



**Talal Abu-Ghazaleh University College for Innovation**

# Where the **Talented** Become **INNOVATORS**



TAGUCIJordan



info@taguci.edu.jo | www.taguci.edu.jo

كلية طالب أبو خزاله الجامعة اللبنانية

104

كلية طالب أبو خزاله الجامعة اللبنانية  
FACULTY OF TALAB ABU KHUZALAH  
LEBANESE UNIVERSITY



## MESSAGE FROM THE CHAIRMAN

### TO OUR PROSPECTIVE STUDENTS

Talal Abu-Ghazaleh University College for Innovation (TAGUCI) is a unique University College specializing in preparing the young Arab generation with the required skills to become the leaders in the new world of information technology.

TAGUCI will instill in students a solid foundation in the most recent academic and practical knowledge in the ever-changing field of information technology focusing on artificial intelligence and other newly emerging world changers.

Our students have the opportunity to benefit from internships at Talal Abu-Ghazaleh Global and acquire hands-on experience working with our specialists in their fields of specialization.

I invite our future leaders to explore the various specialized fields of knowledge that we offer and that were designed by our experts, and I will not spare any resource required for their success in this unique University College.

We are opening the path to the new world of technology.

Talal Abu-Ghazaleh  
**Chairman of Talal Abu-Ghazaleh Global**

“ *All learning is in the learner,  
not the teacher* ” Plato

### **Vision**

To be the leading institution in growing, enabling and enhancing innovation and to lead advancement in business and information technology.

### **Mission**

Equip students with premier technical and life skills to innovate and spearhead advancement in the fields of business and information technology.



## **ABOUT TAGUCI**

The University College was established in 2018 as an independent University College accredited by the Ministry of Higher Education in Jordan. Our programs have been developed with the advancement in communication and information technology in mind by the most respected and renowned figures in academia. All programs have been designed to bolster the advancement of technical knowledge with practical real-world applications and through the case study approach where appropriate.

TAGUCI is the only major institution in the Arab world specializing in teaching applied information technology. Our academic programs are supplemented by internships at Talal Abu-Ghazaleh Organization that practices all the disciplines taught in the University College.

TAGUCI's aim is to prepare students for leadership positions in their specialized fields. We are committed to always develop new programs that help our students meet the demands of the ever-changing global economy.

To help achieve our goal of encouraging innovation, TAGUCI will offer any student who develops a patentable innovative project a grant that covers the cost of their tuition once over. Furthermore, Abu-Ghazaleh Intellectual Property (AGIP), the largest Intellectual Property Company in the world, will assist in registering their patent for them.

# Degrees Offered

TAGUCI is a fully accredited university that is licensed by the Ministry of Higher Education in Jordan. The following programs are offered:



## Bachelor of Business Administration



## Bachelor of Computer Science / Artificial Intelligence



## Masters of Business Administration (MBA)

### *Tracks Offered*

- Data Analytics.
- Innovative Leadership and Entrepreneurship.
- Human Resources Management.
- Digital Marketing.

## BACHELOR DEGREE IN BUSINESS ADMINISTRATION

The Bachelor of Business Administration is designed to provide students with a broad knowledge in a variety of core business subjects. With a degree in business administration, students are not limited to a singular area of expertise. This degree could lead to a career in accounting, finance, marketing, public relations, management, sales, production and others.

## BACHELOR OF COMPUTER SCIENCE / ARTIFICIAL INTELLIGENCE

The mission of the undergraduate program in Computer Science (CS) is to prepare professionals with a breadth of knowledge across different subject areas in CS. These include software systems, artificial intelligence, data science, and cybersecurity. Enrolled students will be equipped with both theoretical and practical skills in the analysis, design, development and implementation of variety technologies.

The CS curricula is designed on the basis of IEEE/ACM standards with essential programming techniques, mathematical foundations, complexity theory, computer architecture, analysis of algorithms, operating systems, computer architecture, and artificial intelligence applications

among others. Course contents are intensive and adapted to meet the demands of the job market. Different major elective courses are also offered in robotics, natural language processing, computer vision, computational biology, and e-commerce.

Upon graduation, students will be equipped with the needed knowledge, skills, self-reliance and confidence to be engaged in projects and tasks that are of practical nature. Student will have the hands-on experience and entrepreneurial skills to fit in large-scale projects or to initiate their own innovative startup businesses.



## THE MBA PROGRAM

The Talal Abu-Ghazaleh University College for Innovation (TAGUCI) is proud to offer potential business leaders an innovative MBA program. Our MBA program with its specialized areas of concentration is unique to our part of the world and has been designed by internationally renowned academicians to meet the highest international standards. Graduates of this program will be equipped with the latest business technologies to meet and to overcome the challenges of the ever changing business world.

All students will be exposed to the basic core subjects that serve as the foundation for the different areas of concentration that we offer. Our core curriculum is designed to educate and prepare students with the skills needed to provide leadership to organizations competing in a world increasingly characterized by diversity in the workplace, rapid technological change, and a fiercely competitive global marketplace. Our students will acquire a comprehensive foundation in the fundamentals of business, global environment in which they will function, and the analytical tools for intelligent decision-making.

### Tracks Offered

TAGUCI offers students the choice among the following areas of concentration:

1. Data Analytics.
2. Innovative Leadership and Entrepreneurship.
3. Human Resources Management.
4. Digital Marketing.

Some students will join our program with a specific area of concentration in mind while others may decide on an area of concentration soon after they start the program. To assist students with their choice, we outline the objectives of the areas of concentration that we offer.

## Data Analytics

The goal of this track is to develop in the students a deep understanding of the key technologies in data science and business analytics including data mining, machine learning, visualization techniques, predictive modeling, and statistics. Students who complete this program should be able to, among other objectives, to:

- Apply quantitative modeling and data analysis techniques to the solution of real world business problems.
- Recognize and analyze ethical issues related to intellectual property, data security, integrity, and privacy.
- Demonstrate knowledge of statistical data techniques used in business decision-making.
- Apply the principles of data science to the analysis of business problems.

## Innovative Leadership and Entrepreneurship

The objective of this track is to provide students with the skills required to capitalize on their creativity and to launch their own enterprises. Students will learn to harness opportunities and build a potentially successful business. The program equips the students with:

- The skills needed to innovate, create and develop business plans.
- Raising venture capital.
- Learning the legal issues surrounding patent registration.
- Managing their own business.

## Human Resources Management

This track is designed for experienced human resources management professionals and for students who wish to enter this field. The curriculum covers key topics including recruitment, training, compensation and benefits, and labor laws. Students will learn the ethical, legal, and social factors that shape today's workforce, and will learn skills such as:

- Interviewing and hiring employees.
- Managing employee benefits.
- Resolving grievances.
- Developing personnel policies.
- Preparing required manuals.
- Conducting orientations for new hires.
- Motivating employees.

## Digital Marketing

This track is designed for students to meet the challenges of the ever increasing activities that are centered on online shopping. Students will learn to develop:

- An effective marketing strategy.
- Understanding customer needs.
- Utilizing social media to promote products and services.
- Displaying advertising.
- Marketing content.
- Performing integrated marketing plans that can deliver on key metrics.



[ In Our 45<sup>th</sup> Anniversary ]



[ Our Leadership in Capacity Building ]

- Translated pages in different languages: **+10,000,000**
- Professional reports issued by TAG.Global: **+ 1,000,000**
- Professionals trained at TAG.Global: **+ 500,000**
- Professional certificates granted by TAG.Global: **+500,000**
- Talal Abu-Ghazaleh International Certificate in IT: **+250,000**
- Contracted advisers on the tenders database: **+50,000**
- Contracted trainers on the training database: **+10,000**
- TAG.Global Affiliated Training Centers: **+ 1,000**

[ Our International Status ]

- Total clients in all services and activities: **+1,000,000**
- Trademarks registered around the world: **+ 500,000**
- Intellectual property rights managed: **+100,000**
- Annual increase in the number of clients: **+25,000**
- Our company in auditing is among global top **20**
- Best IP Firm in the Middle East for **10 Years**
- Number of convictions against us worldwide: **0**
- Inducted to the IP Hall of Fame, Chicago **2007**

[ Our Consulting Services ]

- Archived documents by TAG.Global: **+ 150,000,000**
- Trademarks in the IPPR database: **+ 2,000,000**
- Scientific subjects in TAGEPEDIA: **+ 1,000,000**
- Conducted projects' feasibility studies: **+ 10,000**
- Restructured institutions by TAG.Global: **+ 4,000**
- Qualified organizations to receive ISO certificates: **+ 400**
- Members of the ISO International Committee since **1995**

[ Our Knowledge-based Achievements ]

- Annual global online outreach: **+ 30,000,000**
- 150** databases with classified records: **+ 500,000**
- Developed E-Software solutions to serve clients: **100**
- TAG.Global's websites for all services & activities: **60**
- TAG.Global has its own internet line: **TAG-ISP**
- Constructed and own **TAG-Computing Cloud**
- The first International Accredited Domain Name **Registrar**

[ Talal Abu-Ghazaleh Foundation (CSR) ]

- Our knowledge stations serving communities: **200** | Our fully operated & funded capacity building institutions: **50**
- Talal Abu-Ghazaleh allocates **50%** of its annual profits to Talal Abu-Ghazaleh Foundation and invests the other half in developing the Organization's capacities and expanding activities



for professional services, education, capacity building and intellectual property

tag.global

### JORDAN (The International Office):

① Amman - Corporate House ② Amman Office ③ Amman (University) ④ Irbid ⑤ Maan

### ASIA

**TAG.Global Offices:** AFGHANISTAN: ⑥ Kabul, BAHRAIN: ⑦ Manama, BANGLADESH: ⑧ Dhaka, CHINA: ⑨ Beijing, ⑩ Chengdu, ⑪ Guangzhou, ⑫ Shanghai, INDIA: ⑬ Bangalore, ⑭ Mumbai, ⑮ New Delhi, INDONESIA: ⑯ Jakarta, IRAN: ⑰ Tehran, IRAQ: ⑱ Baghdad, ⑲ Erbil, KAZAKHSTAN: ⑳ Almaty, KUWAIT: ㉑ Kuwait, LEBANON: ㉒ Beirut (AGIP), ㉓ Beirut (TAG-Audit), MALAYSIA: ㉔ Kuala Lumpur, OMAN: ㉕ Muscat, ㉖ Salalah, ㉗ Duqm, PAKISTAN: ㉘ Karachi, ㉙ Lahore, PALESTINE: ㉚ Gaza, ㉛ Ramallah, QATAR: ㉜ Doha, RUSSIA: ㉝ Moscow, SAUDI ARABIA: ㉞ Khobar, ㉟ Riyadh, ㊱ Jeddah, SRI LANKA: ㊲ Colombo, SYRIA: ㊳ Damascus, THAILAND: ㊴ Bangkok, TURKEY: ㊵ Ankara, UNITED ARAB EMIRATES: ㊶ Abu-Dhabi, ㊷ Ajman, ㊸ Al-Ain, ㊹ Hamriya, ㊺ Sharjah, ㊻ Dubai, ㊼ Jebel Ali, ㊽ Ras Al-Khaimah, ㊾ Um Al-Quwain, ㊿ Fujairah, UZBEKISTAN: ① Tashkent, YEMEN: ② Sana'a.

**Liaison Offices:** AUSTRALIA: ③ Sydney, CHINA: ④ Hong Kong, JAPAN: ⑤ Osaka, SINGAPORE: ⑥ Singapore, SOUTH KOREA: ⑦ Seoul, TURKEY: ⑧ Istanbul.

### AFRICA

**TAG.Global Offices:** ALGERIA: ⑤ Algeria, CAMEROON: ⑥ Douala, DJIBOUTI: ⑦ Djibouti, EGYPT: ⑧ Cairo, ETHIOPIA: ⑨ Addis Ababa, KENYA: ⑩ Nairobi, LIBYA: ⑪ Tripoli, MOROCCO: ⑫ Casablanca, NIGERIA: ⑬ Abuja, SUDAN: ⑭ Khartoum, TANZANIA: ⑮ Dar es Salaam, TUNISIA: ⑯ Tunis.

**Liaison Offices:** SOUTH AFRICA: ⑰ Johannesburg.

### EUROPE

**TAG.Global Offices:** FRANCE: ⑦ Paris.

**Liaison Offices:** BELGIUM: ⑧ Brussels, CYPRUS: ⑨ Nicosia, GERMANY: ⑩ Dusseldorf, HUNGARY: ⑪ Budapest, ITALY: ⑫ Rome, MACEDONIA: ⑬ Skopje, ROMANIA: ⑭ Bucharest, SWITZERLAND: ⑮ Geneva, ⑯ Zurich, POLAND: ⑰ Warsaw, SPAIN: ⑱ Madrid, UNITED KINGDOM: ⑲ London.

### NORTH AMERICA

**TAG.Global Offices:** CANADA: ⑧ Montréal, ⑨ Ontario, MEXICO: ⑩ Mexico City.

**Liaison Offices:** CANADA: ⑪ Ottawa.

### SOUTH AMERICA

**TAG.Global Offices:** ARGENTINA: ⑧ Buenos Aires, BRAZIL: ⑨ Rio de Janeiro, CHILE: ⑩ Santiago, VENEZUELA: ⑪ Caracas.



## WHY TAGUCI?

- *TAGUCI is the only major academic institution in the Arab world that specializes in innovation in the fields of business and information technology.*
- *Programs are designed in cooperation with leading global experts to combine the application of advanced technologies, practical real-world applications/challenges/trends/issues, and the case-study approach where appropriate.*
- *All programs include practical internships within the Talal Abu-Ghazaleh Global.*
- *Incubation is offered at TAGUCI where students receive full advisory and technical support from the faculty, and specialized technical and administrative assistance to assist in the growth of their startups.*
- *TAGUCI is located in the heart of Amman - Mecca Street, an easy access and fully accessible to all different areas.*

### Contact us:

Talal Abu-Ghazaleh University College for Innovation (TAGUCI)

TAGUCI Building - 104 Mecca Street, Um-Uthaina, Amman, Jordan

P.O. Box 921951 Amman 11192, Jordan

Tel: (+962 6) 5509222 - Fax: (+962 6) 5509102



TAGUCIJordan

[info@taguci.edu.jo](mailto:info@taguci.edu.jo) | [www.taguci.edu.jo](http://www.taguci.edu.jo)

