



Course Specifications

Course Title:	Graduation Project
Course Code:	490ADMN
Program:	BBA in Business Administration
Department:	Business Administration
College:	College of Business Administration
Institution:	Jazan University

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A. Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 12 – Year 4	
4. Pre-requisites for this course (if any): Yes –ADMN 410 Internship Training Report	
5. Co-requisites for this course (if any): No	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Regular meetings	18	
2	Blended	8	
3	Group discussion	4	
4	VIVA	3	
5	Total	33	

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Regular meetings	18
2	Blended	8
3	Group discussion	4
5	VIVA	3
	Total	33

B. Course Objectives and Learning Outcomes

<p>1. Course Description</p> <p>Graduation Project is a whole hearted purposeful activity proceeding in a purposeful environment. It gives practical shape to theoretical learning and involves practical problems. By preparing projects students can have real learning. This is the systemized process to make an enquiry, verify the truth or test the real situation. Project is undertaken with certain specified and predetermined purpose.</p>
<p>2. Course Main Objective</p> <p>Research is a tool by which they can test their own, and each other's' theories, by using this antagonism to find an answer and advance knowledge. The main objective of this course is to enhance learning practically. Students can have real learning by systemized process to make an enquiry, verify the truth or test the real situation. Whilst no scientific proof can be accepted as ultimate fact, rigorous testing ensures that proofs can become presumptions. Certain basic presumptions are made before embarking on any research project, and build upon this gradual</p>

accumulation of knowledge.

3. Course Learning Outcomes

By the end of this course, students will be able to:

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Describe the Business Plan.	K1
1.2	Explain the stages of business plan.	K1
1.3		
1...		
2	Skills :	
2.1	Compare between different competencies of business	S2
2.2	Critically evaluate different accounting statements	S2
2.3	Calculate different projected accounting statements	S4
2.4	Appraise the relationship between investment, risk and return	S5
3	Values:	
3.1	Carry out research projects independently with high moral standards in their professional endeavors	V6
3.2	Demonstrate various skills through business plans	V1
3.3	Coordination between various teams for fine business practices	V2
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Unit 1: Business Plan Model <ul style="list-style-type: none"> What is The Business Idea? Sum up your Business Idea. What is your Business goals? What is the Business Model? (Mission & Vision – what do you want to achieve in your first year of business?) <ul style="list-style-type: none"> What is the Business does? (Product or service – Features – Benefits)(Student Self Study) What makes the Business Different? (Your product/service is unique or different compared with the competitors) <ul style="list-style-type: none"> Legal requirements (Legal name and Legal form of Business entity. Location and geographical information (Student Self Study) Nature and size of Business. Management and stuff (the Team) clarify organizational Structure 	10
2	Unit 2. The Environmental and industry analysis and PESTLE Method <ul style="list-style-type: none"> Environmental analysis is a strategic tool we use to understand the success or lack threat of a business By PESTLE method Clarify all the internal and external factors that 	7

	can affect the organizational performance. <ul style="list-style-type: none"> • Analysis of Competitors(Student Self Study) • What is your USP(unique selling point)? • Why your product or service is different? 	
3	Unit 3. Marketing Strategy <ul style="list-style-type: none"> • Marketing Analysis: (Clarify Market and customer segmentation) • Your Market size. • SWOT Analysis (Student Self Study) • Pricing (Student Self Study) • Advertising & promoting (Student Self Study) • Delivery & payment (Student Self Study) 	6
4	Unit 4. Financial plan <ul style="list-style-type: none"> • 3 years Roadmap & vision(Student Self Study) • Projected income statement(Student Self Study) • Projected balance sheet • Cash flow projections • Break-even analysis (in which month) • Sources and applications of funds(Student Self Study) <p>(every(Student Self Study)conduct one hour so in total its 10 hours)</p>	10
Total		33

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Describe the Business Plan.	Data show presentation	Regular report
1.2	Explain the stages of business plan.	Data show presentation	Attend meeting
2.0	Skills		
2.1	Compare between different competencies of business	Small group discussion	Regular report
2.2	Critically evaluate different accounting statements	Data show presentation Small group discussion	Attend meeting
2.3	Calculate different projected accounting statements	Small group discussion Case studies e-learning discussion forums	Group assignments Peer evaluation for performance and attitude
2.4	Appraise the relationship between investment, risk and return	Small group discussion e-learning discussion forums Case studies	Problem solving questions Assignments

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Supervisor evaluation
3.0	Values		
3.1	Carry out research projects independently with high moral standards in their professional endeavors	Case studies Small group discussion	Assignments Supervisor evaluation
3.2	Demonstrate various skills through business plans	Case studies Small group discussion	Assignments Supervisor evaluation
3.3	Coordination between various teams for fine business practices	Case studies Small group discussion	Assignments Supervisor evaluation

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Project Report Writing- 50 Marks		50
2	Participate the student in regular meeting and involving in the discussion 25 Marks		25
3	Comprehensive Viva-Voce- 25 Marks		25
4			
5	Total		100%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice: Faculty is available during the office hours for individual student consultations, discussing problems and academic advice.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Business Research Methods by Alan Bryman and Emma Bell Carol Harvey, Oxford University press, 2015 Fundamentals of Research Methodology and Statistics, Y K Singh, New Age International Publishers, 2006
Essential References Materials	Journal of advanced Research Methods. Electronic Journal of Business Research. Californian Management Review Harvard Business Review, HBS USA Journal of Business Research Methods. Journal of Business Research.

Electronic Materials	http://www.emeraldinsight.co/insight http://www.allbusiness.com Saudi Digital Library (SDL- www.sdl.edo.sa) website containing several hundred key business and management journals with full text articles with 6 databases. Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily. www.decailibrary.org www.ncpublicschools.org
Other Learning Materials	https://books.google.com.sa/books?id=PwMX8xzjvyIC&lpg=PR5&ots=WVF0f-0yg&dq=business%20plan&lr&pg=PP1#v=onepage&q=business%20plan&f=false Nunn, L. and McGuire, B. (2010) "The Importance Of A Good Business Plan", <i>Journal of Business & Economics Research (JBER)</i> , 8(2). doi: 10.19030/jber.v8i2.677.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Updated Labs required
Technology Resources (AV, data show, Smart Board, software, etc.)	Qualitative Data Analysis Software like SPSS, STATA required
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students, Program Leaders	Direct
Extent of achievement of course learning outcomes	Students, Faculty	Direct/ Indirect
Quality of learning resources	Students, Faculty, Program Leaders, Peer Reviewer	Direct/ Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Department Council
Reference No.	2301-09-ADMN490
Date	13/10/2023