

ATTACHMENT 5.

Kingdom of Saudi Arabia

**The National Commission for Academic Accreditation &
Assessment**

**T6. Course Specifications
(CS)**

Principals of Business Administration (MKT 111)

Course Specifications

Institution: University of Jeddah	Date: 29/03/2017
College/Department: College of Business/Marketing Department	

A. Course Identification and General Information

1. Course title and code: Principals of Business Administration - MKT 111			
2. Credit hours: 3 Hours			
3. Program(s) in which the course is offered. (If general elective available in many programs indicate this rather than list programs) This course is university compulsory course offered in the foundation year.			
4. Name of faculty member responsible for the course: Academic staff of collage of business.			
5. Level/year at which this course is offered: Second Semester – Foundation Year			
6. Pre-requisites for this course (if any): Not Applicable			
7. Co-requisites for this course (if any): Not Applicable			
8. Location if not on main campus: Not Applicable			
9. Mode of Instruction (mark all that apply)			
a. traditional classroom	<input checked="" type="checkbox"/>	What percentage?	<input type="text" value="100"/>
b. blended (traditional and online)	<input type="checkbox"/>	What percentage?	<input type="text"/>
c. e-learning	<input type="checkbox"/>	What percentage?	<input type="text"/>
d. correspondence	<input type="checkbox"/>	What percentage?	<input type="text"/>
f. other	<input type="checkbox"/>	What percentage?	<input type="text"/>
Comments:			

B Objectives

<p>1. What is the main purpose for this course?</p> <ul style="list-style-type: none"> • Understand the business administration and its development. • Understand the main functions of the business administration. • Understand the main functions of the business organizations. • Connect between the functions of business administration and business organizations.
<p>2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)</p> <p>The course is newly design based on the best curriculums of business administration. Furthermore, at the end of every semester, the department staff will evaluate the course relevance and contents to eliminate/reduce the weaknesses/difficulties and to maintain and enhance the strengths/advantages in addition to new suggestions for a new improvements and/or modifications.</p>

C. Course Description (Note: General description in the form used in Bulletin or handbook)

<p>Course Description:</p> <p>This course is offer in the foundation year. This is university compulsory course taught to all students during the foundation year for managerial path. This is fully teaching in traditional classroom. The main target of the course is to provide students with fundamentals knowledge and skills of management in general and how they integrate it with their disciplines in the future.</p>

1. Topics to be Covered		
List of Topics	No. of Weeks	Contact hours
The historical development of administrative knowledge.	1	3
Business administration in Saudi vision 2030	1	3
Types of administrative organizations	1	3
Planning	1	3
Decision-making	1	3
Organization	1	3
Coordinating	1	3
Administrative leadership	1	3
Administrative communications	1	3
Controlling	1	3
Human resource management	1	3
Marketing management	1	3
Operational management	1	3
Financial Management	1	3
Management of information system	1	3

2. Course components (total contact hours and credits per semester):						
	Lecture	Tutorial	Laboratory or Studio	Practical	Other:	Total
Contact Hours	45	None	None	None	None	45
Credit	3	None	None	None	None	3

3. Additional private study/learning hours expected for students per week.	3
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4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy
On the table below are the five NQF Learning Domains, numbered in the left column. First , insert the suitable and measurable course learning outcomes required in the appropriate learning domains (see suggestions below the table). Second , insert supporting teaching strategies that fit and align with the assessment methods and intended learning outcomes. Third , insert appropriate assessment methods that accurately measure and evaluate the learning outcome. Each course learning outcomes, assessment method, and teaching strategy ought to reasonably fit and flow together as an integrated learning and teaching process. (Courses are not required to include learning outcomes from each domain.)

Code #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
1.0	Knowledge		
1.1	Understand the business administration in general.	Lecture	Assignments Presentation Exams
1.2	Understand the business administration functions and the business organization functions.	Lecture	Assignments Presentation Exams
2.0	Cognitive Skills		
2.1	Link the functions of business administration and the functions of business organization.	Lecture	Assignments Presentation Exams
2.2	Link the business administrative concepts with the environment.	Lecture	Assignments Presentation Exams
3.0	Interpersonal Skills & Responsibility		
3.1	Leadership and coordination with others in collaborative works.	Lecture	Assignments Presentation

3.2	Participation in collaborative works	Lecture	Assignments Presentation
4.0	Communication, Information Technology, Numerical		
4.1	Verbal communication and presentation skills	Lecture	Discussions in class Presentation
4.2	Written communication skills	Lecture	Assignments Exams
5.0	Psychomotor		
5.1	Not Applicable	Not Applicable	Not Applicable
5.2	Not Applicable	Not Applicable	Not Applicable

5. Map course LOs with the program LOs. (Place course LO #s in the left column and program LO #s across the top.)

Course LOs #	Program Learning Outcomes (Use Program LO Code #s provided in the Program Specifications)							
	1.1	1.2		2.1		3.2		4.1
1.1								
2.1								

6. Schedule of Assessment Tasks for Students During the Semester

	Assessment task (e.g. essay, test, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1	Assignments	3 rd , 6 th , 9 th & 12 th	20%
2	Midterm exam	8 th	20%
3	Presentation	14 th	20%
4	Business final exam	16 th	40%
Total			100%

D. Student Academic Counseling and Support

1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each

week).

Department has academic advisor for students. The academic advisor is responsible for student consultations and academic advice. In addition, every teaching staff is expected to be in office during office hours for students.

E Learning Resources

1. List Required Textbooks

There will be a customized book for this subject. it will be written by the academics from the faculty of business.

2. List Essential References Materials (Journals, Reports, etc.)

Bovee, C. L. and J. V. Thill (2016). Business in Action, Global Edition, Pearson Education Limited.

3. List Recommended Textbooks and Reference Material (Journals, Reports, etc)

Not Applicable

4. List Electronic Materials, Web Sites, Facebook, Twitter, etc.

Not Applicable

5. Other learning material such as computer-based programs/CD, professional standards or regulations and software.

Not Applicable

F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access etc.)

1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)

- Lecture room for 30 to 40 students.
- Resources room equipped with all the essential resources for 30 to 40 students.

2. Computing resources (AV, data show, Smart Board, software, etc.)

- Each lecture room is equipped with latest overhead projector and screens.
- Resources room are available for all students to use.
- Each faculty member is also provided with lap top.

3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)

Not Applicable

G Course Evaluation and Improvement Processes

1 Strategies for Obtaining Student Feedback on Effectiveness of Teaching

Every semester student feedback is taken for all the courses.

2 Other Strategies for Evaluation of Teaching by the Instructor or by the Department

- Class observation by peer
- Verification of the answer sheets
- Verification of the collaborative business project

<p>3 Processes for Improvement of Teaching</p> <ul style="list-style-type: none">• Faculty Meeting (Open Discussion)• Faculty Training• Faculty attending Workshop on Teaching• Conducting Research
<p>4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)</p> <ul style="list-style-type: none">• Internal Verification – By another faculty member in the same college• External Verification – By another faculty member from other college
<p>5 Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.</p> <p>Department of marketing conducts department meeting every month. In the meeting at the end of the semester, the course teachers present the details of their course. Based on their experiences during the semester and the new developments in the entrepreneurship for the next semester is developed.</p> <p>Moreover, every year, there is department advisory board meeting. Courses that need to be review are discusses for improvement.</p>

Name of Instructor: Academic staff of collage of business.

Signature: _____

Date Report Completed: 29/02/2017

Name of Course Instructor: Academic staff of collage of business.

Program Coordinator: Dr. Abdulaziz Youssef Alghamdi.

Signature: _____

Date Received: _____