



# Course Specification

— (Bachelor)

Course Title:	Business Environment in KSA
Course Code:	ADMN 314
Program:	Bachelor in Business Administration
Department:	Business and Marketing
College:	College of Business
Institution:	Jazan University
Version:	Course Specification Version Number
Last Revision Date:	Pick Revision Date.



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## A. General information about the course:

### 1. Course Identification

<b>1. Credit hours: ( 3 )</b>					
<b>2. Course type</b>					
A.	<input type="checkbox"/> University	<input checked="" type="checkbox"/> College	<input type="checkbox"/> Department	<input type="checkbox"/> Track	<input type="checkbox"/> Others
B.	<input checked="" type="checkbox"/> Required		<input type="checkbox"/> Elective		
<b>3. Level/year at which this course is offered: ( 8<sup>th</sup> level/3<sup>rd</sup> year)</b>					
<b>4. Course general 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>5. Pre-requirements for this course (if any):</b>					
N/A					
<b>6. Co-requisites for this course (if any):</b>					
N/A					
<b>7. Course Main Objective(s):</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.					

### 2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> <li>Traditional classroom</li> <li>E-learning</li> </ul>		
4	Distance learning		

### 3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	33
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		33

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

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe the main concepts and elements of Business Environment.	K1	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Quizzes</li> <li>■ Class participation</li> <li>■ Assignments</li> </ul>
1.2	Identify the role of SAMA, SAGIA, and CMA in the development of the business environment in KSA	K2	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Quizzes</li> <li>■ Class participation</li> <li>■ Assignments</li> </ul>
1.3	Explain the different rules and regulations	K3	<ul style="list-style-type: none"> <li>■ Lectures</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> </ul>



Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	that regulates the business in KSA		<ul style="list-style-type: none"> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Final exam</li> <li>■ Quizzes</li> <li>■ Class participation</li> <li>■ Assignments</li> </ul>
<b>2.0</b>	<b>Skills</b>			
2.1	Analyze the effects of government policy on the economic environment and business development	<b>S1</b>	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Individual Assignments</li> <li>■ Group Assignment</li> </ul>
2.2	Evaluate the impact of global trade agreements and economic organizations on KSA business Environment	<b>S2</b>	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Individual Assignment</li> <li>■ Group Assignment</li> </ul>
2.3	Analyze the environment of a business from the regulatory, economic, cultural, political, technological and natural perspectives	<b>S3</b>	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Individual Assignment</li> <li>■ Group Assignment</li> </ul>





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate the significance and impacts of obtained knowledge on the business decisions.	V1	<ul style="list-style-type: none"> <li>Individual problem-solving activities</li> <li>Pair and group discussions and activities</li> </ul>	<ul style="list-style-type: none"> <li>Class participation</li> <li>Observation</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>
3.2				
...				

### C. Course Content

No	List of Topics	Contact Hours
1.	UNIT 1 Meaning, Concept, Importance & features of business environment, Elements of Business Environment: Internal and External Business Environment	3
2.	UNIT 1 Factors affecting Internal Environment, Factors affecting External Business Environment: Micro and Macro Environment.	3
3.	UNIT 1 Macro Environmental Factors, Macro Environmental Factors: Economic Environment, Political and Government Environment, Socio-cultural Environment, Demographic Environment. Natural & International Environment.	3
4.	UNIT 2 Saudi Arabia Economy: An Overview, Economic Policy Framework: Industrial Policy- Features of Industrialization, Objectives and Incentives for Manufacturing Sector.	3
5.	UNIT 2 Saudi Investment Scenario: Foreign Direct Investment in KSA.	3
6.	UNIT 2 Saudi Arabian General Investment Authority(SAGIA), Vision, Mission & Features of SAGIA. Anti-Cover up Law. Economic Development (Saudi Arabia the Nation on the Move. About G20, Saudi Vision 2030	3
7.	Unit 3 Trade Policy: Rules & Objectives, Foreign Trade Policy: Instruments of Foreign Trade Policy, Imports & Exports Regulations.	3
8.	Unit 3 Foreign Trade Policy of KSA: Advocacy of Free trade, Competition Law.	3





9.	Unit 3 Saudi Arabian Monetary Agency (SAMA): Historical Background, Functions of 3 5 SAMA, Foreign Exchange Controls and Money Laundering Prevention Act.	3
10.	Capital Market Law: Features and Functions of Capital Market Authority, CMA Regulations, Political & Legal System in KSA (Students Self Study)	3
11.	UNIT 4 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.	3
Total		33

#### D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%
4.	Final exam	Week 12 & 13	50%

\*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	Author : Jannet Morrison , Title :The Global Business Environment: Challenges and Responsibilities , Publisher : Red Globe Press; 4 <sup>th</sup> edition , Year : 2017
Supportive References	Author : Ian Worthington, Chris Britton, Ed Thompson , Title : The Business Environment: A Global Perspective , Publisher : Pearson , Year : 2018
Electronic Materials	Author : Dr. Amit Kumar , Title : Business Environment and Concepts , Publisher : Sahitya Bhawan Publications , Year : 2019
Other Learning Materials	Author : Paul Witherly, Dorron Otter , Title : The Business Environment: Themes and issues , Publisher : Oxford University Press , Year : 2019

##### 2. Required Facilities and equipment





Items	Resources
<b>facilities</b> (Classrooms, laboratories, exhibition rooms, simulation rooms, 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> </ul> Good lighting control.
<b>Technology equipment</b> (projector, smart board, software)	<ul style="list-style-type: none"> <li>■ Smart classroom equipment including data show.</li> <li>■ Instructor station with Tablet PC-like technology.</li> <li>■ Multiple electronic display surfaces (LCD projectors, etc.).</li> <li>■ Reliable network connectivity.</li> <li>■ Laptop connection for instructor and student hook ups.</li> <li>■ Electrical Outlets.</li> </ul>
<b>Other equipment</b> (depending on the nature of the specialty)	

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Program Leader, External evaluator	Direct
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct
Other		

**Assessors** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## G. Specification Approval

<b>COUNCIL /COMMITTEE</b>	<b>SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING</b>
<b>REFERENCE NO.</b>	<b>2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3</b>
<b>DATE</b>	<b>12-09-2024</b>

