

Student's Study Guide

Master's & Diploma (online)



Based on the Completion of MOOC Courses



FIFTY YEARS OF INNOVATION



MESSAGE FROM THE PRESIDENT

Dear Prospective Student:

The Talal Abu-Ghazaleh Global Digital University (TAG-GDU) 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-GDU 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 Online Master's & Diploma degrees 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 to obtain an Online Master's & Diploma degrees from TAG-GDU. The courses selected are equivalent to an MBA curriculum in Artificial Information Technology & Communication offered at major universities.

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. We are looking forward to your participation in our program.

Talal Abu-Ghazaleh
President

About MOOC (About the Digital University)

Talal Abu-Ghazaleh Global Digital University (TAG-GDU) has established robust global partnerships with renowned universities worldwide, positioning itself as a leader in providing exceptional educational opportunities through the innovative Massive Open Online Courses (MOOCs) system. Our university is committed to offering free online postgraduate programs that meet the rigorous standards for accreditation of Master's programs in the USA.



At TAG-GDU, we take pride in our wide range of online Master's programs, designed to be accessible to anyone with an internet connection. Through our cutting-edge platform, students can access world-class education from the comfort of their own homes. This flexibility allows them to study at their own pace, making it an ideal option for working professionals and individuals with family responsibilities. With no requirement for physical attendance, students also benefit from substantial savings on transportation and accommodation costs.

A key advantage of choosing TAG-GDU is our commitment to providing a diverse selection of courses and degree programs, all based on the highly effective MOOC system. Students can explore an array of fields, including but not limited to Business, Artificial Intelligence, Information Technology, Digital Marketing, Intellectual Property, and Supply Chain Management. Our comprehensive curriculum ensures that learners gain relevant skills and knowledge in their chosen disciplines.

In addition to the extensive program offerings, TAG-GDU provides students with an abundance of resources and materials to enhance their learning experience. We understand the importance of equipping our students with the tools they need to succeed, which is why we offer a wealth of supplementary materials, including e-books, interactive tutorials, and collaborative forums.

TAG-GDU offers a truly global educational experience, enabling students from around the world to engage with high-quality postgraduate programs tailored to their needs. Our university's commitment to excellence is reflected in our partnerships with prestigious institutions and the caliber of our faculty members, who are experts in their respective fields.

In conclusion, Talal Abu-Ghazaleh Global Digital University (TAG-GDU) stands as a beacon of excellence in online higher education. We provide students with the opportunity to pursue their academic goals through flexible, affordable, and convenient online learning. With a vast selection of programs, personalized learning experiences, and the ability to study from anywhere in the world, TAG-GDU is dedicated to empowering students to thrive in their chosen professions.

Why TAG-GDU

- **Globally recognized accreditation**
All degrees and certificates we offer are accredited by the highest accreditation bodies.
- **A team you can trust**
Talal Abu-Ghazaleh Global (TAG.Global) is one of the most progressive and well-established global organizations for professional services and education. As a member of TAG.Global, lets you rest assured that the programs you enroll in are of the highest quality and supported by an organization of professional staff.
- **We have a global presence**
TAG.Global operates out of more than 100 offices around the globe. You can visit us for more information wherever you are.
- **No visa necessary**
If obtaining a visa to study abroad is too expensive or difficult for you, no problem! We make it so you can receive a world-class degree without leaving the comforts of your home.



List of the Best MOOC Providers:

- Coursera
- Novoed
- Udacity
- Udemy
- Acamica
- Saylor
- Allversity
- Investoo
- Acumen Academy
- Alison
- ELD Initiative
- FutureLearn
- Iversity
- janux

Masters programs:

- **Master of Business Administration (MBA in General)**

A Unique Opportunity to Obtain an MBA Degree from the Talal Abu-Ghazaleh Global Digital University (TAG-GDU) Based on the Completion of Selected MOOC Courses.

- * Take advantage of the unique opportunity that is provided by the Talal Abu-Ghazaleh Global Digital University (TAG-GDU) 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.
- * TAG-GDU 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.



The curriculum consists of 18 required courses as follows:

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

- **MBA in Artificial Intelligence**

Talal Abu-Ghazaleh Global Digital University (TAG-GDU) MBA in Artificial Intelligence program, offered by TAG-GDU, allows students to earn an MBA degree upon completion of recommended MOOC courses. This program enables candidates to gain a comprehensive understanding of artificial intelligence and its various characteristics. By developing insights into organizational decision-making and performance, graduates are equipped to transform companies into innovative and future-oriented organizations. The program also empowers individuals to lead significant strategic decisions, improve organizational performance, and identify and evaluate new business models emerging from cutting-edge technologies. Talal Abu-Ghazaleh Global Digital University (TAG-GDU) MBA in Artificial Intelligence prepares students to drive organizational growth and navigate the evolving business landscape.



The curriculum consists of 14 required courses as follows:

Basic Courses

- Financial Accounting.
- Managerial Accounting.
- Organizational Behavior.
- Managerial Economics.
- Statistics for Managers.
- Marketing Management.

Concentration Courses

- Programming.
- Basic Artificial Intelligence.
- Data Science.
- Data Mining.
- Regression and Classification.
- Deep Learning.
- Pattern Recognition.
- Big Data Analytics.

• **MBA in Information Technology & Communication**

The MBA program in Information Technology & Communication prepares students for rewarding careers in the growing field of information technology. Students who complete the program would have gained a foundation in various fields of information technology including web development and application, database structure and management, data analysis, and data mining. Graduates of the program will be able to communicate effectively with different users of information technology, and supervise and manage information systems for various entities.



The curriculum consists of 14 required courses as follows:

Basic Courses:

- Financial Accounting.
- Managerial Accounting.
- Organizational Behavior.
- Managerial Economics.
- Statistics for Managers.
- Marketing Management.

Concentration Courses:

- Web Design & Applications.
- Information Technology Foundations.
- Database Management Essentials.
- Research in Information Science & Technology.

- Communication in the 21st Century Workplace.
- Information Design.
- Predictive Analytics & Data Mining.

Elective Course (Choose one):

- Data Science for Health Informatics.
- Make Your Own App.

- **Master of Science in Supply Chain Management**

Talal Abu-Ghazaleh Global Digital University (TAG-GDU) provides students with the opportunity to earn a Master of Science (M.Sc.) degree in Supply Chain Management upon completion of recommended MOOC courses.

This program offers a comprehensive curriculum taught by highly qualified faculty from prestigious universities, exposing students to various disciplines within supply chain management. Notably, students can acquire this valuable degree while benefiting from minimal fees. By successfully completing the courses listed in the catalog, students are eligible to receive a

Master of Science degree in Supply Chain Management from TAG-GDU.



The curriculum consists of 11 required courses as follows:

- Financial Accounting.
- Managerial Accounting.
- Research Methods & Business Statistics.
- Operations Management.
- Managerial Economics.
- Process Management Analysis.
- Supply Chain Planning.
- Project Management.
- Logistics & Operations Management.
- Transportation.
- Purchasing Management.

- **Master of Science in Digital Marketing**

Talal Abu-Ghazaleh Global Digital University (TAG-GDU) provides students with the opportunity to earn a Master of Science (M.Sc.) degree in Digital Marketing upon completion of recommended MOOC courses.

Our program offers a comprehensive curriculum taught by highly qualified faculty from esteemed universities, allowing students to gain expertise in various digital marketing disciplines. Moreover, students can pursue this valuable degree at minimal fees, making it accessible to a wide range of learners. Upon

successfully completing the designated courses, students are eligible to receive a Master of Science degree in Digital Marketing from TAG-GDU.



The curriculum consists of 11 required courses as follows:

- Introduction to Financial Accounting.
- Managerial Accounting.
- Business Statistics.
- Managerial Economics.
- Introduction to Marketing.
- Marketing in a Digital World.
- Digital Marketing Analytics I - Theory.
- Digital Marketing Analytics II - Practice.
- Digital Media and Marketing Principles.
- Multicultural Marketing.
- Marketing in an Analog World.

- **Master of Science in Intellectual Property**

The TAG Global Master of Science (M.Sc.) in Intellectual Property program is designed to equip individuals with expertise in the field of intellectual property. Intellectual Property (IP) encompasses creations such as inventions, artistic work, trade names, and more, which are legally protected through patents, copyrights, and trade names.



This program caters to various beneficiaries, including attorneys, law graduates, university graduates aspiring for an IP career, government employees in IP registration, paralegals, IP administrators, and professionals in marketing and advertising seeking to enhance their knowledge in trademark laws. Additionally, individuals aiming for positions in large companies with intellectual property rights can benefit from this program. As the field of Intellectual Property continues to grow rapidly alongside technological advancements, this program offers an opportunity to stay at the forefront of business development and innovation.

The curriculum consists of 11 required courses as follows:

Introduction to Intellectual Property

- Protecting Business Innovation via Patent.
- Copyright Law.
- Protecting Business Innovation via Trademark.
- States and Markets in the Global Economy.
- International Property Law and Policy: Part 1.
- International Property Law and Policy: Part 2.
- International Franchise Law: The World is Yours.
- Media Law.
- Commercialization of Innovation Activity Results.
- High Conflict in Law: An Introduction.



LIST OF MOOC COURSES IN 10 DIFFERENT AREAS OF SPECIALIZATION

• **Professional Diploma in Journalism**

The Journalism Diploma program provide you with the required skills for working as a journalist or in the media field in general, and will help you to learn the key practices and procedures in journalism.

The suggested sequence consists of seven courses; the candidate needs to complete these courses and provide certificates of completion for each course taken.



The curriculum consists of 7 required courses as follows:

- English for Journalism.
- Making Sense of News.
- What is news?
- Gathering and Developing the News.
- Effectively delivering the news to your audience.
- Journalism, the future, and you!
- Capstone: Create your own professional journalistic portfolio.

• **Professional Diploma in Personal Development**

The Personal Development Diploma program gives you the ability to develop your competencies, developing your strengths, and learn the keys of success in your future career. You will learn the most important competencies which will increase your competitiveness among your peers.

The suggested sequence consists of seven courses; the candidate needs to complete these courses and provide certificates of completion for each course taken.

• **The curriculum consists of 7 required courses as follows:**

- English for Career Development.
- Self-Assessment – Developing Your Strengths.
- Career Development: Skills for Success.
- Problem Solving and Critical Thinking Skills.
- Communication Skills and Teamwork.
- Career Brand Development and Self-Coaching.
- Advanced Interviewing Techniques.

- **Professional Diploma in Business And Entrepreneurship**

The Business And Entrepreneurship Diploma program gives you the opportunity to gain extensive knowledge and understanding of the principles and practices behind key business management subjects.

The suggested sequence consists of seven courses; the candidate needs to complete these courses and provide certificates of completion for each course taken

The curriculum consists of 7 required courses as follows:

- English for Business and Entrepreneurship.
- People Management for Entrepreneurs.
- Creativity & Entrepreneurship.
- Entrepreneurship 1: Developing the Opportunity.
- Entrepreneurship 2: Launching your Start-Up.
- Developing an Entrepreneurial Mindset: First Step Towards Success.
- Introduction to Financial Accounting.

- **Professional Diploma in Intellectual Property Laws**

The Intellectual Property Laws Diploma program introduces you to the fundamentals of intellectual property laws and policies.

The suggested sequence consists of seven courses; the candidate needs to complete these courses and provide certificates of completion for each course taken.

The curriculum consists of 7 required courses as follows:

- Intellectual Property Law and Policy - Part 1.
- Intellectual Property Law and Policy - Part 2.
- Innovation and Competition: Succeeding through Global Standards.
- Property and Liability: An Introduction to Law and Economics.
- Intellectual Property: Inventors, Entrepreneurs, Creators.
- Patents: understand if a patent is right for your business.
- Copyrights.



- **Professional Diploma in Human Resources Management**

The Human Resources Management Diploma program offers you the opportunity to acquire comprehensive knowledge and understanding of the principles and practices of Human Resources Management. The recommended sequence comprises seven courses. To fulfill the program requirements, candidates are required to complete these courses and provide certificates of completion for each course they undertake.



The curriculum consists of 7 required courses as follows:

- Managing Talent.
- Recruiting, Hiring, and Onboarding Employees.
- Managing Employee Compensation.
- Managing Employee Performance.
- Course 5: Building High-Performing Teams.
- Human Resources Management Capstone: HR for People Managers.
- Managing Social and Human Capital.

- **Professional Diploma in Marketing Management**

The Marketing Management Diploma program offers you the opportunity to acquire extensive knowledge and understanding of the principles and practices of Marketing Management. The suggested sequence comprises seven courses. To fulfill the program requirements, candidates need to complete these courses and provide certificates of completion for each course taken.

The curriculum consists of 7 required courses as follows:

- Marketing Management.
- Brand and Product Management.
- Channel Management and Retailing.
- Marketing Analytics.
- Positioning: What you need for a successful Marketing Strategy.
- Marketing in a Digital World.
- Marketing: Customer Needs and Wants.

- **Professional Diploma in Supply Chain Management**

The Supply Chain Management Diploma program provides you with the opportunity to acquire extensive knowledge and understanding of the principles and practices of Supply Chain Management. The suggested sequence comprises seven courses. To fulfill the program requirements, candidates are required to complete these courses and provide certificates of completion for each course taken.

The curriculum consists of 7 required courses as follows:

- Supply Chain Fundamental.
- Supply Chain Planning.
- Operations Analytics.
- Supply Chain Management: A Decision-Making Framework.
- System Design for Supply Chain Management and Logistics.
- Master Control in Supply Chain Management and Logistics.
- Supply Chain Technology and Systems.

- **Professional Diploma in Hospitality Management**

The Hospitality Management Diploma program outlines the essential skills required for working in the hospitality field and provides guidance on enhancing your competencies effectively.

The suggested sequence comprises seven courses. To fulfill the program requirements, candidates must complete these courses and provide certificates of completion for each course taken.



The curriculum consists of 7 required courses as follows:

- Introduction to Global Hospitality Management.
- International Hospitality Luxury Management.
- Managing Human Resources in the Hospitality and Tourism Industry.
- Managing Marketing in the Hospitality and Tourism Industry.
- Demand Management: Breaking down today's Commercial Silos.
- The Arts and Science of Relationships: Understanding Human Needs.
- The Politics and Diplomacy of Cooking and Hospitality.

- **Professional Diploma in Management**

The Management Diploma program offers you the opportunity to acquire extensive knowledge and understanding of the principles and practices underlying key management subjects.

The suggested sequence comprises seven courses. To fulfill the program requirements, candidates need to complete these courses and provide certificates of completion for each course taken.



The curriculum consists of 7 required courses as follows:

- Managing the Organization: From Organizational Design to Execution.
- States and Markets in the Global Economy.
- International Leadership and Organizational Behavior.
- Foundations of strategic business analytics.
- The Manager’s Toolkit: A Practical Guide to Managing People at Work.
- International Project Management.
- Strategic Management.

- **Professional Diploma in Artificial Intelligence**

The Artificial Intelligence Diploma offers the candidates the opportunity to gain a comprehensive understanding of artificial intelligence fundamentals and implications from both systematic and business prospective. The program also empowers individuals to lead significant strategic decisions, improve organizational performance, and identify and evaluate new business models emerging from cutting-edge technologies.

The suggested sequence comprises seven courses. To fulfill the program requirements, candidates need to complete these courses and provide certificates of completion for each course taken.

The curriculum consists of 7 required courses as follows:

- Introduction to Machine Learning and AI .
- Data and AI Fundamentals.
- Ethics in AI and Data Science.
- Machine Learning Fundamentals.
- Bias and Discrimination in AI.
- Innovative Teaching with ChatGPT.
- Business Implications of AI: A Nano-course.



Talal Abu-Ghazaleh Global Digital University

Where do you go for additional information?

For additional information, you may consult our affiliate:

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