Annual Program Report
— (Bachelor)

Program: *Business Administration.*	
Program Code (as per Saudi Standard Classification of Educational Levels and Specializations): *Enter Program Code.*	
Qualification Level: **6**	
Department: *Business Administration Department*	
College: *Al -Darb University College*	
Institution: Jazan University	
Academic Year: **2023**	
Main Location: *Enter the Main Location of the Program.*	
Branches offering the Program (if any):	

- ………………………………………
- ………………………………………
- ………………………………………

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A. Program Statistics

Item	Number
Number of students enrolled in the program	1564 Annexure A-1
Number of students who started the program (in reporting year)	120 Annexure A-2
Number of students who completed the program	102 Annexure A-3

B. Program Assessment

1. Program Learning Outcomes Assessment and analysis according to PLOs assessment plan *

#	Program Learning Outcomes	Assessment Methods (Direct and Indirect)	Targeted Performance (%)	Assessment Results
Knowledge and Understanding				
K1	Describe underlying concepts, theory and tools taught in the core curriculum related to practices of business.	● MCQ ●Short answer questions Assignments ● Quizzes	60%	89%
K2	Demonstrate the ability to become an entrepreneur or able to contribute to the realization of entrepreneurs' business approach.	● MCQ ● Short answer questions Assignments ● Quizzes	60%	87%
K3	Interpret the recent trends and relevant	● MCQ ● Short answer questions Assignments	60%	78%

	factors that influence the decision making in business world.	● Quizzes		
K..				
Skills				
S1	Apply appropriate techniques for solving complex business problems.	● Presentation ● Group Discussion ● Virtual Class Participation ● Group assignments ● Role Playing assignment	60%	81%
S2	Design business plan for various industries according to local and global business context.	● Presentation ● Group Discussion ● Virtual Class Participation ● Group assignments ● Role Playing assignment	60%	80%
S3	Evaluate the performance of business strategies linked with stated goals.	● Presentation ● Group Discussion ● Virtual Class Participation ● Group assignments ● Role Playing assignment	60%	83%
S..	Communicate effectively in a variety of professional context.	● Presentation ● Group Discussion ● Virtual Class Participation ● Group assignments ● Role Playing assignment	60%	84%
Values, autonomy, and responsibility				
V1	Engage in lifelong learning skills to serve the	● Problem solving questions	60%	84.62%

	community on economic and social issues.	● Research assignment ● Case study assignment		
V2	Collaborate in a team to manage contemporary business projects to serve the community needs.	● Problem solving questions ● Research assignment ● Case study assignment	60%	83.08%
V3				
V..				

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

Strengths:

- The students' learning outcomes are designed and intended to satisfy requirements.

- Teaching staff members use various assessment methods to determine the level of students' learning outcomes.
- Assessments of students' work are conducted fairly and objectively.

Aspects that need improvement with priorities:

- Faculty members need more precise training for calculating course learning outcomes.

2. Evaluation of Courses Annexure B-2-1 (2023-1)

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results	Developmental Recommendations
COMP101	Introduction to Computer				

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results	Developmental Recommendations
ISLM101	Islamic Culture I				
ENGL107	English Language 1				
ISLM102	Islamic Culture II				
ARAB101	Arabic Language Skills				
ENGL108	English Language 2				
MGIS271	IT Skills	38	84	4.16	
ISLM103	Islamic Culture III				
ARAB102	Arabic Writing Skills				
ENGL109	English Language 3				
ADMN211	Introduction to Business	53	85	4.19	
ECON251	Introduction to Economics	30	75	4.11	
MATH114	Mathematics & Statistics				
HRMT241	Human Resource Management	43	69	4.12	
ACCT221	Basics of Accounting	14	66	3.97	

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results	Developmental Recommendations
ADMN213	Principles & Practice of Mgmt.	32	94	4.3	
ECON252	Managerial Economics	75	78	4.12	
MGIS272	Mgmt. Information System	32	88	4.77	
ADMN212	Business Communication	6	54	4.57	
MRKT231	Marketing Management	21	84	4.7	
ACCT222	Financial Accounting	21	95	4.06	
HRMT242	Organizational Behavior	45	88	4.38	
ADMN311	Event Management	47	92	4.61	
ADMN312	Logistics & Material Mgmt.	55	96	3.96	
ADMN313	Entrepreneurship & Small Business Mgmt.	34	87	3.27	
ACCT321	Financial Management	17	77	4.12	
HRMT341	Employees Administration	25	92	4.63	

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results	Developmental Recommendations
ADMN314	Business Environment in KSA	55	91	4.66	
ADMN315	Strategic Management	54	81	4.25	
ADMN316	Crisis Management	30	78	4.58	
ADMN317	E-Business	46	90	3.93	
ADMN318	Production & Operations Mgmt.	33	89	4.03	
HRMT342	Negotiation & Counseling	45	88	4.38	
ADMN410	Internship Training	49	92	4.11	
ADMN411	Project Planning & Control	47	95	4.62	
ACCT421	Money & Banking	60	95	3.85	
HRMT441	Change Management	43	89	4.3	
ADMN412	Global Outsourcing	18	100	3.86	
ADMN413	Total Quality Management	17	100	4.75	

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results	Developmental Recommendations
ADMN414	Insurance & Risk Management	30	75	4.47	
LAWS461	Business Law	47	97	4.43	
ADMN415	International Business Mgmt.	40	100	4.35	
ADMN 416	Industrial Psychology	35	97	4.17	
HRMT442	Knowledge Management	26	81	3.96	
ADMN 490	Graduation Research	38	100	4.33	
Average		37.17	86.91	4.26	

Annexure B-2-2 (2023-2)

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results	Developmental Recommendations
COMP101	Introduction to Computer				
ISLM101	Islamic Culture I				
ENGL107	English Language 1				
ISLM102	Islamic Culture II				
ARAB101	Arabic Language Skills				
ENGL108	English Language 2				
MGIS271	IT Skills	30	81	4.12	
ISLM103	Islamic Culture III				

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results	Developmental Recommendations
ARAB102	Arabic Writing Skills				
ENGL109	English Language 3				
ADMN211	Introduction to Business	32	91	4.54	
ECON251	Introduction to Economics	36	92	4.55	
MATH114	Mathematics & Statistics				
HRMT241	Human Resource Management	57	93	4.65	
ACCT221	Basics of Accounting	38	90	4.39	
ADMN213	Principles & Practice of Mgmt.	36	97	4.36	
ECON252	Managerial Economics	51	94	4.41	
MGIS272	Mgmt. Information System	47	88	4.49	
ADMN212	Business Communication		75	3.96	
MRKT231	Marketing Management	52	89	4.68	
ACCT222	Financial Accounting	37	97	4.69	

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results	Developmental Recommendations
HRMT242	Organizational Behavior	27	90	4.56	
ADMN311	Event Management	43	82	4.5	
ADMN312	Logistics & Material Mgmt.	34	79	4.06	
ADMN313	Entrepreneurship & Small Business Mgmt.	19	70	3.64	
ACCT321	Financial Management	23	88	3.87	
HRMT341	Employees Administration	54	90	4.72	
ADMN314	Business Environment in KSA	56	93	4.62	
ADMN315	Strategic Management	45	88	4.5	
ADMN316	Crisis Management	19	79	4.05	
ADMN317	E-Business	19	76	4.27	
ADMN318	Production & Operations Mgmt.	15	88	4.2	
HRMT342	Negotiation & Counseling	22	88	4.33	

Course Code	Course Title	Number of Students Who Evaluated the Course	Percentage of Participants	Evaluation Results	Developmental Recommendations
ADMN410	Internship Training	25	100	4.54	
ADMN411	Project Planning & Control	43	93	4.33	
ACCT421	Money & Banking	34	91	4.31	
HRMT441	Change Management	39	86	4.52	
ADMN412	Global Outsourcing	45	97	4.19	
ADMN413	Total Quality Management	57	93	3.97	
ADMN414	Insurance & Risk Management	53	96	4.27	
LAWS461	Business Law	53	88	4.35	
ADMN415	International Business Mgmt.	17	80	4.41	
ADMN416	Industrial Psychology	31	93	3.75	
HRMT442	Knowledge Management	31	86	4.46	
ADMN490	Graduation Research	15	100	4.39	
Average		36.32	88.60	4.33	

3. Students Evaluation of Program Quality Annexure B-3-1

Evaluation Date: 11/01/2023	Number of Participants: 25
Students Feedback	Program Response
Strengths: ● Faculty members have a good knowledge of the subjects they teach. ● The program developed students' abilities to work in groups actively. ● The program helped students in seeking and developing their knowledge in their field	
Areas of Improvement: ● Improve the computer facilities to be suitable for students' needs. ● Provide more library resources. ● Improve learning facilities such as classrooms and laboratories.	
Suggestions for improvement: ● Improve computer facilities ● Improve the college campus. ● Improve the content of some courses and should include more details	

4. Scientific research and innovation during the reporting year

Activities Implemented	Number
Published scientific research	1 Annexure B-4-1
Current research projects	3
conferences organized by the program	0
Seminars held by the program	0
Conferences attendees	0
Seminars attendees	0
Scientific Research Event	1event (11 programs)
Discussion and analysis of scientific research and innovation activities	

11 joint programs have been implemented for all departments:

- Research Idea / Research Gap.
- How to choose and formulate it in a scientific manner (Conceptual Framework)

- Research ethics
- Building the research IDs and publishing it in research databases
- How to write a research proposal
- Steps to write a scientific article
- How to write literature review
- Scientific methods for selecting a research sample
- Introduction to survey writing
- Scientific research methodologies and research tools design: Part II: Qualitative research
- Citation Management Tools: EndNote Referencing Software

One scientific research was published for the Business department.
3 scientific researches are in progress.

5. Community Partnership Annexure B-5-1

Activities Implemented	Brief Description*
Community Service Fields	**Date: 20-10-2022** **Participants: 40** The seminar targeted high school students in Al-Darb and the goal is to raise awareness about voluntary work in the different fields in Saudi Arabia.
Comment on community partnership activities**	

The program needs to design Community partnership initiatives.

* including timing of implementation, number of participants, and outcomes.
** including overall evaluation of the program's performance in these activities (if any).

6. Other Evaluation (if any)

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

Annexure B-6-1

Evaluation method: Alumni Survey	Date: 05-01-2023	Number of Participants: 7
Summary of Evaluator Review		Program Response
Strengths: ● Evaluation of the student by the staff members is fairly done ● Appropriate facilities were available for extra-curricular activities (religious-cultural, social and sporting		
Areas of Improvement: ● Catering service ● Facilities for special needs students		
Suggestions for improvement: partnership with local catering services		

Annexure B-6-2

Evaluation Date: 05-01-2023	Number of Participants: 5
Students Feedback	Program Response
Strengths: ● The university provides applications and websites that support the teaching and learning process ● Marks achieved by students reflect their academic level	
Areas of Improvement: ● Students need to strengthen their English, so they follow and understand the lectures and write papers. ● Students need to be prepared in terms of pre-requisite subject knowledge.	
Suggestions for improvement: ● Need to focus on English for the Students in the preliminary levels. ● Revise the course contents	

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

C. Program Key Performance Indicators (KPIs)

Including the key performance indicators required by the NCAAA.

No	KPI	Targeted Value	Actual Value	Internal Benchmark	Analysis	New Target
1	Percentage of achieved indicators of the program operational plan objectives	60%	60%		It has been observed from the above table that the percentage of the achieved indicators of the program operational plan objectives in the Business Administration department is more than the last year.	70%
2	Students' Evaluation of quality of learning experience in the program	3.50	3.16		The actual benchmark is below the target benchmark.	3.50
3	Students' evaluation of the quality of the courses	4	20231:4.26 20232:4.33		The actual benchmark is above the target benchmark. We can observe that there is a steady increase in the students' satisfaction with course quality in the Business Program.	4
4	Completion rate	35%	43%		The actual benchmarks are above the target benchmark for the 2023-1	40%
5	First-year students retention rate	65%	99%		The percentage of the students in the Business Administration department who successfully complete the first year is more than the target benchmark	80%
6	Students' performance in the professional and/or national examinations	NA	NA			
7	Graduates' employability and enrolment in postgraduate programs	NA	NA			
8	Average number of students in the class	37	40		The average number of the students in the class more than the target benchmark	40
9	Employers' evaluation of the program graduate's proficiency	NA	NA			
10	Students' satisfaction with the offered services	3	2.94		The actual benchmark is below the target benchmark.	3

					However, compared to the last years there is a gradual increase	
11	Ratio of students to teaching staff	45:1	*Average : 45:1*		The actual benchmark achieved the target.	**40:1**
12	Percentage of teaching staff distribution	**Prof: Assoc: Assist:10% Lecturer: 70%**	**Prof: 0 Assoc:0 Assist:11% Lecturer: 89%**		The actual benchmark is above the target benchmark and the last year's actual results.	**Prof: Assoc: Assist:11% Lecturer :89%**
13	Proportion of teaching staff leaving the program	22%	11%		The program intended to minimize the percentage of male faculty members due to the lack of appropriate classrooms that fit the existence of male members.	0%
14	Percentage of publications of faculty members	30%	14%		The actual benchmark is lower than the target assigned in the previous year, 2022. This decline is due to various factors. the most prevalent factors that hinder faculty research productivity are teaching workload and administrative work which all amount to the lack of time to dedicate to the research. Other factors can be added as age and academic rank.	15%
15	Rate of published research per faculty member	10%	14%		The Actual benchmark in 2023 (0%) is lower than the actual benchmark in 2021 which was (10%). There is research in the process of review and other research are underway during this academic year.	10%
16	Citations rate in refereed journals per faculty member	10%	0		There are no citations for this academic year. y	10%
17	Satisfaction of beneficiaries with the learning resources	3.50	2.77		The actual benchmark is below the target benchmark.	3.50
Comments on the Program KPIs and Benchmarks results:						

D. Challenges and difficulties encountered by the program (if any)

Teaching	
Assessment	
Guidance and counseling	
Learning Resources	
faculty	
Research Activities	
Others	

E. Program development Plan

No.	Priorities for Improvement	Actions	Action Responsibility
1	Improve the level of learning resources given to students	Provide quality materials and training programs	Planning and Development Committee
2	Improve learning facilities such as classrooms and laboratories	provide classrooms with projectors and active board	Al-Darb Collage Administration
3	Provide training programs for Faculty members to improve their efficiency level in learning how to participate in course development plans to help improve students learning outcomes	Provide training programs based on the needs of improvement that Al-Darb students needs to work on for better outcomes	With coordination with Business Administration in the main campus.
4	Improve student's learning experience	Volunteer work and outside training workshops	Training Committee
5	Increase student's awareness about the importance of Research and Research Publication	Provide workshops that guide students to learn how to collect materials and resources to build their own research correctly.	All Faculty Members

6	Improve students' English Level	Train students by giving them advanced training courses on IELTS and Step tests to help improve their English level	Coordination with Development Agency in Jazan University and English Department in both Al-Darb Collage and English Main Campus in Jazan.
7	Encourage research members to publish scientific publications in classified scientific journals	workshop	Head of research committee
8	Clarify the quality requirements to the faculty members	Witten instructions & Conduct workshops	Quality & Academic Accreditation Committee
9	Improving and modernizing the facilities available for extracurricular activities, sports and recreational activities, and religious rituals	workshops	Activity Committee
10	Developing an implementation plan in coordination with accredited trainers at the university to provide training workshops for female students in the field of business administration and grant them accredited certificates	workshops	Head of the Training and Learning Outcomes Improvement Unit and coordinator of the committee in the department

Attach any unachieved improvement plans from the previous report.

The annual program report needs to be discussed in department council

F. Approval of Annual Program Report

COUNCIL / COMMITTEE	NORAH DHAAFI & AMAL QASEM
REFERENCE NO.	UCDBBS2402
DATE:	14-2-1445