

The Compatibility of the Study Plans and the Courses with the Internal and External Labor Markets: An Empirical Study on the Department of Business and Marketing of the College of Planning and Administration at Balqa` Applied University

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Abstract

The aim of the study is to clarify the relation between the study plans and the courses and between the internal and external labor market and to highlight a light on one of the most important department (business and marketing) in the college of planning and administration at Balqa Applied University. The population of the study consisted of all the graduates of the department of business and marketing since its establishment at Balqa Applied University in 1997 with its different titles. A simple random sample was 20% of the statistical society (520 graduates), which is (106 graduates). The study found that there is statistically significant relation between the compatibility of the study plans and the courses of the department of business and marketing at Balqa Applied university and between the administration of the internal and external labor market. Also the study explain that there is that the administration of the plans and the courses of the department of business and marketing at Balqa Applied University relied on the functional efficiency to the needs of the internal and external labor market. The study recommend that there must be a professional development to the academic staff and which becomes later a legal and a basic demand to cope with the developments of the labor market in one hand. The study conclude that that most of the graduates of the department of business and marketing in Balqa Applied University have the best chance to obtain a job opportunity.

Key words: BAU; Compatibility of the study plans; The course; The labor market; The study plan

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INTRODUCTION

Many institutions of higher education and universities with their different types have become a criterion for the development of any society since they are considered as academic centers that transfer, produce and develop knowledge and they embrace creativity and technology that invest their available resources and capabilities to serve the community and meet its desires and needs. Therefore, nowadays, it is no longer acceptable in the political, social, economic and academic communities that the institutions of higher education and universities to practice their jobs which are represented by the academic teaching and the community service in a traditional way and as well as the scientific research as they are required more than ever to practice their tasks within an coherent, integrated and renewable system which meet with the changes and the modern attitudes of their creative and pioneer role in achieving the sustainable development of the society of knowledge and achieve the real partnership with it though participating in forming the capital knowledge, reducing the problems of poverty and unemployment, developing human resources and their compatibility with the internal and external labor market and the needs of the local development, and looking for new knowledge, keeping and investing it, in addition to the development of the positive intellectual attitudes and creativity to supply the community with the qualified manpower to lead and take the responsibility of building and developing the economy of the country, and to develop the country and solve its problems through the process of producing scientific researches especially in

light of the increase of the unemployment in the Jordanian economy with the slow growth and investment especially the Jordanian economy is a small one and the rate of the unemployment of the academic degrees holders increases with a percentage (16.3%).

(1) The Problem of the Study

The problem of the study stems from the increase of the graduates of the department of business and marketing in Balqa Applied University, and therefore the role of the study plans and courses and the extent of their productivity with the internal and external labor market.

(2) The Questions of the Study

The study aimed at answering the following set of questions:

- Are the adopted study courses and plans in the department of business and marketing in the college of planning and administration at Balqa Applied University compatible with the internal and external needs of the labor market?
- To what extent does the internal and external labor market attract the graduates of the department of business and marketing at Balqa Applied University?
- Is there a relation between the plans and study courses in the department of business and marketing at Balqa Applied University and the authorities of the internal and external labor market?

(3) The Significance of the Study

- To clarify the relation between the study plans and the courses and between the internal and external labor market. The importance of the problem of the study lies in the existence of a defect in guiding the students in light of the economic and social challenges as the Arab labor market and the Jordanian in particular has some characteristics which participate in the absence of the compatibility between the number of the graduates and the labor market, and this study came to guide the university to adopt the study plans and the courses which suit the internal and external labor markets.
- To highlight a light on one of the most important department (business and marketing) in the college of planning and administration at Balqa Applied University, and to identify the extent of compatibility between the internal and external labor market and between the courses and study plans of this department and the extent of the compatibility of these plans and courses with the latest developments.

(4) Sources of Data

This study relied on two sources of data: Secondary data and primary data. The secondary data are represented by the books, the studies, arbitrated scientific researches, the

events of the conferences and the seminars and everything which is published on internet regarding the plans and study courses, and the internal and external labor market (Sekeran, 2000). Whereas the primary data resources are represented by a humble and simple questionnaire with a descriptive way to identify the opinions of the sample of the study of graduates and companies of marketing competencies towards the status of the plans and study courses of the department of business and marketing (Fayz, 2011).

(5) Procedural Definitions

- The course: is the name of one of the study materials which are offered by the department of business and administration in the light of the annual study plan where vocabulary, objectives, evaluation of performance and authorized references are put and distributed between compulsive and optional courses.
- The study plan: it is a number of credit hours that represent the courses which are required for graduation and this plan should be organized and classified regarding the general outlines of the study plan of the college of planning and administration.
- The labor market: the society which includes business men, or the representatives of the companies who are either inside Jordan (internal) or outside Jordan (external), and it can be represented by the Jordanian companies for marketing the competencies.

(6) Limitations of the Study

- The difficulty of following up the graduates of the department of business and marketing in the labor market especially in the external work.
- Facing many obstacles in carrying out the field analysis, in addition to the high cost of the following up processes and the use of the companies of marketing the Jordanian competencies instead.

(7) The Population and the Sample of the Study

The population of the study consisted of all the graduates of the department of business and marketing since its establishment at Balqa Applied University in 1997 with its different titles. A simple random sample was selected in coordination with Civil Service Bureau and Social Security Corporation and the companies of marketing the Jordanian competencies with 20% of the statistical society (520 graduates), which is (106 graduates).

(8) The Hypotheses of the Study

The main hypotheses of the study are:

Ho₁: there is no compatibility between the courses and the study plans of the department of business and marketing at Balqa Applied University and the management of the internal and external market at the level of significance 5%.

Ho₂: there is significant relation between the plans and courses management of the department of business and marketing and between the functional competencies of the needs of the internal and external labor market from the same major.

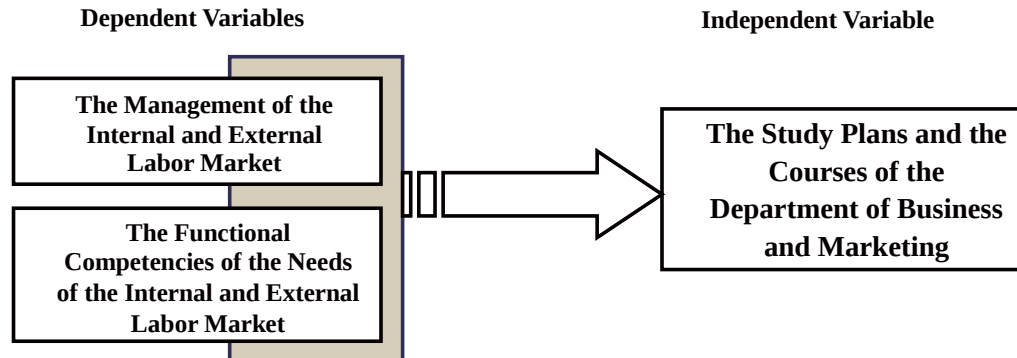


Figure 1
The Model of the Study

Figure 1 shows the dependent variables; the management of the internal and external labor market and the functional competencies of the needs of the internal and external labor market, and the independent variable the study plans and the courses of the department of business and marketing.

(10) The Theoretical Framework

Many theoretical studies pointed out the curriculum is: all what has been submitted as competencies, cognitive and skills experiences within a unit in a limited period of time (Ahmad, 1997). And it includes planned experiences of emotion and capabilities to guide the process of learning towards specific outcomes.

This curricula includes concepts, basic subject that should be taught, principles, rules, laws, and the qualitative facts which are represented by the descriptive and skillful ideas, in addition to the skillful side which is represented by the practices, skills, and the scientific functions that evaluate the students before graduation, and it is mainly practical and applicable (USAID, 2009).

While the emotional side is represented by the values, skills, behavioral attitudes towards surrounded phenomena through the reflection of the subject on reality, and in addition to the realistic and the modernity of the content which is represented by the extent of the specializations compatibility with reality and developments.

1. THE GLOBAL OPENNESS AND ITS RELATION WITH BUSINESS AND MARKETING

The department of business and administration is considered one of the capital specialization acceptable to updated and continuity, so the study plans and the courses

(9) The Model of the Study

The following figure shoes the model of the study according the hypotheses:

or what is known as the academic curriculum especially in the light of the global openness and technological and scientific progress should keep up with rapid changes which led to challenges, opportunities and elements of weakness and strength, and it participated in increasing the openness between the countries of the world and between the appearance of the world of competency in both levels: internal and external. The technological and scientific progress in the communications, information revolutions, rapid liberation and mobility helped in the flowing of the capital and free the human resources from restricts at the local level to the international level. But according to globalization as a concept, it means from the marketing side: interest of the marketing, information, financial and productivity of the organization by the higher administration. And the movement towards capitalism and privatization and the reduction of the government's role in the production and administration to give the private sector (sector of business and finance) more comprehensive role to practice the activities of marketing, economic and investment to make this sector has more responsibility in administrating the business and economic affairs through what is known as reducing of employment, and administrative and economic restructuring to get up to the levels of performance of the desired work (USAID, 2009).

The administration of business and marketing has moved recently for more applications of new ideas so as to raise the organizations performance to face the intense competition in light of the rapid environmental developments through the modern marketing administration and the total quality management in the biggest sectors of services and productivity (Ashoor *et al.*, 2005). The universities seek through the study plans and the courses to cope with a set of factors as:

- (1) The growth of the Multinational Companies

- (MNCs) and their branches all around the world in line with having global products through the Multinational Companies (MNCs) and others as the products of credit cards services, electronic commerce (EC), electronic cash and the global internet service with its components as intranet, extranet and electronic marketing which should be included in the study plans and the courses in the department of business and marketing in line with the requirements and the needs of the labor market.
- (2) The administration of the international marketing and the international business which came to administer the Multinational and the intercontinental Companies, as well as the universal companies and the direct investments of the free trade areas, global commercial promotions, marketing, packaging, advertising and marketing communications, marketing research and the intellectual property rights (IPR's). The electronic trade contributed in reducing the time and the cost between the producer and the consumer, the financial and the administrative procedures and the appearance of new direct channels. And the international business management has had, through the globalization of the human resources, more clear functions and activities so it can cope up with culture, the concentration on attraction from a universal point of view and the system of compensations in light of the privilege and the globalization (Shaker, 2003).
 - (3) Knowledge management and the universal banking processes, for example: the intellectual capital of knowledge, the exchange of the electronic information, inventions, innovations, engineering the knowledge, the electronic financial transformation, the electronic cash, the exchange of the financial information regarding money laundering, the international financial reports and agreements. The international finance has no loyalty or a connection with a country or prosperities or a community because of the facilitation of its movement through the processes of controlling the banking accounts with different shapes, and this what is known as the global financial cash flow that enables the business organizations to withdrawal its components from anywhere to the organization.
 - (4) And finally, it should be adopted with the information technology through using internet, business networks, means of electronic commerce, and the fast means of communications and systems so as to enable the product to be produced anywhere in the world.

2. THE ADAPTATION WITH THE INTERNAL AND EXTERNAL LABOR MARKET AND THE PREPARATION TO IT

The process of work either in the local level or in the international one has been characterized by facing many challenges, economic, political and social obstacles in one hand, and its distinguished capability in adopting with the circumstance and urgent developments on the other hand. The adaptation with the labor market is considered as one of the problems which the universal economic faces and the weakness of compatibility between education outcomes and the requirements of the labor market leads to the increase of the rate of the unemployment in the labor market especially in the light of the extraordinary expansion in the higher education or in some university specializations, and this is due to the shortage of the demand side in absorbing the offers of the manpower especially when the external demand on the Jordanian manpower declined causing the lowering of gulf countries' revenues since 1980s, and the decline of the investments in the host countries of the Jordanian manpower especially in the specializations of business, economic and marketing which led to the reduction of job opportunities and this was represented by decline of the rate of the immigration of the Jordanian manpower to the Gulf, even most of them returned home especially this was coincided with a sharp discussion of the Jordanian manpower in Asian and African countries with low wages and salaries, in addition to the gulf countries' adoption of a policy of replacement of the local employment instead of the foreign one (The Jordanian society of scientific research (2009).

Finding a job opportunity in the light of the new circumstances and changes in the labor market has not been an easy thing, and it gets harder (The Social Security Corporation, 2011) one of the reasons for this is the revolution in the communications and in the information, and what is followed as: universal openness and increase in the institutions ambition to achieve more accelerated growth and qualified and trained, in addition to the competition between the local graduate and the foreign one, and introducing new and developed teaching methods. All of these reasons made the scientific qualification not to be a magic stick but the training, rehabilitation, and the preparation for the local internal and external labor market has become unavoidable. Training and development have become lately to the graduates of business and marketing a kind of a successful investment, the expenditure on the training and the qualitative improvement as getting advanced levels of further certificates as the preparation for the TOEFL and other specialized training courses has benefits both in the personal level by getting distinguished job opportunities that compensate what has been spent or in the institutional level by raising the level of manpower and its substitute

thus raising the returns of the organization (Shaker, 2003). And the researcher for a job of the graduates of business and marketing has to acquire more training courses and skills which start by the personal interview through self-development and the preparation for the labor market in terms of developing self and the functional culture and enrolling in specialized courses related to the scientific qualification and the target behind this was to develop the skills that improve the personality (Rosen, 2003).

Many studies see that the adoption of the outcomes of the educational system and the programs of development and training with the requirements of the labor market needs a number of factors (Muneer, 1997):

- (1) Adopting and adjusting the plans and the courses to suit the real need of the labor market in terms of the courses, professional and scientific skills, introducing courses into the curriculum of the ministry of higher education that aim to obtain a job opportunity.
- (2) Make organized promotional Campaigns that show the real need of the internal and external labor market and how which specializations have deficit or surplus so as to raise the learners' awareness of the necessity of looking forward to the needed academic specializations, and the efforts between the institutions of the higher education including the universities, institutions of labor market, the associations, the vocational institutions and the civil society organizations as the unions and the associations should come together, and their roles should be activated towards the need of the labor market, and in addition to give the practical dimension a major role in the educational programs by connecting the science and the theoretical knowledge with the practical application side.

3. THE PREVIOUS STUDIES AND WHAT DISTINGUISHED THIS STUDY

The previous studies discussed the subject from different sides either they are Arabic or non-Arabic, and the researcher chose some of them which have a strong and a direct relation with the subject of this study. Some of these studies are:

Alanooz study (2012) entitled by "the needs of the Jordanian labor market from manpower in the light of the number of the graduates of the educational systems according to the geographical regions in Jordan and ways of facing them". The study aimed at identifying the needs of the Jordanian labor market of the qualified manpower in the public and the private sectors for the period (1995-2012). The study recommended the closure of the saturated undergraduates specializations and work on opening needed specializations in the Jordanian and

Arabic labor market. While the study of Abdalhaq (2003) entitled by "the environmental analysis and its impact in designing the educational strategy-the objectives and the choices." This study relied on a sample of respondents consisted of (46) heads of the Arab universities and their deputies and the colleges' deans at Jordanian universities at the Jordanian private universities using the integrated analytical approach to describe the variables of the study, and the most important result of the study was that there was a statistical significant relation between the outlined objectives and the variables. And in the study of Hneiti (2007) entitled by "the quality of the higher education and the compatibility." The study aimed to identify the extent of response to the change of the relations of the production elements to the characteristics of the new century. The results of the study asserted the compatibility between the higher education outcomes and between the needs of the labor market needs raising the quality of the graduate's efficiency and rehabilitating him through introducing the institutions of work and the private sectors of the programs and the study plans, and marketing the graduates' capabilities and skills and providing data on the internal and external labor market regarding all the specializations. Barnett's study (1993) entitled by "Improving higher Education, the society for research into higher Education", aimed at identifying the status of the methods of developing the qualitative efficiency of the higher education and the ways of administrating it and link the educational programs with the needs of the British community. The sample of the study consisted of a group of institutions of higher education which their reports, data and statistical figures were reviewed and the study concluded that developing the quality of the efficiency of education should be linked with the educational concept and with the community and its needs. And in a study of Shareef (2007) entitled by "Teach the applied sciences in light of the changes of the labor market", aimed to identify the quality of the Arab education which responds to the needs of the labor market so as the graduates can be more productive of knowledge in a way that ensure the absence of the similarities in the scientific centers with their programs, plans and specializations to the labor market.

The study concluded that all the sides of the educational process with its specializations, programs, courses and teaching regarding the modern concept should be comprehensive based on the needs of the labor market to ensure a job opportunity that based on knowing the accelerated future in its changes, and future challenges. And the study of Psocharopoulos and Velz (2003) entitled by "Higher Education Quality and Labor Market outcomes", aimed at identifying all the dimensions that asserted the role of the higher education outcomes in the labor market. The study was carried out in Colombia with a sample consisted of (4000) person of the manpower. The analysis in the study took many things into consideration as: the scientific degree, the level of education, the type of

the tests, and the kind of the college where the graduates studied in. The study concluded that the graduates of the scientific colleges are the most influential in the private sector and get the highest wages and salaries. The study recommended the need for the Colombian higher education to review its educational policies and its curriculum to suit the needs of the labor market in a better way. And Vern Rosen (2000) carried a study entitled "Beyond Higher Education, Access to Learning for Adults, Northeast Open College networks, USA", aimed at identifying the graduates' capability to move into the labor market. The population of the study consisted of all the American universities. And the sample of the study consisted of 200 graduates. The study concluded that the situation of the polytechnic education is good from the practical side, but the problem was in the possibility for its graduates to move to the labor market. The issue, sometimes, seemed to be difficult and a waste of time because some of the specializations are not based on the real needs of the community. The study recommended the necessity to develop the programs of these institutions so as to suit the needs and the requirements of the American labor market especially in light of the rise of the unemployment. And in a study of Mohammad Ashor (2005) entitled "the role of the Jordanian universities in preparing the qualified human resources to face the needs and the requirements of the labor market", aimed to identify the outcomes of the academic higher education and its compatibility with the needs and the requirements of the labor market regarding the outcomes. The study concluded many results, but the most important of them was: the deterioration of the economic situations at both the local and Arab levels was because of the continuous increase in the number of the graduates as a result of the rapid increase of the population which led to an increase in the percentage of the unemployment in the Jordanian labor market. And the study recommended the need to reconsider and revise the outcomes of the higher education in Jordan to be more compatible with the special needs of the local labor market. And the study of the higher education (2005) entitled "the project of the higher education and the labor market-services and employment", aimed to diagnosis the most important indicators and attitudes which affect the future of employment in Jordan through knowing the mental map of the external elements that are difficult to be controlled in light of globalization. The negative effects of globalization, privatization and informatics were elaborated in the small size of the organizations and the institutions of the economic situation in the following: inflation, the unemployment with its types, the codification of the education for specializations that the labor market does not need.

But the positive effects were represented by the high qualifications, and obliging the employers to adopt the policy of the early retirement regarding the laws of the Social Security.

Looking at the previous studies, it is clear that there is a scarcity in the studies that discussed the department of business and marketing and its connection with the Jordanian labor market. The previous studies were limited to the role of the universities either they are local or international in preparing the manpower to face the requirements of the Jordanian labor market. These previous studies did not focus on the compatibility between the plans and the courses in one hand and between the labor market on the other hand, so this study comes to look for the compatibility between the plans and the courses of the department of business and marketing at Balqa Applied University which are represented by the graduates and between the internal and external labor market which are represented by their needs and requirements.

4. THE METHODOLOGY OF THE STUDY: THE METHOD AND THE PROCEDURES

The population of the study represented all the graduates of the department of business and management at Balqa Applied University since its establishment in 1997 in Jordan. While the side of demands was represented by the internal and external labor market whether it was at the level of the public sector or the private sector which was identified using the data of the following: civil service bureau, the social security corporation, and the companies of marketing the Jordanian efficiencies which were about 14. A random simple sample was selected to present 20% of the population of the study. And many statistical methods were used to process the data as: Mean and standard deviation, Simple and multiple regression, Beta, F-test, T- test, R², R, Cronbach Alpha.

5. TESTING THE HYPOTHESES OF THE STUDY

To test the hypotheses of the study, it was relied on the general rule to accept and reject the hypotheses. If the calculated (t) value was bigger than the tabulated (t) we eject the null hypothesis and accept the alternative hypothesis or directly by the value of the significance, that if it was less or equal 5% we accept the alternative hypothesis and reject the null hypothesis (Alnajjar, 2011, p39), (Sekeran, 2000, P.75)

5.1 The First Hypothesis (Ho₁)

Ho₁: there is no compatibility between the courses and the study plans of the department of business and marketing at Balqa Applied University and the management of the internal and external labor market at the level of significance 5%.

The following table showed the results of the statistical test of the first hypothesis. it is clear that the value of the calculated (t) is less than the tabulated (t), in addition

to the significance value is less than 5% which means rejecting the null hypothesis and accept the alternative one which indicates that there is statistically significant relation between the compatibility of the study plans and the courses of the department of business and marketing at Balqa Applied university and between the administration of the internal and external labor market. And this is an indication on the validity of the administration of the plans in this university as well as following up the developments and the challenges of the labor market whether they are on the local level or on the external one especially the foreign labor markets. And it is clear from the same table that

Table 1
The Statistical Results of the First Hypothesis

Statistical Test→	T test	Tc	R	R ²	Beta	Sig.
Statistical Result→	1.960	2.513	0.690	0.4761	0.691	0.002

5.2 The Second Hypothesis (Ho₂):

Ho₂: there is a significant relation between the plans and courses' management of the department of business and marketing and between the functional competencies of the needs of the internal and external labor market from the same major at the level of significance accepted statistically ($p \geq 0.05$).

The test's results of the second hypothesis as it is illustrated in Table 2 that the second hypothesis was rejected and the alternative one was accepted. And the reason is that the significance value was less than (5%) in addition to that the value of the calculated (t) is less than the tabulated (t), which means that the dependent variable (the administration of the plans and the courses of the department of business and marketing at Balqa Applied University) relied on the functional efficiency to the needs of the internal and external labor market, so whenever the efficiency increases a unit, the administration of the plans and the courses will change with the amount of (R) value which is about 41% and thus there is a positive direct relationship between the dependent variable and the independent one. The functional efficiency by its own can explain about 0.167 out of the total of variables that explain the dependent variable (the administration of the plans and the courses of the department of business and marketing at Balqa Applied University). And what asserted this result is the value of coefficient of Beta, which was 0.41, so we reject that there is no relation and accept this relation (statistically and correlation) regarding the statistical results which were mentioned before and as it is illustrated in the same table.

Table 2
The Results of the Statistical Test of the Second Hypothesis

Statistical test→	Tc	R	R ²	Beta	Sig.
Statistical result→	2.513	0.410	0.168	0.411	0.000

the Pearson's Correlation Coefficient was somehow high ($R=0.69$) which means the study plans and the courses and their administration change regarding the requirement of the labor market with a correlation relationship about 69% and it is a positive correlation, in addition to that about 47% of the variables of the administration of plans and the courses attributed to the changes in the structure and in the formation of the development of the labor market, whether it was in economic or technological sides or anything else. And this what was approved by many of the previous studies, whether it was to the same department or other academic departments (Ashoor, 2005)

5.3 The Discussion and the Analysis of the Results

5.3.1 First: The Results Regarding the First Hypothesis

We notice through identifying the nature of the plans and the courses of the department of business and marketing at Balqa Applied University, that the first plan which the department put was in 1997 including 43 courses: 83 credit hours to the specialization, and 60 of them were compulsive. With the development of the labor market and the functional efficiencies which cope up with the changes, the plans and courses have been developed qualitatively till these days in many courses through the process of evaluation by many different committees in the department for comparison, and keep up with the universal criteria of the quality; adding and deleting some of the course in a way that suits the modern changes of labor market, increasing some credit hours to the subjects that have relation with the specialization especially the department of marketing was merged from the beginning and so was the department of business with the department of administrative sciences, then the courses varied greatly and some of them are marketing by relations, supply chain management, management communication in English, management of change and development, international business administration in English, methods of scientific research of business, small project management where the credit hours of the compulsive and optional specialization are increased. And after the consultation of the views of the supervisors of the internal and external labor markets (civil service bureau, the social security corporation, and the companies of marketing the Jordanian efficiencies) and took the opinions of a sample of the graduates, it was clear that the plans and the courses are compatible with the needs of the labor market, and some of them are completely consistent with the suggestions of the entities of the administration of labor market and with what is compatible with the universal criteria of the quality of the courses and any other similar courses in this filed.

And what the mean of the sample made clear as it was positive ($\bar{X}=4.21$) and it is higher than the mean of the measurement of the tool of the study. And the attitudes of the study showed that there was reconsideration to the study plans and the course even in the language which is used in teaching more than once. The views of the sample of the study were also positive ($\bar{X}=3.98$) and this is compatible with vision of the college which is emerged from the message of the university in following up the developments, scientific accumulations and the urgent changes of the labor market: eternally and externally. The researchers believe that regarding this analysis, there must be a professional development to the academic staff and which becomes later a legal and a basic demand to cope with the developments of the labor market in one hand, and to improve the level of the graduates' quality and be a vital element in transferring the distinguished and creative experiences in the field of learning and teaching on the other hand. It is a necessity to face a lot of challenges and the capability of adoption, flexibility and quick dealing with the capability of transferring ideas and knowledge from field to another. So the department of business and marketing of the college of planning and administration at Balqa Applied University has sought recently to choose and appoint the qualified scientific academic staff who are specialized and capable to teach the courses mentioned previously with efficiency and high seriously where the department includes about 25 lecturer (part time) including 2 professors, 5 associate professors and 13 assistant professors. And this development has the reflection and the great impact on the graduates' level of quality and their skills and being attracted by the Arab countries (external labor market) and all of this

was regarding the quantitative development of the level of the academic staff, but as regarding the qualitative level, the developments, which the study plans and the courses got, have the impact and the qualitative reflection of the efficiency and the quality of the educational outcomes as they received acceptance and satisfaction of the employers and the community through surveying the opinions of the sample of the study, and the attitudes were positive because the mean ($\bar{x}$) of the sample of the study was ($\bar{X}=4.01$) and this what the employers pointed to previously. And it was clear that there is an increase as 63% of the sample of the study reported by the institutions and the internal companies as the Gulf countries (Civil service Bureau, the companies of marketing the Jordanian competencies, 2012) in addition many of the graduates got studying opportunities to finish their higher education in this field, whether it was inside Jordan or outside it.

5.3.2 Second: The Results Regarding the Second Hypothesis

As it is illustrated from Table 3 about (250 male and female students) graduated from the department of business and marketing since it has been established, and it is noted from the Table 3 that the number of graduates is increasing where their number was in 2005 about (male and female students), and this number increased to (173 male and female students) in 2010 till the number reached to (520 male and female graduates) in 2012 and all these graduates worked in the organizations of the private and public sectors as it illustrated in the reports of the Social Security Corporation, Civil Service Bureau and the companies of marketing the Jordanian competencies.

Table 3
The Number of the Graduates of the Department of Business and Marketing in Balqa Applied University

Percentage of business and marketing out of the college graduates	Total	College graduates from other specialization		Total	Males	Females	Year
		Male	Female				
-	166	25	81	-	-	-	2001
-	170	62	108	-	-	-	2002
-	176	66	110	-	-	-	2003
-	153	55	98	-	-	-	2004
0.67	297	145	152	2	-	2	2005
10.43	374	206	168	39	22	17	2006
15.83	360	189	171	57	30	27	2007
17.86	459	214	245	82	45	37	2008
17.23	412	198	214	71	34	37	2009
26.74	647	317	330	173	92	81	2010
33.33	288	130	158	96	48	48	2011-2012
15.11	3442	1607	1835	520	271	249	2012

The statistical results, which are announced by the employers and mentioned previously, indicated that 75% of the graduates' work is in the private sector because of the promotions and high wages which the sector presented compared with the public sector, in addition to the opportunities of training, development, rehabilitation

and the exchange of experiences with the countries of the world which are mainly available to the graduates of the department of business and marketing in Balqa Applied University in the private sector more than the public sector especially if we know that all the manpower in the Jordanian public sector according to the latest

statistics was about (205 thousands of employees). And according to the functional efficiency to the external labor market, the sample pointed out that 61% of the available jobs opportunities especially in the private sector, and more specifically in the gulf area, are more than what is available in Jordan which asserted that the labor market needs the scientific qualifications that suit the nature and the specialization of the companies, and the working organizations in the field of business and marketing, and most of the graduates from this department own the skills and the efficiency which they got during the years of studying in the department of business and marketing and be able to use them in practical situations. The journey for looking for a job opportunity seems to be no longer existed to the graduates of this department because of the existence of many public and private business organizations inside and outside Jordan that looked for these graduates of this department. We concluded from the previous analysis that most of the graduates of the department of business and marketing in Balqa Applied University have the best chance to obtain a job opportunity, internally and externally in the public and private sectors, and it showed the compatibility of the study plans and the courses with the external and internal labor market regarding keeping up with the internal and external environmental changes, and these plans and courses of the department of business and marketing in Balqa Applied University and their development over time take into consideration the instant and future needs of the community, and they focus on learning instead of teaching, and prepare the students to work with basic skills especially in light of the existence of a relation, as the statistics results showed, between the administration of the study plans and the courses and between the internal and external labor market, and finally, the attraction of the specialized Jordanian efficiencies which had the major role in the process of change, the development of the study plans and the courses and their credit hour and all of this have been done as a result of the university and the college support and the submission of many privileges and incentives to the faculty academic staff and the academic cooperation with part-time academic staff, and with the employers of the external and internal labor market at the same time.

6. THE RECOMMENDATIONS

- Marketing capabilities and skills of graduates to employers.
- Defining the private sector with the program and the specializations through an independent entity.
- The extensive training of the private sector to join the cognitive side with the needs of the labor market (applied).
- Providing the data of the needs of the labor market.
- Adjusting the plans to be more compatible with the internal and external labor market so as to be flexible that could be revised.
- Treating the projects of graduation (field-applicable) with a qualified manner.
- Organizing the scientific and productivity exhibitions.
- Joining the modern vocational courses (scientific and practical) which the Jordanian labor needs.
- Encouraging the business incubators and the expansion in them in line with the requirements of the labor market.
- Analyzing and evaluating the results of the employers of the graduates for the benefit and the plans development.
- Transferring knowledge through encouraging the universities to build relations with the universal institutions of training and rehabilitation.
- Enhancing the students' skills and strengthening the communications with the external surrounding by intensifying the extracurricular activity.

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