David University

Business and Technology Department

Master Degree Admission Application
Course Details

SUMMARY:

Whereas information technology is the application of computers and networking equipment to facilitate storage and exchange of data, business information technology takes these principles to make businesses perform better. Graduates with a Master in business information technology realize that information technology is not the end itself; its commercial applications is what really makes it relevant.

Information technology has gone through a lot since its inception. Many historians would point to the invention of programmable computers as its birth, but in a more comprehensive perspective, we can see how information technology is used to keep business and organizations functioning. A Master in business information technology teaches students the world of computer systems and how it is used to keep everything from accounting data to social media user profiles.

The business potential of information technology is huge. In 2012 alone, the world spent 881 billion dollars in information technology services; this does not include expenditure on telecommunications

Entry Qualifications

1. Bachelor Degree Completion
2. Proof of work experience, used for evaluation and approval by the school authorities for entry qualification.

Further Education application requirements and procedures:
1. Completion of application form
2. Presentation of documents of previous educational achievement (transcripts)
3. After completion of formal school registration, student identity card will be issued

Curriculum
MASTER IN Business and Technology

Semester	Code	Course	Type *	Credits
PART 1				
1	MBT13001	Special Topics in Business & Technology Management	Basic	3
1	MBT13002	Health Care Marketing	Basic	3
1	MBT13003	International Marketing	Basic	3
1	MBT13004	Marketing Management	Basic	3
1	MBT13005	Service Marketing	Basic	3
1	MBT13006	Sales Force Management	Basic	3
Total credits to be completed:				18
PART 2				
Semester	Code	Course	Type *	Credits
2	MBT13007	Customer Relationship Management	Basic	3
2	MBT13008	Advertising and Promotion	Basic	3
2	MBT13009	Consumer Behavior	Basic	3
2	MBT13010	Product Management	Basic	3
2	MBT13011	International Marketing Research	Basic	3
2	MBT13012	International Marketing Consumer Behavior	Basic	3
Total credits to be completed:				18
PART 3				
Semester	Code	Course	Type *	Credits
3	MBT13013	Ethical and Legal Issues in Marketing	Basic	3
3	MBT13014	Marketing Research I	Basic	3
3	MBT13015	Marketing Research II	Basic	3
3	MBT13016	Strategic Marketing Planning	Basic	3
3	MBT13017	Marketing Project	Basic	3
3	MBT13018	Master's Thesis	Basic	6
Total credits to be completed:				21
TOTAL CREDITS TO BE COMPLETED				
Semester		Part	Type *	Credits
1		Part 1	Basic	18
2		Part 2	Basic	18
3		Part 3	Basic	21
Total credits to be completed:				57

NOTE: (The above information is for reference only is a general description of the degree courses. These may change once the course is in session and reset.)