing Instruction	3
Second Language Acquisition	3
Methods of Teaching ESL/EFL	3
Listening and Speaking Instruction	3
Reading Instruction	3
Foundations of Educational Technology and Pedagogy	3
Digital Assessment in Teaching and Learning	3
Creating Digital Content for Teaching	3
Curriculum Design	3
Practicum	3

Doctorate of Business Administration (DBA):

The student shall select a minor along with the major (Business Administration) according to the following options:

1. Business Intelligence & Data Analytics (BIDA)
2. Strategic Leadership for the 21st Century
3. Information Technology Management

Remedial Courses:

- Based on the evaluation of the master's degree transcript by the University, the student of Business Administration and other disciplines can take a maximum of (3) remedial courses from the Westcliff Master's program, including:
 - Administrative Economics (3 hours).
 - Finance and Accounting Skills for Managers (3 hours).
 - The student pays their fees separately from the PhD program fees.
- All students shall enroll in an advanced English Writing course (1 credit hour) and is paid separately from the PhD program fees..

Study Plan:

The total of credit hours required to obtain a PhD degree is 60 hours, including four sub-subjects with a total of 12 credit hours.

Core subjects for all 14 academic programs are 48 hours.

Number of Credit Hours	Course Name
3	Leadership and Creative Solutions Implementation
3	Management Strategy, Planning and Implementation
3	Financial Risk in Management
3	Marketing Strategy & Consumer Behavior
4.5	Business Research Method I (Quant)
3	Doctoral Prospectus
3	Global Economics & Business Initiatives
3	Corporate Social Responsibility in Organizational Development
4.5	Business Research Method II
3	Doctoral Literature Review
3	Doctoral Dissertation Course I
4.5	Doctoral Dissertation Course II
3	Doctoral Dissertation Course III
4.5	Doctoral Dissertation Course IV

The 4 sub-subjects with a total of 12 credit hours:

1- Business Intelligence & Data Analytics (BIDA)

Number of Credit Hours	Course Name
3	Foundations in Analytics for Executives
3	BI, Analytics, & Decision Support
3	Time Series & Predictive Analysis for Business
3	Artificial Intelligence & Prescriptive Analytics

3- Information Technology Management

Number of Credit Hours	Course Name
3	Business Intelligence & Information Systems
3	Management Information Systems & Advanced IT
3	Information Technology Project & Portfolio Management
3	Governance of Enterprise IT

Doctorate of Education in Leadership, Curriculum, and Instruction (EdD)

Students shall select a minor along with the Education major, according to the following options:

1. Doctor of Education (EdD) in Leadership
2. Doctor of Education (EdD) in Curriculum, Instruction, and Assessment
3. All students shall enroll in the Advanced English Writing course (1 credit hour) and is paid separately from the PhD program fees.

Remedial Courses:

Study Plan:

1. The total of credit hours required to obtain a PhD degree is 60 hours, including four sub-subjects with a total of 12 credit hours.
2. Core subjects for all 14 academic programs are 48 hours.

Number of Credit Hours	Course Name
3	Effective Teaching and Learning Strategies
3	Educational Leadership in Theory and Practice
3	Curriculum Theory and Design
3	Online and Blended Learning Teaching Methodologies
3	Classroom Technology Integration
3	Managing Human and Fiscal Resources as an Educational Leader
4	Identifying and Planning a Research Project
3	Quantitative Research In Education
4	Education Research Literature Review
3	Qualitative Research In Education
4	Dissertation Course I
4	Dissertation Course II / Preliminary Defense
4	Dissertation Course III
4	Dissertation Course IV

The four sub-subjects with a total of 12 credit hours:

1- Doctor of Education (EdD) in Leadership

Number of Credit Hours	Course Name
3	Critical Analysis Of Problems and Issues for Educational Leaders
3	Leading and Managing Choice in Education
3	Program Evaluation Methods for Academic Leadership
3	Advanced Supervision of Curriculum and Instruction

2. Doctor of Education (EdD) in Curriculum, Instruction, and Assessment

Number of Credit Hours	Course Name
3	Classroom Pedagogical and Andragogical Approaches
3	Instructional Design for Equitable Education
3	Student Assessment Methods
3	Advanced Instructional Design

All the following required documents for registration must be in English:

1. An original copy of the university master's degree transcript, accredited by the Ministry of Foreign Affairs.
2. An original copy of the master's degree graduate certificate, accredited by the Ministry of Foreign Affairs.
3. Certificate equivalency to bachelor's and master's degrees, issued by the Ministry of Higher Education (in the event that the student obtains any certificate from a non-Jordanian university)
4. Certificate of English language proficiency (as previously detailed).
5. A copy of the passport (data page), or proof of nationality.
6. A copy of the graduation certificate and the bachelor's degree transcript in English.

Talal Abu-Ghazaleh Global University (TAG-GU) ‘Digital’, established on June 26, 2012, is committed to providing accessible, high-quality education to learners around the world. Through strategic partnerships with esteemed universities, non-governmental organizations, training institutions, and language schools, TAG-GU delivers comprehensive online programs based on the MOOC (Massive Open Online Courses) system, catering to a diverse student needs. By leveraging digital education from renowned international institutions, TAG-GU fosters an understanding of global interdependence and interconnectedness.

Our vision champions "world-class education as a human right," driving us to democratize education and empower students to actively shape their learning experience. This approach enables transforming societies to embrace innovative concepts and maximize their potential through accessible education.

TAG-GU offers boundless, world-class higher education to learners globally, breaking down the barriers of travel and providing a platform for critical analysis and recommendations to improve the education system. Our programs, built on the MOOC system, allow students to access a wide range of courses from renowned institutions around the world. This flexibility and scalability empower learners to tailor their educational journey according to their interests and career aspirations.

Recognizing the financial constraints many individuals face when pursuing higher education, TAG-GU's online programs eliminate the costs associated with travel, accommodation, and other traditional expenses. This inclusivity allows students from all backgrounds to access the same high-quality education as their peers attending physical campuses.

Through our online platform, TAG-GU fosters active engagement and collaboration among students, cultivating a global community of learners. The MOOC system facilitates interactive discussions, peer-to-peer learning, and access to extensive resources, in a mechanism that enriches the educational experience.

Our programs are carefully designed to meet the demands of the global job market. By staying attuned to industry trends and collaborating with renowned partner institutions, TAG-GU ensures that our graduates possess the knowledge, skills, and competencies sought after by employers worldwide.

At TAG-GU, we value continuous improvement and encourage students to provide feedback and recommendations to enhance the educational experience. This commitment to ongoing refinement ensures that TAG-GU remains responsive to the evolving needs of learners and the ever-changing landscape of education.



جامعة طلال أبوغزاله العالمية
Talal Abu-Ghazaleh Global University



WESTCLIFF
UNIVERSITY
AFFILIATE INSTITUTION

Our success is sustainable because
we provide services under all
circumstances

Abdel Rahim Al-Waked Street, Shmeisani, Bldg. 46 | P.O. Box: 921100, Amman 11192, Jordan

Tel: (+ 6-962) 5100900 Ext: 1839 | Mobile: (+ 962) 771492430

Email: info@tag-gu.global | www.tag-gu.global