



Course Specification

(Bachelor)

Course Title: Design Economics

Course Code: 515 AAD-٣-

Program: Bachelor in Applied Arts

Department: : Applied Arts

College: Faculty of Architecture & Design

Institution: Jazan University

Version: Developer

Last Revision Date: ٢٠٢٣

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A. General information about the course:

Course Identification

1. Credit hours:٣

2. Course type

a. University ☐ College ☐ Department ☒ Track ☐ Others ☐

b. Required ☒ Elective ☐

3. Level/year at which this course is offered:

4. Course general 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

5. Pre-requirements for this course (if any):

None.

6. Co- requirements for this course (if any):

None.

7. Course Main Objective(s)

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

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	4.5hour	100 %
2.	E-learning	•	0%
3.	Hybrid	•	0%
	• Traditional classroom		
	• E-learning		
4.	Distance learning	•	0%



2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	3X15=45
2.	Laboratory/Studio	-
3.	Field	-
4.	Tutorial	-
5.	Others (specify)	-
	Total	45

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Identify the problems of production and develop the most practical solutions for them both economically and technically	K1	Lectures Discussions Brainstorming	Direct method (objective test) By test specification table
1.2	Demonstrate the different stages needed to get different products	K2	Brainstorming. Lectures. open debate	
1.3	Know different design approaches and their relation to economic, environmental and agronomic standards	K3	Brainstorming. Lectures. Open debate	
2.0	Skills			
2.1	Understand the concept of design economics and management and marketing	S1	Brainstorming. Lectures Exercise	Direct method (objective test) By test specification table
2.2	Determines the relationship between design and consumer economics	S2	Brainstorming. Lectures Exercise	
2.3	Compares different stages and production methods and their relation to product design.	S3	Lectures Brainstorming. Discussions	



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.0	Values, autonomy, and responsibility			
3.1	Appreciates the professional responsibility of the designer	V1	Lectures Brainstorming. Open debate Discussions Lectures Open debate	Direct method Classroom assignment 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	V2	Lectures Brainstorming Open debate	
	Achieve new economic results through study and analysis	V3	Lectures Brainstorming. Open debate	

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction and introduction to the study of design economics & Resources and Methodology for Research in Economics.	4.5
2.	Departments of economics and methods of conducting economic analysis.	4.5
3.	Studying the types of consumers& Economic determinants of design	4.5
4.	Economic production system strategy	4.5
5.	Product characteristics and their relationship to design	4.5
6.	Midterm exam1	4.5





7.	Define design and the role of the designer in achieving good economic results & Design and Competitive Value	4.5
8.	Marketing concepts and the importance of marketing study Analysis of market trends and requirements	4.5
9.	Economic feasibility study for projects & Study of direct and indirect project costs	4.5
10.	Economics, contracts and specifications.	4.5
11.	Introduction and introduction to the study of design economics & Resources and Methodology for Research in Economics.	4.5
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Evaluation 1&2 (Researches- short exams- short projects- homework- classwork- class activity)	2-4	٢٠%
2.	Midterm exam	5-6	20%
3.	Evaluation 3&4 (Researches- short exams- short projects- homework- classwork- class activity)	7-9	٢٠%
..	Total1		٦٠%
	Final Exam	11-13	٤٠%
	Total2		100%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)



E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Robert A, Collinge Ronald M: " Economics by design: principles and issues, Prentice Hall, 2000
Supportive References	<ul style="list-style-type: none"> ○ أساسيات التسويق الدكتور شفيق ابراهيم حداد-رئيس قسم التسويق - جامعة العلوم March التطبيقية 2006 – ■ أسس ومفاهيم علم الاقتصاد – إعداد : بروفيسور /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. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms with 30 seats and benches are required and they should be large enough to accommodate the number of registered students.
Technology equipment (projector, smart board, software)	Data Show attached to instructor computer and projector screen. Laptop
Other equipment (depending on the nature of the specialty)	Not required

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Occasional student's feedback to head of the instructor. Checking of test results	Online system course evaluation	Occasional student Faculty meeting
Course evaluation. Course learning outcomes survey.	-Course learning outcome survey	Taking samples of answering papers
Revision of course contents and objectives every 5 years.	. Course learning outcome survey	Test specification table.
Occasional student's feedback to head of the instructor. Checking of test results	students.	Online system course evaluation




Assessment Areas/Issues	Assessor	Assessment Methods
Course evaluation.	Program Reviewer Leaders, Peer	-Course learning outcome survey
Course learning outcomes survey.	Program Reviewer Leaders, Peer	-Course learning outcome survey

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	NADA BAKRI	
REFERENCE NO.		
DATE		

