



قسم ذكاء الاعمال

الخطة التنفيذية

للعام الدراسي 2026/2025



حَضْرَةُ صَاحِبِ الْجَلَالَةِ الْهَاشِمِيِّتِ
الْمَلِكِ عَبْدِ اللَّهِ الثَّانِي، ابْنِ الْحُسَيْنِ، الْمُعَظَّمِ حَفِظَهُ اللَّهُ



صَاحِبُ الشَّوَالِكِي
الأمير الحسين بن عبد الله الثاني ولي العهد المعظم



	Table of Contents	
Page		Sequence
5	Message from the Head of the Department	1
6	Committees of the Business Intelligence Department	2
7	Advisory Council	3
7	Academic degrees awarded by the Department	3
8	Vision, Mission, and Core Values	4
9	Goals of the Executive Plan for the Department of Business Intelligence	5
11	Strategic Objectives and Sub-Objectives of the Plan	6
14	Mechanism for Preparing the Executive Plan for the Department of Business Intelligence 2025/2026	7
16	Summary of the Executive Plan for the Academic Year (2025/2026) and the Executive Projects	8
18-23	Executive Plan for the Academic Year (2025/2026)	9



Message from the Head of Department

On my own behalf and on behalf of my colleagues, the faculty members of the Department of Business Intelligence at Jadara University, I am pleased to warmly welcome you to the Department of Business Intelligence (Business Intelligence) website. I hope these web pages provide you with the information you seek regarding the Department, its objectives, educational philosophy, and its research, academic and community activities. The Department seeks to prepare graduates who possess diverse skills that enable them to continue education and learning, compete in the labor market, and contribute effectively to the development and service of the community. This is achieved through working with a scientific and institutional methodology within clear plans and using educational technology to achieve the program's objectives, in addition to preparing specialized research and administrative cadres with distinguished qualifications in the field of Business Intelligence at the local and regional levels.

Driven by Jadara University's pursuit of realizing its ambitious mission for development and excellence in university education, the Bachelor's program in Business Intelligence was launched for the academic year 2021/2022. To keep pace with the rapid developments in the field of Business Intelligence, the Department continuously reviews curricula, courses, and scientific research and strives to develop them continuously. This is motivated by our constant keenness to accompany continuous advancements in learning and teaching, elevate our classification locally and globally, and realize Jordanian strategies and visions in keeping pace with the rapid progress during the smart revolutions in the world of economics and management and the use of smart technologies, which have become essential indicators of administrative creativity that lead to economic prosperity.

The Department of Business Intelligence has emerged with an outstanding cadre of faculty members specialized in multiple fields and graduated from prestigious universities. The Department currently employs a number of faculty members holding various academic ranks and diverse practical experiences.

Head of the Department of Business Intelligence

Dr. Alaa Aljunaidi

a.aljunaidi@jadara.edu.jo



Committees of the Department of Business Intelligence

It was agreed to form the Department's committees as follows:

Member	Member	Committee Chair	Committee
Dr. Tariq Al-Dababseh	Dr. Khaled Al-Samadi	Dr. Alaa Al-Junaidi	Course Equivalence Committee
Dr. Khaled Al-Samadi	Dr. Alaa Al-Junaidi	Dr. Tariq Al-Dababseh	Scientific Research Committee
Dr. Tareq Al-Dababseh	Dr. Khaled Al-Samadi	Dr. Alaa Al-Junaidi	Strategic Plan and Executive Plan Committee
Dr. Khaled Al-Samadi	Dr. Tamara Al-Ma'aytah	Dr. Alaa Al-Junaidi	Quality Assurance Committee
Dr. Tareq Al-Dababseh	Dr. Alaa Al-Junaidi	Dr. Khaled Al-Samadi	Committee for the Development of Study Plans
Dr. Tareq Al-Dababseh	Dr. Tamara Al-Ma'aytah	Dr. Khaled Al-Samadi	Social Committee
Dr. Tareq Al-Dababseh	Dr. Khaled Al-Samadi	Dr. Tamara Al-Ma'aytah	Library Committee
Dr. Tareq Al-Dababseh	Dr. Alaa Al-Junaidi	Dr. Khaled Al-Samadi	Community Engagement Committee
Dr. Tareq Al-Dababseh	Dr. Khaled Al-Samadi	Dr. Alaa Al-Junaidi	Academic Advising Committee
Dr. Khaled Al-Samadi	Dr. Tamara Al-Ma'aytah	Dr. Alaa Al-Junaidi	Examinations Committee
Dr. Tareq Al-Dababseh	Dr. Alaa Al-Junaidi	Dr. Khaled Al-Samadi	University Competence Committee
Dr. Tareq Al-Dababseh	Dr. Alaa Al-Junaidi	Dr. Khaled Al-Samadi	Student Affairs Committee



Dr. Tareq Al-Dababseh	Dr. Khaled Al-Samadi	Dr. Alaa Al-Junaidi	Committee for the Evaluation of New Faculty Members
Dr. Tamara Al-Maayta	Dr. Tareq Al-Dababseh	Dr. Khaled Al-Samadi	Website Committee

Advisory Council

Pursuant to the Instructions of Academic Departments' Councils, and in keenness to strengthen the partnership between the Department and the business sector, and to support the alignment of the program's outcomes with labor market needs, the Department Council of Business Intelligence, in its Session No. (3) held on 13/10/2025, has resolved to form the Advisory Council of the Department of Business Intelligence for the academic year 2026/2025 as follows:

- Khaldoun Al-Samadi - President of Al-Na'ima Youth Club 0772062876 -1
- Eng. Hien Al-Jarrah - Operations Manager, Actensya Company 0798371561 -2
- Prof. Dr. Ayman Abu Al-Hija – Dean of the College of Business. -3
- Dr. Alaa Aljunaidi – Head of the Department of Business Intelligence. -4
- Dr. Khaled Al-Samadi – Faculty Member in the Department of Business Intelligence. -5

Academic Degrees Awarded by the Department

Primary academic degree: Bachelor's degree in Business Intelligence ❖



Vision, Mission, Core Values, and Strategic Objectives

Department Vision

The Department of Business Intelligence seeks to achieve a distinguished position in vocational education and scientific research by providing students with the necessary skills to professionally qualify them to meet the needs of the business sector.

Department Mission

The Department of Business Intelligence seeks to provide high-quality education and scientific research that keep pace with developments and the needs of the local and regional labor market, by preparing qualified and distinguished human cadres capable of decision-making. The Department also endeavors to attract creative and outstanding academic personnel, contribute to preserving heritage and national identity, and build strategic partnerships with the local community and all sectors to enhance applied learning and community engagement, while supporting innovation and continuous learning in ways that contribute to raising the ranking of the Department and the University locally, regionally, and globally.

Department Core Values

1. Quality and Academic Excellence: Providing education and scientific research that achieve the highest standards.
2. Academic and Creative Freedom: Encouraging critical thinking and innovation in learning and scientific research.
3. Justice and Integrity: Commitment to the ethics of learning and teaching and scientific research in all activities.
4. Tolerance and Rejection of Violence and Extremism: Promoting a safe and inclusive learning environment.
5. Transparency and accountability: Monitoring performance and ensuring clear responsibility in all processes.
6. Teamwork: Encouraging cooperation among teaching, administrative staff, and students.
7. Dialogue and respect for differing opinions: Building a participatory environment based on mutual respect and effective communication.



Objectives of the Executive Plan of the Department of Business Intelligence

Axis One: governance and Strategic Plan

- Ensure the preparation and implementation of a Strategic Plan for the Department according to a periodic review and continuous improvement methodology, in alignment with the University's vision, mission, values, and objectives.
- Enhance the effectiveness of governance councils and their decisions, and ensure their integrity and transparency in all decision-making processes.

Axis Two: learning and teaching

- Develop existing academic programs and establish new advanced programs that meet the requirements of the local and regional job market.
- Provide a high-quality learning and teaching environment that enhances effective learning and supports academic innovation.
- Promote a culture of quality assurance and continuous improvement in learning and teaching, including the assessment and improvement of program and course outputs.
- Support the e-learning environment and develop its tools to keep pace with the latest technological developments.

Axis Three: scientific research and postgraduate studies

- Raise the level of scientific research by faculty and students to enhance the Department's role in serving the community.
- Develop the Deanship's website and add new qualitative services, and fully automate the Deanship's operations to support institutional effectiveness.

Axis Four: student services

- Provide a learning environment that encourages student engagement in curricular and extracurricular experiences, and develop graduate attributes and competencies required by the job market.
- Improve students' academic success during their studies and after graduation.
- Enhance learning, leadership, and innovation opportunities that contribute to the development of students' capacities and their personal and professional growth.
- Provide preventive and remedial support to students to help them recognize their abilities and unleash their potential.
- Understand students' needs and aspirations through regular and comprehensive assessment to ensure their satisfaction and improve the services provided to them.



Axis Five: partnerships and community engagement

- Strengthen positive relations with the local community and its civil institutions in ways that contribute to serving the community.
- Enhance the University's reputation officially, in the media, and socially at the local, regional, and international levels.

Axis Six: material/financial/human resources

- Increase and diversify financial resources to ensure the sustainability of the Department and the University.
- Develop the efficiency of managing material/financial/human resources in accordance with global best practices.
- Improve infrastructure and technology and raise their operational efficiency.
- Procurement management according to international quality standards.
- Develop the administrative cadre through continuous training in a manner that contributes to achieving the university's vision and its Strategic Plan objectives.

Axis Seven: infrastructure and the university environment

- Rehabilitate and maintain the infrastructure of university facilities in accordance with approved engineering standards.
- Strengthen the digital transformation system at the university and link it to learning and administrative processes.
- Provide a safe, smart, and sustainable university environment, with optimal utilization of solar energy and environmentally friendly technologies.

Axis Eight: Quality Assurance Management

- Provide the necessary support regarding quality for the college, the Department, university leadership, and its administration.
- Develop an effective planning and evaluation system to improve the quality of educational and administrative outputs, and the processes of global accreditation and ranking.
- Promote a culture of commitment to quality assurance and continuous improvement within the Department and the university.
- Seek to obtain global rankings and accreditations, and local quality assurance certificates to ensure institutional excellence.



Strategic and sub-objectives of the Plan

Strategic and sub-objectives for the Department of Business Intelligence

Axis One: governance and Strategic Planning

Strategic Objective: Enhance governance and strategic planning to ensure effective and transparent management of the Department. •

Sub-Objectives: •

Complete the Strategic Plan according to the methodology of periodic review and continuous improvement. .1

Enhance the role of governance councils and monitor their performance level and the effectiveness of their decisions, ensuring their integrity and transparency. .2

Axis Two: learning and teaching

Strategic Objective: Provide high-quality education that keeps pace with scientific developments and labor market requirements. •

Sub-Objectives: •

Introduce and develop advanced academic programs. .1

Provide a university learning environment with high-quality outputs. .2

Enhance a culture of quality assurance and continuous improvement in learning and teaching. .3

Evaluate the outputs of programs and courses and work on improving them. .4

Enhance the e-learning environment and develop its tools. .5

Axis Three: scientific research and postgraduate studies

Strategic Objective: Elevate the level of applied scientific research to serve the community and meet labor market requirements. •

Sub-objectives: •

Enhance the level of scientific research of faculty members and students. .1

Develop the Deanship's website, introduce new specialized services, and automate business processes. .2



Pillar Four: Student Services

- Strategic objective: Provide a comprehensive learning environment that supports students' academic and personal success. •
- Sub-objectives: •
1. Support students' integration into learning and extracurricular practices to develop their competencies and skills.
 2. Improve students' academic success during their studies and thereafter.
 3. Enhance opportunities for learning, leadership, and success to foster students' personal and professional growth.
 4. Provide preventive and remedial support to students to help them recognize their abilities and potential.
 5. Understand students' needs and aspirations through regular and comprehensive assessment.

Pillar Five: Partnerships and Community Engagement

- Strategic objective: Strengthen the role of the Department and the University in the local, regional, and international community. •
- Sub-objectives: •
1. Enhance positive relations with the local community and its civil institutions.
 2. Promote the University's reputation officially, in the media, and within the community at the local, regional, and international levels.

Pillar Six: Material/Financial/Human Resources

- Strategic objective: Improve the management of material/financial/human resources to ensure sustainability and efficiency. •
- Sub-objectives: •
1. Increase and diversify financial sources.
 2. Enhance the efficiency of using material and financial resources.
 3. Manage and rationalize resources effectively.
 4. Develop the infrastructure and technology and raise their operational efficiency.
 5. Manage procurement according to international best practices.
 6. Develop and qualify the administrative cadre through continuous training to achieve the University's vision and objectives.



Pillar Seven: Infrastructure and University Environment

Strategic objective: Provide a safe, smart, and sustainable university environment that supports learning and teaching as well as scientific research. •

Sub-objectives: •

1. Rehabilitation and maintenance of the university's facilities in accordance with engineering standards.
2. Enhancement of the university's digital transformation ecosystem.
3. Provision of a safe and smart university environment.
4. Optimal utilization of solar energy and environmentally friendly technologies.

Axis Eight: Quality Assurance Management

Strategic objective: Strengthen quality and continuous improvement to ensure academic and administrative excellence. •

Sub-objectives: •

1. Providing support in the field of quality to the colleges, university leadership, and its administrations.
2. Develop an effective planning and evaluation system to improve the quality of educational and administrative outputs and the processes of accreditation and global rankings.
3. Foster a culture of commitment to quality assurance and continuous improvement.
4. Strive to obtain international rankings and accreditations, and local quality assurance certificates.



Mechanism for Preparing the Executive Plan of the Department of Business Intelligence 2025/2026

Formation of the Committee for Preparing the Strategic and Executive Plan: .1

The committee was formed as follows:

Dr. Alaa Al-Junaidi, Head of Department (Team Chair) .2

Dr. Khaled Al-Samadi (Rapporteur) .3

Dr. Tariq Al-Dababseh (Member) .4

Dr. Tamara Al-Maayta (Member) .5

Collection and analysis of primary data: .6

- Review of the vision, mission, and core values of the university and the Department.
- Analyze the current status of the Department in terms of academic programs, human resources, infrastructure, and educational and scientific research outputs.
- Examine previous recommendations, academic accreditation reports, research outputs, and student services.

Identify the axes and the strategic and sub-objectives: .7

- Adopt the primary axes: governance and strategic planning; learning and teaching; scientific research and student services; partnerships and community engagement; material/financial/human resources; infrastructure and university environment; quality assurance management.
- Formulate the strategic objectives for each axis in alignment with the university's vision and mission.
- Identify the sub-objectives that support the achievement of the strategic objectives.

Define activities and procedures: .8



- For each sub-objective, specify a set of practical activities and detailed procedures to achieve it.
- Ensure the scheduling of activities so that they are executable within the academic year.

Define outputs and performance indicators: .9

- Determine the expected outcomes for each activity or sub-objective.
- Establish clear and measurable performance indicators to assess the achievement of objectives.

Define responsibilities and implementation periods: .10

- Assign responsibilities among academic and administrative staff members according to their areas of expertise.
- Specify the implementation period for each activity or sub-objective to ensure execution and monitoring.

Review and Approval of the Plan: .11

- The committee shall review the comprehensive plan to ensure its coherence and its alignment with the University's strategies and the Department's objectives.
- Approval of the plan by the Head of the Department prior to its submission to the University's senior administrative levels.

Monitoring Implementation and Periodic Evaluation: .12

- Establish a mechanism for periodic monitoring of plan implementation (quarterly/semi-annually).
- Submit periodic reports to the Department Council and the University leadership regarding the level of implementation and the achievement of performance indicators.



Summary of the Executive Plan for the Academic Year 2025/2026

Pillars and Strategic Objectives

1. Governance and Strategic Planning

Sub-objectives:

- Develop and review the Department's Strategic Plan to ensure its consistency with the University's vision and mission.
- Enhance the role of the governance councils and monitor their level of performance.
- Activities: preparing a Strategic Plan, monitoring performance, periodic review of Executive Plans.
- Outputs: an updated Strategic Plan; performance reports of the governance councils.
- Performance indicators: plan implementation rate; number of governance council meetings held.

2. Quality Assurance and Academic Accreditation

- Sub-objectives: improve the quality of learning and teaching and ensure compliance with academic standards.
- Activities: course evaluation, development of improvement plans, follow-up on accreditation recommendations.
- Outputs: quality improvement reports; course development plans.
- Performance indicators: student evaluation results; rate of implementation of accreditation recommendations.

3. Infrastructure and Modern Technologies

- Sub-objectives: Updating computer laboratories; supporting the use of modern technologies in learning and teaching.



- Activities: Maintenance and upgrading of equipment; adopting intelligent educational systems. ○
- Outputs: Modern laboratories; effective educational systems. ○
- Performance indicators: Number of upgraded devices; level of satisfaction of students and members of the teaching staff. ○

Human resources and professional development. .4

- Sub-objectives: Developing the skills of teaching and administrative staff. ○
- Activities: Training programs; workshops; incentivizing participation in conferences. ○
- Outputs: Qualified personnel; training records. ○
- Performance indicators: Number of participants in training programs; evaluation of training effectiveness. ○

Scientific research and innovation. .5

- Sub-objectives: Strengthening research output and disseminating scientific knowledge. ○
- Activities: Supporting research projects; encouraging publication in accredited journals. ○
- Outputs: Published research; innovative projects. ○
- Performance indicators: Number of research papers; number of patents or applied projects. ○

Relations and partnerships. .6

- Sub-objectives: Enhancing cooperation with local and international industrial and academic sectors. ○
- Activities: Signing cooperation agreements; organizing joint workshops. ○
- Outputs: Strategic partnerships; joint events. ○
- Performance indicators: Number of signed agreements; number of events conducted. ○

Financial management and resources. .7

- Sub-objectives: Improving the management of financial resources to ensure sustainability. ○
- Activities: Budget planning; monitoring financial expenditures; evaluating the use of resources. ○
- Outputs: Financial reports; strategies for improving financial efficiency. ○
- Performance indicators: Budget compliance; rate of optimal resource utilization. ○



8. Community engagement and communication.

- Sub-objectives: Strengthening the Department's role in community engagement and effective communication with students and parents.
- Activities: Organizing community events; improving communication channels.
- Outputs: Community events; effective communication platforms.
- Performance indicators: number of events implemented; level of community and parents' satisfaction.



Executive Plan of the Business Intelligence Department for the academic year 2025/2026

Axis One: governance and Strategic Plan

Implementation Period	Responsible Entity	Performance Indicators	Outputs	Procedures	Activities	Sub-goal
Annual.	Head of the Department; Department Council; Department Strategic and Executive Plan Committee.	Plan completion percentage; number of follow-up reports.	An approved Executive Plan for the Department.	Form the Plan Committee; align the plan with the University's vision and mission; conduct an annual review.	Prepare and review the Department's Executive Plan.	Implementation of the Strategic Plan according to a continuous review and improvement methodology.
Per semester.	Head of the Department; Department Council.	Number of meetings; percentage of decisions implemented.	Meeting minutes and follow-up reports.	Hold periodic meetings; document decisions; monitor implementation.	Activate Department Council meetings.	Strengthen the role of governance councils and the effectiveness of their decisions.



Axis Two: learning and teaching

Implementation period.	Responsible entity.	Performance indicators.	Outputs.	Procedures.	Activities.	Sub-objective.
2024–2028	Department Council; Study Plan Committee.	Number of courses developed.	Developed and approved study plan.	Review the study plan; benchmarking comparison; update learning outcomes.	Develop the Bachelor of Business Intelligence study plan.	Establishing and developing academic programs.
2024–2028	Head of Department, Department Council	Student satisfaction	Improved educational facilities	Identifying needs, submitting recommendations, and follow-up	Improving classrooms and laboratories	Providing a high-quality learning environment
Per semester	Faculty Members, Department Quality Committee	Percentage of learning outcomes achieved	Course files and improvement reports	Preparing Course Portfolios, analyzing results	Implementing course self-assessment	Promoting a culture of program quality and continuous improvement
Annual	Department Quality Committee	Percentage improvement in performance	Evaluation and improvement reports	Preparing performance reports and improvement plans	Analysis of student results	Evaluation of program and course learning outcomes
2024–2028	Head of Department	Percentage of courses activated electronically	Courses activated electronically	Developing course content	Activating e-learning systems	Enhancing the e-learning environment



Axis Three: scientific research

implementation period	responsible entity	performance indicators	outputs	Procedures	Activities	Sub-goal
Annual	Head of Department; Department Research Committee	Number of research papers annually	Published research	Encouraging joint research; identifying peer-reviewed journals	Supporting scientific publication for members of the teaching staff	Enhancing the level of scientific research
2024–2028	Scientific Research Committee; members of the teaching staff	Percentage of research	Research	Selecting research topics linked to the labor market	Applied research in the field of customs and taxation	Directing research to serve community issues

Axis Four: student services

implementation period	responsible entity	performance indicators	outputs	Procedures	Activities	Sub-goal
Annual	Academic Advising Committee; faculty members	Student participation rate	Activity reports	Organizing meetings; engaging students in activities	Student and classroom activities	Support student integration and acquisition of graduate attributes
Per semester	Academic advisors; Department Council	Reduction in rates of academic failure	Follow-up reports	Remedial plans; counseling sessions	Follow-up of struggling students	Improve students' academic success
Annual	Department Student Activities	Number of activities	Event reports	Workshops; professional days	Leadership and skills activities	Provide learning and leadership



	Committee	implemented				opportunities
Per semester	Academic Advising Committee	Number of cases addressed	Support records	Coordination with relevant entities	Academic and psychological counseling	Provide preventive and remedial support
Annual	Department Quality Committee	Overall satisfaction level	Student satisfaction reports	Questionnaires and analysis of results	Measuring student satisfaction	Understanding students' needs

Axis Five: partnerships and community engagement

Implementation period	Responsible entity	Performance indicators	Outputs	Procedures	Activities	Sub-goal
Annual	Head of Department, Community Service Committee	Number of agreements	Cooperation agreements	Communication, implementation of joint activities	Partnerships with technical and business institutions	Strengthening relations with the local community
2024–2028	Head of Department, Community Service Committee	Number of participations	Participation reports	Representing the Department at events	Community and media engagement	Enhancing the reputation of the University and the Department

Axis Six: material/financial/human resources

Implementation period	Responsible entity	Performance indicators	Outputs	Procedures	Activities	Sub-objective
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Annual	Head of Department	Percentage of needs met	Improving equipment	Preparation of needs reports	Conducting an inventory of the Department's needs	Enhancing the efficiency of material resources
2024–2028	Department Council	Reduction of waste	Rationalization reports	Control and rationalization procedures	Regulating resource use	Rationalization and management of resources
Annual	Head of Department	Number of courses	Training certificates	Nomination for training courses	Continuous training and qualification	Development of administrative staff

Axis Seven: infrastructure and university environment

Implementation period	Responsible entity	Performance indicators	Outputs	Procedures	Activities	Sub-objective
2024–2028	Head of Department	Number of observations addressed	Qualified facilities	Technical reports; coordination with relevant authorities	Monitoring of periodic maintenance	Development and maintenance of the Department's facilities
2024–2028	Department Council	Automation rate	Digital transactions	Use of electronic systems	Automation of Department transactions	Enhancing digital transformation
Annual	Head of Department	Number of incidents	Safety reports	Coordination with relevant authorities	Safety measures	Provision of a safe and smart campus
2024–2028	Department Council	Reduction of Consumption	Consumption Reports	Monitoring Consumption	Awareness and Rationalization of Use	Optimal Utilization of Solar Energy



Axis Eight: quality assurance management

Implementation Period	Responsible Entity	Performance Indicators	Outputs	Procedures	Activities	Sub-objective
Annual	Department Quality Committee	Level of Compliance	Quality Reports	Periodic Reports	Monitoring the Implementation of Quality Standards	Support for Quality at the Department Level
Quarterly	Department Council, Department Quality Committee	Improvement Rate	Approved Improvement Plans	Analysis of Results, Improvement Plans	Continuous Performance Evaluation	Planning and Evaluation for Improvement
Annual	Quality Assurance Committee	Number of workshops	Workshop reports	Conducting workshops and bulletins	Awareness workshops on quality assurance	Enhancement of the culture of quality assurance
2024–2028	Head of Department, Quality	Level of readiness	Readiness files	Preparation of accreditation files	Documentation of evidence	Preparation for accreditation and rankings



	Assurance Committee					
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Head of the Business Intelligence Department

Dr. Alaa Al-Junaidi