



Course Specification

— (Bachelor)

Course Title:	Graduation Project
Course Code:	ADMN 490
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

1. Credit hours: (3)

2. Course type

- A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
- B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (12th level/4th year)

4. Course general Description:

Graduation Project is a whole hearted purposeful activity proceeding in a purposeful environment. It gives practical shape to theoretical learning and involves practical problems. By preparing projects students can have real learning. This is the systemized process to make an enquiry, verify the truth or test the real situation. Project is undertaken with certain specified and predetermined purpose.

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

ADMN 410

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

7. Course Main Objective(s):

Research is a tool by which they can test their own, and each other's' theories, by using this antagonism to find an answer and advance knowledge. The main objective of this course is to enhance learning practically. Students can have real learning by systemized process to make an enquiry, verify the truth or test the real situation. Whilst no scientific proof can be accepted as ultimate fact, rigorous testing ensures that proofs can become presumptions. Certain basic presumptions are made before embarking on any research project, and build upon this gradual accumulation of knowledge.

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"> Traditional classroom E-learning 		
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 Business Plan	K1	<ul style="list-style-type: none"> Discussion Lecture 	<ul style="list-style-type: none"> Data show presentation Regular Reports
1.2	Explain the stages of business plan.	K3	<ul style="list-style-type: none"> Discussion Lecture 	<ul style="list-style-type: none"> Data show presentation Regular Reports





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
...				
2.0	Skills			
2.1	Compare between different competencies of business	S3	<ul style="list-style-type: none"> Small group discussion e-learning discussion forums Case studies 	<ul style="list-style-type: none"> Supervisor evaluation Final Report Presentation
2.2	Appraise the relationship Between investment, risk and return	S4	<ul style="list-style-type: none"> Small group discussion e-learning discussion forums Case studies 	<ul style="list-style-type: none"> Supervisor evaluation Final Report Presentation
2.3				
3.0	Values, autonomy, and responsibility			
3.1	Carry out research projects independently with high moral standards in their professional endeavors	V1	<ul style="list-style-type: none"> Group Discussion Case Studies 	<ul style="list-style-type: none"> Supervisor evaluation Final Report Presentation
3.2	Demonstrate various skills through business plans	V2	<ul style="list-style-type: none"> Group Discussion Case Studies 	<ul style="list-style-type: none"> Supervisor evaluation Final Report Presentation
...				

C. Course Content

No	List of Topics	Contact Hours
1.	Unit 1: Business Plan Model <ul style="list-style-type: none"> What is The Business Idea? Sum up your Business Idea. What is your Business goals? What is the Business Model? (Mission & Vision – what do you want to achieve in your first year of business?)	10





	<ul style="list-style-type: none"> • What is the Business does? (Product or service – Features – Benefits)(Student Self Study) • What makes the Business Different? <p>(Your product/service is unique or different compared with the competitors)</p> <ul style="list-style-type: none"> • Legal requirements (Legal name and Legal form of Business entity. • Location and geographical information (Student Self Study) • Nature and size of Business. • Management and stuff (the Team) clarify organizational Structure 	
2.	Unit 2. The Environmental and industry analysis and PESTLE Method <ul style="list-style-type: none"> • Environmental analysis is a strategic tool we use to understand the success or lack threat of a business • By PESTLE method Clarify all the internal and external factors that can affect the organizational performance. • Analysis of Competitors • What is your USP(unique selling point)? • Why your product or service is different? 	7
3.	Unit 3. Marketing Strategy <ul style="list-style-type: none"> • Marketing Analysis: (Clarify Market and customer segmentation) • Your Market size. • SWOT Analysis • Pricing • Advertising & promoting • Delivery & payment 	6
4.	Unit 4. Finical plan <ul style="list-style-type: none"> • 3 years Roadmap &vision • Projected income statement • Projected balance sheet • Cash flow projections • Break-even analysis (in which month) • Sources and applications of funds 	19
Total		



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 14& 15	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	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
Supportive References	Journal of advanced Research Methods. Electronic Journal of Business Research. Californian Management Review Harvard Business Review, HBS USA Journal of Business Research Methods. Journal of Business Research.
Electronic Materials	http://www.emeraldinsight.co/insight http://www.allbusiness.com Saudi Digital Library (SDL- www.sdl.edu.sa) website containing several hundred key business and management journals with full text articles with 6 databases. Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily. www.decilibrary.org www.ncpublicschools.org
Other Learning Materials	Nunn, L. and McGuire, B. (2010) "The Importance Of A Good Business Plan", Journal of Business & Economics Research (JBER), 8(2). doi: 10.19030/jber.v8i2.677.

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms to facilitate student engagement ,collaboration and connection between lecturer and student with:



Items	Resources
	<ul style="list-style-type: none"> ■ Movable tables and chairs conducive to group discussion and group work. ■ Good lighting control.
Technology equipment (projector, smart board, software)	<ul style="list-style-type: none"> ■ 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.
Other equipment (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

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

