



## Course Specifications

<b>Course Title:</b>	<b>Introduction To Business</b>
<b>Course Code:</b>	<b>ADMN 211</b>
<b>Program:</b>	<b>Bachelor In Business Administration</b>
<b>Department:</b>	<b>Admn Department</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Jazan University</b>

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## A. Course Identification

<b>1. Credit hours:</b>	<b>3</b>
<b>2. Course type</b>	
a.	University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b>	<b>Level 3-1st Semester 2021-2022</b>
<b>4. Pre-requisites for this course (if any):</b>	<b>NA</b>
<b>5. Co-requisites for this course (if any):</b>	<b>NA</b>

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning	45	100
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	<b>45</b>

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course provides students with an insight as to how a business is managed. Builds on the understanding of contemporary business and its environment; management, organization, and marketing. This course will give students the basics for understanding the basic aspects of business. It seeks to acquaint the students about the conceptual issues involved in Business

### 2. Course Main Objective

- List the major functions and the main characteristics of business, economic activity. Understand and discuss business services and fundamental concept and business environment.
- Explain what a business is and how it operates in a free market system and innovation. Discuss the concept of social responsibility in business.
- Identify and explain the deep insight among the students towards the dynamic nature and interdependent aspects of business.

### 3. Course Learning Outcomes

CLOs	Aligned PLOs	
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Describe significant knowledge of the business activities and business services and fundamental concept and business environment.	K1
1.2	Identify the major categories of business and reasons for studying business.	K1
<b>2</b>	<b>Skills :</b>	
2.2	Design the characteristics of business in the work place Accidents Prevention	S2
2.3	Evaluate the relationship between work environment and economic activity & social responsibility & characteristics violence case study college environment	S3
<b>3</b>	<b>Values:</b>	
3.2	Collaborate in a team to manage contemporary business projects to serve the community	V2

### C. Course Content

Contact Hours	List of Topics	No
6	UNIT - 1 Introduction to Business: Meaning and Definition, Objectives, Distinctive features of Business - Profession – Employment	1
12	UNIT - 2 Business Activities and Business Services: Classification of business activities, Industry - meaning and types, Commerce – meaning and types, Business risks – nature and causes, Business Services – Definition, features and type	2
15	UNIT - 3 Forms of Business Organizations: Sole Proprietorship - Meaning, features, merits and limitations, Partnership - Meaning, features, types, merits and limitations and Company - Meaning, features, types, merits and limitations.	3
12	UNIT - 4 Social Responsibilities and Business Ethics: Social Responsibilities – Definition, responsibility towards different interest group, Business Ethics – Meaning, elements and examples, Case Studies	4
		...
45	<b>Total</b>	

### D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Describe significant knowledge of the business activities and business	<ul style="list-style-type: none"> <li>Lectures &amp; discussion</li> <li>Classroom</li> </ul>	MCQ Short answer Questions

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	services and fundamental concept and business environment.	teaching strategies	
1.2	Identify the major categories of business and reasons for studying business.	Lectures & Discussion • interactive Whiteboard	MCQ Short answer questions
<b>2.0</b>	<b>Skills</b>		
2.2	Design the characteristics of business in the work place Accidents Prevention	Lectures & Small group discussion	MCQ Identifying problems Questions – Participation & Observation: Demonstrate competence
2.3	Evaluate the relationship between work environment and economic activity & social responsibility & characteristics violence case study college environment	Lectures & Small group discussion	MCQ Identifying problems Questions
<b>3.0</b>	<b>Values</b>		
3.1	Collaborate in a team to manage contemporary business projects to serve the community	Lectures, small discussions	Identifying problems Defining problems Questions

## 2. Assessment Tasks for Students

#	*Assessment task	Week Due	Percentage of Total Assessment Score
1	Open book examination, fixed time period examination, participation on small questions in class	6	10%
2	Midterm 1	11	30%
3	Assignment and Participation	10	10%
4	Final	16	50%
	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: consultations and academic advice: Office hours are specifically design to help student who are in need for extra guidance. However, to ensure a counselor is available, students are encouraged to make an appointment.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Nickels, Understanding Business McGraw Hill Publication UK, 2008 Dias, Introduction to Business, McGraw Hill Publication UK, 2008 Wheeler B.O., Business- An Introductory Analysis Prentice Hall Publication, 2008
<b>Essential References Materials</b>	Organizational Dynamic. 2-European Management journal. 3-British journal. Of Industrial Psychology. 4- Journal of international Management
<b>Electronic Materials</b>	1-Ebsco Business Source Premier :A database containing several hundred key business and management journals with full text articles updated daily. 2-Course wore : specific research report resources and document , selectively posted to complement and build upon materials available in proctors methodological text. Such documentation will typically be posted regularly. 3- www.decalibrary.org 4-www.ipl.org 5-www.emc.com
<b>Other Learning Materials</b>	e- Library Reserves <a href="http://www.emeraldinsight.com/insight">http://www.emeraldinsight.com/insight</a>

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> Classrooms, laboratories, demonstration) (.rooms/labs, etc	
<b>Technology Resources</b> (.AV, data show, Smart Board, software, etc)	
<b>Other Resources</b> Specify, e.g. if specific laboratory) equipment is required, list requirements or (attach a list	Due to pandemic the classes are taken by online through blackboard system

### G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students, Program leader	<b>DIRECT</b>
Extent of achievement of course learning	Faculty	<b>INDIRECT</b>
Quality of learning resources	Students, faculty, Program leaders	<b>INDIRECT</b>

**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

<b>Council / Committee</b>	<b>Quality Committee</b>
<b>Reference No.</b>	ADMN 211-28333-2020
<b>Date</b>	14/10/2021