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NCAAA

T6

2020

Annual Program Report

Program Name:	Bachelor in Business Administration
Qualification Level:	6
Department:	Business Administration
College:	Darb University College
Institution:	Jazan university
Academic Year:	1442– 1443 H
Main Location:	Jazan
Branches offering the Program:	University College of Al-darb

Table of Contents

A. Implementation of Previous Action Plan

Considering the recommendations of the previous year annual report, list the planned actions and their status.

Priorities for Improvement	Planned Actions	Responsibility of Action	Planned Completion Date	Level of Completion		If Not Completed	
				Completed	Not Completed	Reasons	Proposed Actions
1. The quality of the course files	Workshop	Quality Committee	Within the first semester	√			
2. The quality of the surveys analysis	Workshop	Quality Committee	Within the first semester	√			
3. The quality of KPIs reports	Workshop	Quality Committee	Within the first semester	√			
4. Organizing Workshops to the Department Faculty Members about the research priorities of the university and society	Workshop & Discussions	Scientific Research Committee	Within the 2nd Semester of 1443 H academic year	√			
5. Scientific Research workshops to the students	Considering the workshops as study days and granting participants certificates	Scientific Research Committee	Within the 2nd Semester academic year 1443H	√			
6. Conducting seminars and forums in the specializations of the Department of National and International Business Administration	Create an organizational committee and announce the forum	Scientific Research Committee	Within the 2nd Semester of the academic year 1443 H	X		The procedures are under process	delayed to next academic year
7. The department E-portal	Collecting the data from the beginning of each semester.	E-Portal committee	The end of the academic year 2021-2022	√			
8. Committee tasks and responsibilities	Clarify the tasks of the committee at the beginning of each semester.	HOD	Within a month from the beginning of each semester	√			
9. Guide students academically, socially and psychologically	Workshops & sessions	academic guidance Committee	Within the 2nd Semester academic year	√			

No.								
10. Courses Teaching Plans	Crating a teaching plan for each course	Teaching staff	Within 2 weeks from the beginning of each semester	√				
11. Alumni Meet	Workshops & Discussions	Alumni committee	Within 2 weeks from the end of each semester	X				
12. Community services	Workshops	Community services unit	The end of the academic year 2021-2022	√				
13. Orientation for e-learning skills for new faculty and students	Workshops & Discussions	E-learning Unit	Within the first semester	√				
14. Taching business terminologies	Review with students during the classes the most popular business terminologies	Improving the quality of learning outcomes committee and Teaching staff	The end of the of 1443 academic year	√				
15. Improving the quality of learning outcomes	Workshops	Improving the quality of learning outcomes committee	Within 2 weeks from the beginning of each semester	√				
16. Alumni survey	Conducting survey	Alumni committee	Within 2 weeks from the end of each semester	√				
17. Employer Survey	Conducting survey	Alumni committee	within 2 weeks before the end of each semester	√				

B. Program Statistics

1. Students Statistics (in the year concerned)

No.	Item	Results		
		2022-1	2022-2	2022-3
1	Number of students enrolled at all levels of the program	548 **Annexure B-1-1**	498 **Annexure B-1-2**	

2	Number of students who started the program	**89** **Annexure B-1-4**		
3	Number of students who graduated	**37** **Annexure B-1-7**	**59** **Annexure B-1-8**	
4	Number of students who completed major tracks within the program (if applicable) a. b c.			
5	Number of students who completed an intermediate award specified as an early exit point (if any)			
6	Number of students who completed the program in the minimal time	**17** **Annexure B-1-10**	**32** **Annexure B-1-11**	

2 . Cohort Analysis of Current Graduate Batch **Annexure B-2-1**

Student Categories	Years	Total cohort enrollment	Withdrawn	Retained till year end	Not passed	Passed	Passing rate
Three Years Ago	20191	52	0	50	10	42	81%
	20192	56	1	51	25	31	55%
Two Years Ago	20201	57	0	49	57	0	0
	20202	52	0	50	52	0	0
Last Year	20211	53	0	53	53	0	0
	20212	53	0	53	53	0	0
Current Year	20221	53	0	51	0	53	100%
	20222	52	0	18	0	52	100%
Comments on the results:.							

2.Analysis of Program Statistics
(including strengths, areas for improvement, and priorities for improvement)

Strengths :
1. The total enrollment and retained till year end values are improved.
2. Graduation rate is satisfactory.
Areas for Improvement:
1.   Number of students who completed the program in the minimal time
Priorities for Improvement:
1.   Number of students who completed the program in the minimal time

C. Program Learning Outcomes Assessment

1. Program Learning Outcomes Assessment Results.

#	Program Learning Outcomes	Assessment Methods (Direct and Indirect)	Performance Target	Results
Knowledge and Understanding				
K1	Describe significant knowledge and articulate disciplinary and interdisciplinary theories, concepts, skills, and practices of Business			
K2	Demonstrate sound knowledge to become an entrepreneur themselves or will be able to contribute to the realization of entrepreneurs' business vision.			
K3	Recognize the new trends in the business world.			
K4				
K. .				
Skills				
S1	Analyze and create solutions for complex business problems.			
S2	Design Business Plan for various industries.			
S3	Evaluate the performance of business strategies against the stated goals.			
S4	Communicate effectively in a variety of professional context.			
S..				
Values				
V1	Exhibit lifelong learning skills in serving community for environmental, economic and social issues.			
V2	Collaborate in a Team to manage contemporary business projects to better serve the community.			
V3				
V4				
V..				
Comments on the Program Learning Outcomes Assessment Results.				

* Include the results of measured learning outcomes during the year of the report according to the program plan for measuring learning outcomes

** Attach a separate report on the program learning outcomes assessment results for male and female sections and for each branch (if any)

2. Analysis of Program Learning Outcomes Assessment
(including strengths, Areas for Improvement:, and priorities for improvement)

Strengths :
Areas for Improvement:
Priorities for Improvement:

D. Summary of Course Reports
1. Teaching of Planned Courses / Units
List the courses / units that were planned and not taught during the academic year, indicating the reasons and compensating actions.

| Course	Units/Topics	Reasons	Compensating Actions
All courses / units that were planned are covered and taught	N/A	N/A	N/A

2. Courses with Variations
List courses with marked variations in results that are stated in the course reports, including: (completion rate, grade distribution, student results, etc.), and giving reasons for these variations and actions taken for improvement.

Course Name &Code	variation	Reasons for variation	Actions taken
Most courses	Most of students results A, B, C, D	Students have different learning abilities and that is reflected on their marks.	

Total Registration	Pass	Pass percentage
2505	1975	79%

Grades	Darb 1st	Darb 2nd
A	487	N/A
B	482	N/A
C	451	N/A
D	555	N/A
Total	1978	

Grade Distribution
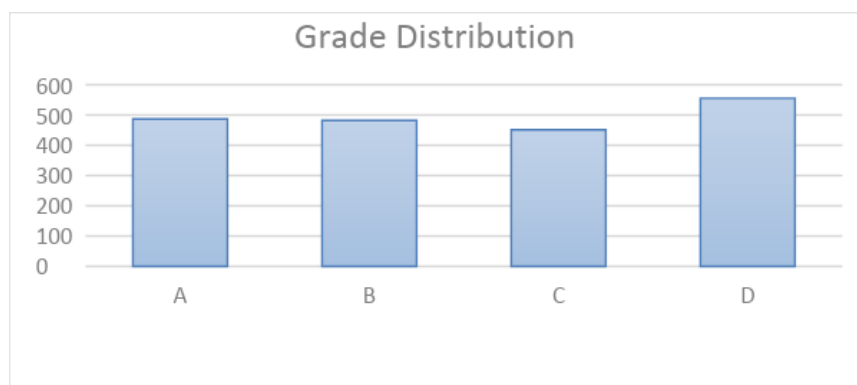
3. Analysis of Course Reports' Results
(including strengths, Areas for Improvement:, and priorities for improvement)

Strengths :
- All courses / units that were planned are covered and taught.   - The passing percentage is high
Areas for Improvement:
Student grade
Priorities for Improvement:
Find new methods to increase students' grade

E. Program Activities
1. Student Counseling and Support

Activities Implemented	Brief Description*
During the add and drop week, students are directed according their study plan	Organizing study plans to enable the student to complete graduation requirements with ease
Holding a welcome meeting for new students in the first week	Holding a meeting with all students to welcome them and create social cooperation among them.
The guiding week at the beginning of each academic semester in which the students are introduced to the student's guide booklet	Introduce students to the department's goals with all that they may need to know from the majors taught by the department and the decisions in each discipline. • Explaining the academic movements that the student may need, such as deletion, addition, apology, postponement, grievance, etc. • Clarify the disciplinary regulations for female students.
Time Management **Annexure E-1-1**	Date:04-04-1443, No of students: 27 The webinar presented the benefits and strategies of time management.
How to overcome exam anxiety **Annexure E-1-2**	Date:07-08-14431, No of students23 The webinar held at the end of semester to help students manage their anxiety before final exams.
Adjusting To University Life **Annexure E-1-3**	Date:04-06-1443, No of students24 The webinar presented to the students the most powerful skills that help students to adapt to the university life.
Comment on Student Counseling and Support**	

The academic advising unit provide a wide range of activities to support the students during the 2021-2022 academic year. However, the number of attendances is below the average, the unit need to promote the activities and reach to more students.

* including action time, number of participants, results and any other statistics.
** including performance evaluation on these activities

2. Professional Development Activities for Faculty and Supporting Staff

Activities Implemented	Number of participants		Brief Description*
	Faculty	Supporting Staff	
Course files Requirements Workshop Annexure E-2-1	11		Date: 29/9/2021 The quality coordinator in the business department conducted a webinar to explain to the faculty members the course file requirements
Survey analysis Workshop Annexure E-2-2	2		Date: 31/1/2022 The quality coordinator in the business department in Al-Darb University College (Norah Dhaafi) conducted a webinar to explain to the faculty members from the main campus and from the branch the steps in preparing and analyzing surveys using Google Forms.
KPIs reports Workshop Annexure E-2-3	8		Date: 9/5/2022 The quality coordinator in the business department conducted a webinar to explain to the faculty members how to prepare KPIs report.
How to prepare a Scientific Article Annexure E-2-4	3		Date: 27/03/2022 The presenter identified the steps of writing a research paper from choosing the topic and knowing the research gap, then writing the abstract and the introduction
Comment on Professional Development Activities for Faculty and ~~Other~~ Supporting Staff **			
An extensive array of Lectures, Workshops and courses were conducted online by the Deanship of Academic development, Deanship of E-learning and the department of Business .			

* including action time, number of participants, results and any other statistics.
** including performance evaluation on these activities

3. Scientific Research, Innovations and Inventions
a. Research Achievements (in the year concerned)

Scientific Production Source (Research Group/Research Chair/Individual Research/Research Project, etc.)	Number of Participants		Classification of Scientific Production (Research, worksheets, books, inventions, etc.)	Production Status (Published, accepted for publication, patented, etc.)
	Students	Teaching Staff		
non				
Total				

* Attach a research production statement of the faculty and students in the program including basic data such as (researcher's name, research title, publishing entity, publishing date, etc.)

** In the case of multiple scientific production, the program lists the numbers for each classification individually (Example in individual research: if the total number is (10) in the case of production (6) published, and (4) acceptable for publication, etc.)

4. Comment on Research Achievements

Encouraging researchers to publish scientific publications in classified scientific journals

Community Partnership

Activities Implemented	*Brief Description
Advanced areas of community Service Annexure E-4	Increasing awareness and educational culture for all members of society as part of its societal duty by contributing to the activation of constructive and distinguished community services, in addition to

	motivating the faculty's employees, including students and members of the educational and administrative body in various departments, units and departments, to participate and cooperate with various institutions.
Comment on Community Partnership **	
Non	

4. Analysis of Program Activities
(including strengths, Areas for Improvement:, and priorities for improvement)

Strengths :
 ● The academic advising unit provide a wide range of activities to support the students during the 2021-2022 academic year. ● The program participate in the community services
Areas for Improvement:
 ● Research paper
Priorities for Improvement:
Encouraging researchers to publish scientific publications in classified scientific journals

F. Program Evaluation

1. Evaluation of Courses

Course Code	Course Title	Student Evaluation (Yes-No)	Other Evaluations (Specify)	Developmental Recommendations
Level 1				
ENGL 107	English Language I	Yes		
ISLM101	Islamic Culture I	Yes		
ARAB 101	Arabic Language Skills	Yes		
COMP 101	Introduction to Computer	Yes		
HLCL 101	Health Culture	Yes		
Level 2				
ENGL 108	English Language II	Yes		
ISLM102	Islamic Culture II	Yes		
ARAB 102	Arabic Writing Skills	Yes		
DVAS 101	Developing Analytical Skills	Yes		
RCHM101	Research Methodology	Yes		
Level 3				

Course Code	Course Title	Student Evaluation (Yes-No)	Other Evaluations (Specify)	Developmental Recommendations
MATH 101	Mathematics & Statistics	Yes		
ADM N211	Introduction to Business	Yes		
ADM N212	Business Communication	Yes		
ACCT 221	Basics of Accounting	Yes		
HRMT 241	Human Resource Management	Yes		
ECON 251	Introduction to Economics	Yes		
MGIS 271	IT Skills	Yes		
Level 4				
ISLM103	Islamic Culture III	Yes		
ADM N213	Principles & Practice of Mgmt.	Yes		
ACCT 222	Financial Accounting	Yes		
MRKT 231	Marketing Management	Yes		
HRMT 242	Organizational Behavior	Yes		
ECON 252	Managerial Economics	Yes		
MGIS 272	Mgmt. Information System	Yes		
Level 5				
ISLM104	Islamic Culture IV	Yes		
ACCT 321	Financial Management	Yes		
ADM N311	Event Management	Yes		
ADM N312	Logistics & Material Mgmt.	Yes		
ADM N313	Entrepreneurship & Small Business Mgmt.	Yes		
HRMT 341	Employees Administration	Yes		
Level 6				
ADM N314	Business Environment in KSA	Yes		

Course Code	Course Title	Student Evaluation (Yes-No)	Other Evaluations (Specify)	Developmental Recommendations
ADM N315	Strategic Management	Yes		
ADM N316	Crisis Management	Yes		
ADM N317	E-Business	Yes		
ADM N318	Production & Operations Mgmt.	Yes		
HRMT 342	Negotiation & Counseling	Yes		
Level 7				
ADM N410	Internship Training Report	Yes		
ACCT 421	Money & Banking	Yes		
ADM N411	Project Planning & Control	Yes		
ADM N412	Global Outsourcing	Yes		
ADM N413	Total Quality Management	Yes		
HRMT 441	Change Management	Yes		
Level 8				
LAWS 461	Business Legislations	Yes		
ADM N 416	Industrial Psychology	Yes		
ADM N414	Insurance & Risk Management	Yes		
ADM N415	International Business Mgmt.	Yes		
ADM N490	Graduation Research	Yes		
HRMT 442	Knowledge Management	Yes		

3. Students Evaluation of Program Quality **Annexure F-3**

Evaluation Date : 1/18/2022	Number of Participants: 7
Students Feedback	**Program Response**
Strengths: ● Faculty members have a good knowledge of the subjects they teach ● Faculty members have been enthusiastic.	
Areas for Improvement: ● Learning facilities such as classrooms and laboratories need improvement.	

● Development of the necessary skills for the future job	
Suggestions for improvement: ● Workshops & Seminars ● Training Courses	

* Attach report on the students evaluation of program quality

4. Other Evaluations (if any)

(e.g. Evaluations by independent reviewer, program advisory committee, and stakeholders (e.g., faculty members, alumni, and employers)

Evaluation method : Faculty satisfaction Survey	**Date:** 12/4/2022	**Number of Participants : 3**
Summary of Evaluator(s) Review		**Program Response**
Strengths: 1. The process of obtaining research funding is transparent 2. Principles of JAZAN UNIVERSITY research policy are clear· 3. Useful information and services are over the university website 4. The university provides applications and websites that support the teaching and learning process ●		
Points for Improvements:: 1. The appropriate classes size for the purposes of teaching and learning 2. Students' understandability of English to follow lectures and to write papers		
Suggestions for improvement ● Reduce class size to increase the number of individualized student-teacher interactions ● Providing a list of the common terms in business English		

* Attach independent reviewer's report and stakeholders' survey reports (if any)

Evaluation method : Alumni Survey	**Date:** 5/4/2022	**Number of Participants : 8**
Summary of Evaluator(s) Review		**Program Response**
Strengths: 1. Evaluation of the student by the staff members is fairly done 2. Appropriate facilities were available for extra-curricular activities (religious-cultural, social and sporting		
Points for Improvements:: 1. Appropriate restaurants 2. Facilities for special needs students		
Suggestions for improvement 1. Providing more types of desirable and famous restaurants. 2. The necessity of providing facilities for people with special needs.		

Evaluation method : Employer Survey	**Date:** 20/5/2022	**Number of Participants : 6**
Summary of Evaluator(s) Review		**Program Response**

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Strengths: 1. Graduate understands the ethical and professional liabilities in the major 2. Graduate has loyalty to the institution 3. Graduate has the skills of understanding and grasping 4. Graduates can adapt to modern technology.	
Points for Improvements:: 1. English language skill 2. Time Management . 3. Prepare Administrative Reports skills 4. Critical thinking	
Suggestions for improvement ● Training Courses in English ● Training Courses in Business writing .	

5. Key Performance Indicators (KPIs)

List the results of the program key performance indicators (including the key performance indicators required by the National Center for Academic Accreditation and evaluation)

No	KPI		Target Benchmark	Actual Value	Internal Benchmark	Analysis	New Target Benchmark
1	KPI-P-01 STD1	Percentage of achieved indicators of the program operational plan objectives	70%	43%		The program has 16 KPIs only, 7 of these KPIs achieved the target.	70%
2	KPI-P-02 STD3	Students' Evaluation of quality of learning experience in the program(PES)	3.50	3.56		The actual benchmarks are above the target benchmark	3.50
3	KPI-P-03 STD3	Students' evaluation of the quality of the courses (CES)	3.70	4.18		The goal is achieved	4
4	KPI-P-04 STD3	Completion rate	25%	**20221**: 26% **20222:** 61%		The actual benchmarks are above the target benchmark.	35%
5	KPI-P-05 STD3	First-year students retention rate	65%	Not available		**Lack of data on the E-register**	
6	KPI-P-06 STD3	Students' performance in the professional and/or	N/A	N/A			

No	KPI		Target Benchmark	Actual Value	Internal Benchmark	Analysis	New Target Benchmark
		national examinations					
7	KPI-P-07 STD3	Graduates' employability and enrolment in postgraduate programs 30-50% Alumni Survey	N/A	0		Establishing a special committee to follow up the employment of graduates and have the necessary powers to achieve its goals	5%
8	KPI-P-08 STD3	Average number of students in the class	35	46		Actual Benchmark is below the Target Benchmark.	35
9	KPI-P-09 STD3	Employers' evaluation of the program graduate's proficiency (employer evaluation)	3.5	5		The Actual benchmark is above the target	4
10	KPI-P-10 STD4	Students' satisfaction with the offered services (SES)	3.50	2		Actual Benchmark is below the Target Benchmark.	3
11	KPI-P-11 STD5	Ratio of students to teaching staff	45:1	20221-60:1 20222- 50:1		Actual Benchmark is below the Target Benchmark.	45:1
12	KPI-P-12 STD5	Percentage of teaching staff distribution	Gender: M: 20%: F:80% Associate professor: 10% Assistant Professors:10% Lecturer: 60% Teaching Assistant: 20%	Gender: M: 20%: F:80% Associate professor: 0% Assistant Professors:10% Lecturer: 60% Teaching Assistant 30%		The percentage of female faculty members is higher than the male	Gender: M: 18%: F:82% Associate professor: 10% Assistant Professors:1 0% Lecturer: 60% Teaching Assistant: 20%

No	KPI		Target Benchmark	Actual Value	Internal Benchmark	Analysis	New Target Benchmark
13	KPI-P-13 STD5	Proportion of teaching staff leaving the program	10%	**10%**		The actual benchmark is equal to the target Benchmark.	0%
14	KPI-P-14 STD5	Percentage of publications of faculty members	30%	**0**		Actual Benchmark is below the Target Benchmark.	30%
15	KPI-P-15 STD5	Rate of published research per faculty member	10%	**0**		Actual Benchmark is below the Target Benchmark.	10%
16	KPI-P-16 STD5	Citations rate in refereed journals per faculty member	10%	**0**		Actual Benchmark is below the Target Benchmark.	10%
17	KPI-P-17 STD6	Satisfaction of beneficiaries with the learning resources PES	3.10	3.67		The Actual benchmark is above the target	3.50
	Comments on the Program KPIs and Benchmarks Results : The program has 17 KPIs only, 7 of these KPIs achieved the target.						

6. Analysis of Program Evaluation
(including strengths, Areas for Improvement:, and priorities for improvement)

Strengths :
- Faculty members have a good knowledge of the subjects they teach
- Faculty members have been enthusiastic.
- The Completion rate for 2022 academic year is higher than the previous year.
- The percentage of female faculty members is higher than the male
- The beneficiaries are satisfied with the learning resources

Areas for Improvement:
- Learning facilities such as classrooms
- Student learning outcomes
- Advising program
- Graduates' employability and enrolment in postgraduate programs
- Average number of students in the class
- Students' satisfaction with the offered services
- Number of Teaching Assistant
- **Percentage of publications of faculty members**

Priorities for Improvement:

- Reducing class size for some courses such as (managerial Economics, Introduction to Economics, Basics of Accounting, Financial Accounting and Financial management)
- Encourage the faculty members to get a master and PhD degree
- Encouraging researchers to publish scientific publications in classified scientific journals

G. Difficulties and Challenges Faced Program Management

Difficulties and Challenges	Implications on the Program	Actions Taken
Shortage of faculty members	- High-Pressure Work Environment - Delay in achieving required work	

*Internal and external difficulties and challenges

H. Program Improvement Plan

No.	Priorities for Improvement	Actions	Action Responsibility	Date		Achievement Indicators	Target Benchmark
				Start	End		
1	Create a faculty development program	Holding a multidisciplinary scientific conference and workshop	Scientific Research Committee	2023-1	2023-2	Report	1 seminar / year 5 workshop / Program
2	Encourage Multi-disciplinary research group	Create research groups	Scientific Research Committee	2023-1	2023-2	List of Proposals	3 proposals
3	Activating the community service unit more in the department through the participation of more than one member in courses that are important to the school administration and its students (public health – language development).	Encouraging members , students and those related to the targeted topics.	Community service Committee	2023-1	2023-2	Report	1 workshop
4	Stimulating the creative side of the students by	create groups with the	Entrepreneurship and	2023-1	2023-2	Report	One program

	providing their requirements, thus creating new creative projects .	owners of creative ideas and cooperation	innovation Committee				
5	Improving students' experience	Provide workshops and advisory sessions on the level of students' achievement	Academic advising unit's members	2023-2		Reports of sessions and reports of the workshops	3 workshops during the year and 10 sessions
6	Clarify the quality requirements to the facility members	Prepare Action plan	Quality Committee	The beginning of the academic year 2021-2022	Within the first semester	Action Plan Document	One action plan
8	Workshops & Seminars	workshop Leadership Seminars in the field & Solving Problems	Department Members	1st Semester 1442	End of the Year	**Attendance Sheet & Certificate**	**Two Workshops & Seminars**
9	Computer Training Courses	Training Courses	Specialists	1st Semester 1444	End of the Year	**Attendance Sheet & Certificate**	**Two Courses Per year**

I. Report Approving Authority

Council / Committee	
Reference No.	
Date	

J. Attachments :

- **A separate cohort analysis report for male and female sections and for each branch (if any)**
- **A report on the program learning outcomes assessment results for male and female sections and for each branch (if any)**
- **A report on the students evaluation of program quality**
- **Independent reviewer's report and other survey reports (if any)** :
  Employer Survey
  Alumni Survey