



Course Specification

(Bachelor)

Course Title: **Introduction to Business**

Course Code: **ADMN 211**

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: (4th level /2nd year)

4. Course general Description:

This course provides students with an insight as to how a business is managed. Builds on the understanding of contemporary business and its environment; management, organization, and marketing. This course will give students the basics for understanding the basic aspects of business. It seeks to acquaint the students about the conceptual issues involved in Business.

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

N/A

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

N/A

7. Course Main Objective(s):

1. List the major functions and the main characteristics of business, economic activity.
2. Understand and discuss business services and fundamental concept and business environment.
3. Explain what a business is and how it operates in a free market system and innovation Discuss the concept of social responsibility in business.
4. Identify and explain the deep insight among the students towards the dynamic nature and interdependent aspects of business.

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 significant knowledge of the business activities and business Services.	K1	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Quizzes Class participation Assignments
1.2	Identify the major categories of business and reasons for studying business.	K2	<ul style="list-style-type: none"> Lectures Group discussions Individual and collaborative activities Pair and group discussions 	<ul style="list-style-type: none"> Midterms Final exam Quizzes Class participation Assignments





1.3	Compare the various form of business organizations	K3	<ul style="list-style-type: none"> ▪ Lectures ▪ Group discussions ▪ Individual and collaborative activities ▪ Pair and group discussions 	<ul style="list-style-type: none"> ▪ Midterms ▪ Final exam ▪ Quizzes ▪ Class participation ▪ Assignments
2.0	Skills			
2.1	Design the characteristics of business in the work place Accidents Prevention	S1	<ul style="list-style-type: none"> ▪ Lectures ▪ Group discussions ▪ Individual and collaborative activities ▪ Pair and group discussions 	<ul style="list-style-type: none"> ▪ Midterms ▪ Final exam ▪ Individual Assignments ▪ Group Assignment
2.2	Evaluate the relationship between work environment and economic activity & social responsibility and business ethics	S2	<ul style="list-style-type: none"> ▪ Lectures ▪ Group discussions ▪ Individual and collaborative activities ▪ Pair and group discussions 	<ul style="list-style-type: none"> ▪ Midterms ▪ Final exam ▪ Individual Assignments ▪ Group Assignment
...				
3.0	Values, autonomy, and responsibility			
3.1	Collaborate in a team to manage contemporary business projects to serve the community	V1	<ul style="list-style-type: none"> ▪ Individual problem-solving activities ▪ Pair and group discussions and activities 	<ul style="list-style-type: none"> ▪ Class participation ▪ Observation ▪ Individual Assignments ▪ Group Assignment
3.2				
...				

C. Course Content

No	List of Topics	Contact Hours
1.	UNIT - 1 Introduction to Business: Meaning and Definition, Objectives, Distinctive features of Business - Profession – Employment	9
2.	UNIT - 2 Business Activities and Business Services: Classification of business activities, Industry - meaning and types, Commerce – meaning and types, Business risks – nature and causes, Business Services – Definition, features and type	9





3.	UNIT - 3 Forms of Business Organizations: Sole Proprietorship - Meaning, features, merits and limitations, Partnership - Meaning, features, types, merits and limitations and Company - Meaning, features, types, merits and limitations.	8
4.	UNIT - 4 Social Responsibilities and Business Ethics: Social Responsibilities – Definition, responsibility towards different interest group, Business Ethics –Meaning, elements and examples, Case Studies	7
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%
...	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	<ul style="list-style-type: none"> Nickels, Understanding Business McGraw Hill Publication UK, 2008 Dias ,Introduction to Business, McGraw Hill Publication UK, 2008 Wheeler B.O., Business- An Introductory Analysis Prentice Hall
Supportive References	<ul style="list-style-type: none"> Organizational Dynamic European Management journal. British journal of Industrial Psychology Journal of International Management
Electronic Materials	<p>1-Ebsco Business Source Premier: A database containing several hundred key business and management journals with full text articles updated daily.</p> <ol style="list-style-type: none"> www.decalibrary.org www.ipl.org www.emc.com
Other Learning Materials	e- Library Reserves http://www.emeraldinsight.com/insight





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: <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)	N/A

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

