



Course Specifications

Course Title:	Design Economic
Course Code:	515 AAD-3
Program:	Bachelor of Applied Arts
Department:	Applied Arts
College:	Faculty of Architecture and Design
Institution:	Jazan University

Table of Contents

A. Course Identification	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes	4
1. Course Description	4
2. Course Main Objective.....	4
3. Course Learning Outcomes	4
C. Course Content	5
D. Teaching and Assessment	6
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	6
2. Assessment Tasks for Students	7
E. Student Academic Counseling and Support	7
F. Learning Resources and Facilities	7
1. Learning Resources	7
2. Facilities Required.....	7
G. Course Quality Evaluation	8
H. Specification Approval Data	8

A. Course Identification

1. Credit hours: 3 Hours
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 9 / fifth year
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom- Theoretical	3	100 %
2	Blended	×	0%
3	E-learning	×	0%
4	Correspondence	×	0%
5	Other	×	0%

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture 1×3×15	45
2	Laboratory/Studio	0
3	Tutorial	0
4	Others (specify) Assessment 1 Continuous assessment (1 hour only) 1 presentation (0.5 hour only) 1 mid-term exam (1 hour only) 1 final theoretical exam (2 hours)	
	Total	49.5
Other Learning Hours*		
1	Study Theoretical study(1 hour for 1 CH)	3×15=45
2	Assignments 1 Continuous assessment for 1 CH 1 mid-term exam for 1 CH 1 final theoretical exam (2 hours)	8
3	Library Preparation for 0.5hour 1CH	1.5
4	/Research Essays/ Presentation 4 Hours for 1 CH	12
5	Others (specify)	
	Total	66.5
	All total	115

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course aims to study the basic concepts of design economics and the methods used to conduct economic analysis, in addition to studying the costs of raw materials, time of implementation, wages and total costs.

This course aims to identify the various stages required to obtain different products and achieve new economic results through study and analysis.

2. Course Main Objective

This Course aims to understand the concept of design economics and management and marketing .Appraise the elements of the cost of the product standards and achieve competitiveness with respect to environmental requirements. Also, the student should be able to diagnose the methods of feasibility study and the factors influencing it and determine the relationship between the economics of design and the consumer through creative designs to meet the real needs of both the producer and the consumer.

Identify the problems of production and to develop the most practical solutions to them both economically and technically by analyzing the nature of the operational potential of different stages and methods of production technology and functions of the product

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Identify the problems of production and develop the most practical solutions for them both economically and technically	K4
1.2	Demonstrate the different stages needed to get different products	K3
1.3	Know different design approaches and their relation to economic, environmental and agronomic standards	K1
2	Skills :	
2.1	Understand the concept of design economics and management and marketing	S2
2.2	Determines the relationship between design and consumer economics	S3
2.3	Compares different stages and production methods and their relation to product design	S4
3	Competence:	
3.1	Appreciates the professional responsibility of the designer	C2
3.2	Possesses the creative skills necessary to realize the context of the social, cultural, economic and sustainable product and its relationship to the design process	C5
3.3	Achieve new economic results through study and analysis	C3

C. Course Content

No	List of Topics	Contact Hours
----	----------------	---------------

1	<ul style="list-style-type: none"> • Introduction to Design Economics Definition of Economics Economic resources Elements of production methodology of research in the economy	3
2	Methods of conducting economic analysis Topics of Economics Economics sections Definition of design Definition of the International Council of Industrial Design Associations (ICSID) Important considerations to consider when designing products	3
3	<ul style="list-style-type: none"> • Design economics definition • Development stages of design economics with product Pre-design stage During design stage Post-design stage	3
4	<ul style="list-style-type: none"> • First Pre-design stage Concepts of Management and Marketing Importance of marketing study <ul style="list-style-type: none"> • Analysis of market trends and requirements 	3
5	<ul style="list-style-type: none"> • Study of consumer types Factors affecting the population environment Choose the product type and specifications	3
6	<ul style="list-style-type: none"> • Second During design stage Design entries Product system Technical and engineering study of the project	3
7	<ul style="list-style-type: none"> • Follow the technical and engineering study Examples of technical studies for small projects Determine the technical specifications of the product	3
8	<ul style="list-style-type: none"> • Third Post-design stage Choose and evaluate the product Value analysis Determine the relationship between functions, required characteristics, costs and their relationship to design <ul style="list-style-type: none"> – The role of the designer in achieving good economic results – Identify the problems of production and develop the most practical solutions for them both economically and technically Quick response methods for problem solving, analysis and handling	3
9	Feasibility study Economic feasibility study for small projects The concept of small projects <ul style="list-style-type: none"> – Financial study Study of the costs of small projects	3
10	<ul style="list-style-type: none"> • Continue to study the costs of small projects 	3
11	<ul style="list-style-type: none"> • Various exercises and applications on financial study 	3

12	<ul style="list-style-type: none"> Marketing and promotion of the commodity 	3
13	<ul style="list-style-type: none"> Final discussion of research and presentations 	5
14	<ul style="list-style-type: none"> Revision 	2
15	<ul style="list-style-type: none"> Exams (mid term1- midterm2) 	2
Total		45

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		
1.1	Identify the problems of production and develop the most practical solutions for them both economically and technically	Lectures Discussions Brainstorming	Direct method (objective test) By test specification table
1.2	Demonstrate the different stages needed to get different products	Brainstorming. Lectures. open debate	
1.3	Know different design approaches and their relation to economic, environmental and agronomic standards	Brainstorming. Lectures. Open debate	
2.0	Skills		
2.1	Understand the concept of design economics and management and marketing	Brainstorming. Lectures Exercise	Direct method Classroom assignment
2.2	Determines the relationship between design and consumer economics	Brainstorming. Lectures Exercise	
2.3	Compares different stages and production methods and their relation to product design.	Lectures Brainstorming. Discussions	
3.0	Competence		
3.1	Appreciates the professional responsibility of the designer	Lectures Brainstorming. Open debate	Direct method Classroom assignment
3.2	Possesses the creative skills necessary to realize the context of the social, cultural, economic and sustainable product and its relationship to the design process	Discussions Lectures Open debate	
3.3	Achieve new economic results through study and analysis	Lectures Brainstorming Open debate	Direct method Classroom assignment

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Attendance & Participation	During term	10%
2	Mid term1 & 2 exams	8-12	20%
3	Research submit	14 th week	20%
4	Presentation	15 th week	10 %
5	Final Exam	16	40%
6	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 :

Individual consultations and academic advice is supposed to allocate a minimum of 6 hours per week.

Tutorial for week students is supposed to allocate a minimum of 4 hours per week

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Robert A, Collinge Ronald M: " Economics by design: principles and issues, Prentice Hall, 2000
Essential References Materials	<ul style="list-style-type: none"> - أساسيات التسويق الدكتور شفيق ابراهيم حداد-رئيس قسم التسويق- جامعة العلوم التطبيقية -March 2006 - أسس ومفاهيم علم الاقتصاد -إعداد : بروفييسور/ محمد حامد عبد الله - دراسات الجدوى وتقييم المشروعات- إعداد د. طارق نصار- الأكاديمية العربية للعلوم المالية والمصرفية. <p>Economics by design: principles and issues</p>
Electronic Materials	-----
Other Learning Materials	-----

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classrooms with 30 seats and benches are required and they should be large enough to accommodate the number of registered students
Technology Resources (AV, data show, Smart Board, software, etc.)	Data Show attached to instructor computer and projector screen Laptop
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Not required

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of Teaching	Students	Online system course evaluation (indirect)
Quality of learning resources	Students	Objective test by Test specification table (indirect)
course learning outcomes	Students	Course learning outcomes survey. (indirect) Objective test by Test specification table (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	
Reference No.	
Date	