



## Course Specifications

<b>Course Title:</b>	<b>Business Environment in KSA</b>
<b>Course Code:</b>	<b>ADMN 314</b>
<b>Program:</b>	<b>Bachelor in Business Administration</b>
<b>Department:</b>	<b>Business Administration</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Jazan University</b>

## Table of Contents

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

## A. Course Identification

<b>1. Credit hours:</b> 3
<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> Level 6- 1 <sup>st</sup> semester, 2021-2022
<b>4. Pre-requisites for this course (if any):</b> NA
<b>5. Co-requisites for this course (if any):</b> NA

### 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

<b>1. Course Description</b>		
This course basically covers the study of various environmental forces/factors which affect the working of an organization. It also provides a comprehensive study of Saudi Arabia economy.		
<b>2. Course Main Objective</b>		
1. To acquaint the students about the significance of Business Environment in KSA.		
2. To make them understand the different forms of Business Environments in KSA.		
<b>3. Course Learning Outcomes</b>		
CLOs	Aligned PLOs	
1	<b>Knowledge and Understanding</b>	
1.1	Describe the main concepts and elements of Business Environment.	K1
1.2	Identify the role of SAMA, SAGIA, and CMA in the development of the business environment in KSA	K1

CLOs	Aligned PLOs	
1.3	Explain the different rules and regulations that regulates the business in KSA.	K1
1.4		
<b>2</b>	<b>Skills:</b>	
2.1	Analyze the effects of government policy on the economic environment and business development.	S1
2.2	Evaluate the impact of global trade agreements and economic organizations on KSA business Environment	S1
2.3	Analyze the environment of a business from the regulatory, economic, cultural, political, technological and natural perspectives.	S1
<b>3</b>	<b>Values:</b>	
3.1	Demonstrate the significance and likely impacts of different business decisions.	V1

### C. Course Content

No	List of Topics	Contact Hours
1	<b>UNIT 1</b> Meaning, Concept, Importance & features of business environment, Elements of Business Environment: Internal and External Business Environment. Factors affecting Internal Environment, Factors affecting External Business Environment: Micro and Macro Environment. Macro Environmental Factors, Macro Environmental Factors: Economic Environment, Political and Government Environment, Socio-cultural Environment, Demographic Environment, Natural & International Environment.	6
2	<b>UNIT-2</b> Saudi Arabia Economy: An Overview, Economic Policy Framework: Industrial Policy- Features of Industrialization, Objectives and Incentives for Manufacturing Sector, Saudi Investment Scenario: Foreign Direct Investment in KSA, Saudi Arabian General Investment Authority(SAGIA), Vision, Mission & Features of SAGIA. Anti-Cover up Law. Economic Development (Saudi Arabia the Nation on the Move).	15
3	<b>Unit 3-</b> Trade Policy: Rules & Objectives, Foreign Trade Policy: Instruments of Foreign Trade Policy, Imports & Exports Regulations. Foreign Trade Policy of KSA: Advocacy of Free trade, Competition Law, Saudi Arabian Monetary Agency (SAMA): Historical Background, Functions of SAMA, Foreign Exchange Controls and Money Laundering Prevention Act, Capital Market Law: Features and Functions of Capital Market Authority, CMA Regulations, Political & Legal System in KSA.	15
4	<b>UNIT -4</b> World Trade Organization: About WTO, principles of world trading system under WTO, services in WTO, Benefits of WTO and Relationship of Saudi Arabia and WTO. International Monetary Fund: About WTO, Role of IMF in economic development, IMF objectives, Relationship of KSA & IMF. World Bank: About World Bank, World bank's Group mission, How does world bank run? where does the money come from to operate the World bank ? Relationship between world bank and KSA.	9
<b>Total</b>		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	<b>Knowledge and Understanding</b>		
1.1	Describe the main concepts and elements of Business Environment.	<ul style="list-style-type: none"> <li>Lectures</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>MCQ</li> <li>Essay</li> <li>Observation</li> </ul>
1.2	Identify the role of SAMA, SAGIA, and CMA in the development of the business environment in KSA	<ul style="list-style-type: none"> <li>Lectures</li> <li>Case studies</li> </ul>	<ul style="list-style-type: none"> <li>MCQ</li> <li>Fill in the Blanks</li> </ul>
1.3	Explain the different rules and regulations that regulates the business in KSA.	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Essay</li> </ul>
2.0	<b>Skills</b>		
2.1	Analyze the effects of government policy on the economic environment and business development.	<ul style="list-style-type: none"> <li>Lectures</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>MCQ</li> <li>Observation</li> </ul>
2.2	Evaluate the impact of global trade agreements and economic organizations on KSA business Environment	<ul style="list-style-type: none"> <li>Problem Solving</li> <li>Case studies</li> </ul>	<ul style="list-style-type: none"> <li>Essay</li> </ul>
2.3	Analyze the environment of a business from the regulatory, economic, cultural, political, technological and natural perspectives.	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Essay</li> <li>Peer Evaluation</li> </ul>
3.0	<b>Values</b>		
3.1	Demonstrate the significance and impacts of obtained knowledge on the business decisions.	<ul style="list-style-type: none"> <li>Group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Essay</li> <li>MCQs</li> </ul>

### 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Discussions	Weekly	5%
2	Homework	Weekly	5%
3	Attendance	Weekly	5%
4	Participation	Weekly	5%
5	Midterm 1	Week 7	30%
6	Final exam	Week 14	50%
	<b>Total</b>		<b>100%</b>

\*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:

- Faculty members are required to set and announce their office hours, at their offices, during lectures, via course outlines and via department website and via e-learning sites.
- Faculty members required to arrange extra hours for gifted students or program for low achievers.
- Faculty members required to maintain proper contact with students through Email.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	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
<b>Essential References Materials</b>	Electronic Journal of Business Research. Harvard Business Review, HBS USA Journal of Business Research Methods. Journal of Business Research
<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. <u>Saudi Digital Library (SDL- <a href="http://www.sdl.edu.sa">www.sdl.edu.sa</a>) website containing several hundred key business and management journals with full text articles with 6 databases.</u>  3- <a href="http://www.decalibrary.org">www.decalibrary.org</a>
<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.)	Classrooms to facilitate student engagement, collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> <li>• Movable tables and chairs conducive to group discussion and group work.</li> <li>• Good lighting control.</li> </ul>
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	- Smart classroom equipment including data show. - Instructor station with Tablet PC-like technology. - Multiple electronic display surfaces (LCD projectors, etc.). - Reliable network connectivity. - Laptop connection for instructor and student hook ups. - Electrical Outlets.

Item	Resources
<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	DIRECT & INDIRECT
Extent of achievement of course learning	Faculty	DIRECT
Quality of learning resources	Student, faculty, program leaders	DIRECT

**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	