هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission

اعتماد
NCAAA

2024
TP-151

Program Specification
— (Bachelor)

Program:	**Bachelor in Business Administration**
Program Code (as per Saudi university ranking):	**041303**
Qualification Level:	**Bachelor's Degree (Level 6)**
Department:	**Management and Marketing**
College:	**College of Business**
Institution:	**Jazan University**
Program Specification: New ☐ updated* ☒	
Last Review Date: 30/01/2025	

*Attach the previous version of the Program Specification.

Table of Contents

A. Program Identification and General Information

1. Program's Main Location :

College of Business , Main Campus, Jazan

2. Branches Offering the Program (if any):

Female Academic Campus, Jazan

3. Partnerships with other parties (if any) and the nature of each:

N/A

4. Professions/jobs for which students are qualified

Career Opportunities:

Students are awarded a Bachelor of Business Administration (BBA) Degree with Specialization in Business Administration. A graduate of this program can have multiple career options, some of the options are:

- **Branch Manager**
- **Business Analyst**
- **Customer Support**
- **Business Development Executives**
- **Project Supervisor**
- **HR Executive**
- **Quality Controller**
- **Operation Manager**
- **General Supervisor**
- **Entrepreneur**
- **Production Manager**
- **Event Manager**

5. Relevant occupational/ Professional sectors:

The program seeks to prepare graduates to work in various areas of management and obtain jobs in the public and private sectors.

6. Major Tracks/Pathways (if any):

Major track/pathway	Credit hours (For each track)	Professions/jobs (For each track)
1. N/A		
2.		
3.		
…		

7. Exit Points/Awarded Degree (if any):

exit points/awarded degree	Credit hours
1. N/A	
2.	
3.	

8. Total credit hours: (…128…)

B. Mission, Objectives, and Program Learning Outcomes

1. Program Mission:

The Business Administration Program aspires to provide students quality education and research skills to master theoretical knowledge and practical skills in the field of business administration and entrepreneurship to enable them to contribute to the national economy, research, and community service.

2. Program Goals:

1. Qualify students in the field of business administration for professional employment and entrepreneurship.
2. Enhance students' abilities to develop research skills through critical and analytical thinking in the field of business administration, entrepreneurship, and management.
3. Qualify students with the skills they need in business-related aspects to compete in national and international organizations.
4. Involve students to participate in projects that help them to serve the local community.

3. Program Learning Outcomes*

Knowledge and Understanding

K1	Describe underlying concepts, theories, and tools taught in the core curriculum related to practices of business.
K2	Demonstrate the ability to become an entrepreneur or able to contribute to the realization of entrepreneurs' business approach.
K3	Interpret the recent trends and relevant factors that influence decision-making in the business world.
K4	
K...	

Skills

S1	Apply appropriate techniques for solving complex business problems.
S2	Design business plans for various industries according to local and global

	business context.
S3	Evaluate the performance of business strategies linked with stated goals.
S4	Communicate effectively in a variety of professional contexts.
S...	
Values, Autonomy, and Responsibility	
V1	Engage in lifelong learning skills to serve the community on economic and social issues.
V2	Collaborate in a team to manage contemporary business projects to serve the community's needs.
V3	
V4	
V...	

* Add a table for each track or exit Point (if any)

C. Curriculum

1. Curriculum Structure

Program Structure	Required/ Elective	No. of courses	Credit Hours	Percentage
Institution Requirements	Required	7	15	15.2%
	Elective	-	-	-
College Requirements	Required	14	61	30.4%
	Elective	-	-	-
Program Requirements	Required	23	48	50%
	Elective	-	-	-
Capstone Course/Project		1	3	2.17%
Field Training/ Internship		1	3	2.17%
Residency year		-	-	-
Others		-	-	-
Total			46	130

* Add a separate table for each track (if any).

2. Program Courses

Level	Course Code	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College, or Program)
Level 1	ENGL107	English Language I	Required	None	6	College
	ISLM101	Islamic Culture I	Required	None	2	University
	ARAB101	Arabic Language Skills	Required	None	2	University
	COMP101	Introduction to Computer	Required	None	3	University
Level 2	ENGL108	English Language II	Required	None	6	College
	ISLM102	Islamic Culture II	Required	None	2	University
	ARAB102	Arabic Writing Skills	Required	None	2	University
	DVAS101	Developing Analytical Skills	Required	None	3	College
	RCHM101	Research Methodology	Required	None	2	College
Level 3	MATH101	Mathematics & Statistics	Required	None	3	College
	ADMN211	Introduction to Business	Required	None	3	College
	ADMN212	Business Communication	Required	None	2	College
	ACCT221	Basics of Accounting	Required	None	2	College
	HRMT241	Human Resource Management	Required	None	2	College
	ECON251	Introduction to Economics	Required	None	2	College
	MGIS271	IT Skills	Required	COMP101	2	College
	ISLM103	Islamic Culture III	Required	None	2	University
	ADMN213	Principles & Practice of Mgmt.	Required	ADMN 211	3	College

Level						
Level 4	ACCT222	Financial Accounting	Required	ACCT221	3	College
	MRKT231	Marketing Management	Required	None	2	College
	HRMT242	Organizational Behavior	Required	None	2	College
	ECON252	Managerial Economics	Required	None	2	College
	MGIS272	Mgmt. Information System	Required	None	2	College
Level 5	ISLM104	Islamic Culture IV	Required	None	3	University
	ACCT321	Financial Management	Required	ACCT222	3	College
	ADMN311	Event Management	Required	None	3	Department
	ADMN312	Logistics & Material Mgmt.	Required	None	3	Department
	ADMN313	Entrepreneurship & Small Business Mgmt.	Required	None	3	Department
	HRMT341	Employees Administration	Required	None	3	Department

Level	Course Code	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College, or Program)
Level 6	ADMN314	Business Environment in KSA	Required	None	3	Department
	ADMN315	Strategic Management	Required	None	2	College
	ADMN316	Crisis Management	Required	None	3	Department
	ADMN317	E-Business	Required	MGIS 271	3	Department
	ADMN318	Production & Operations Mgmt.	Required	None	3	Department
	HRMT342	Negotiation & Counseling	Required	None	3	Department
Level	ADMN410	Internship Training	Required	None	3	Department
	ACCT421	Money & Banking	Required	None	3	College

7	ADMN411	Project Planning & Control	Required	None	3	Department
	ADMN412	Global Outsourcing	Required	None	3	Department
	ADMN413	Total Quality Management	Required	None	3	Department
	HRMT441	Change Management	Required	None	3	Department
Level 8	LAWS461	Business Legislations	Required	None	2	College
	ADMN414	Insurance & Risk Management	Required	None	3	Department
	ADMN415	International Business Mgmt.	Required	ADMN 412	3	Department
	ADMN416	Industrial Psychology	Required	None	3	Department
	HRMT442	Knowledge Management	Required	None	3	Department
	ADMN490	Graduation Research	Required	ADMN 410	3	Department

* Include additional levels (for three semesters option or if needed).
** Add a table for the courses of each track (if any)

3. Course Specifications:

Insert hyperlink for all course specifications using NCAAA template (T-104)

..\OneDrive\Desktop\Docs   2024-25\Quality   2025\Course   Specifications

4. Program learning Outcomes Mapping Matrix:

Align the program learning outcomes with program courses' according to the following desired performance levels *(I = Introduced & P = Practiced & M = Mastered).*

* Add a separate table for each track (if any).

Program Learning Outcomes

Course code & No.	Knowledge and understanding				Skills				Values, Autonomy, and Responsibility		
	K1	K2	K3	---	S1	S2	S3	S4	V1	V2	----
ENGL 107								I	I	I	
ISLM 101					I				I		
ARAB 101									I		
ENGL 108	I								I	I	
ISLM 102	I							I	I		

Program Learning Outcomes

Course code & No.	Knowledge and understanding				Skills				Values, Autonomy, and Responsibility		
	K1	K2	K3	---	S1	S2	S3	S4	V1	V2	----
ARAB 102								I		I	
MGIS 271											
ENGL 109	P							P		P	
DVAS 101						I	I	I			
RCHM102	I								I	I	
ADMN211	I	I	I		I	I			I		
HRMT241	I	I			I			I	I	I	
ADMN213	P	P			P			I		I	
ADMN212	I	I				I	I		P		
HRMT242	P	P			I	I			I	I	
ADMN311	I	P			I	P		P		I	
ADMN312	I	P	P		P		P			P	
ADMN313	I		P		M		P	P	P	P	
HRMT341	I	P	P		I	P	P		I		
ADMN314	I	I	P		I	P	I		I		
ADMN315	P	P			I		P		I		
ADMN316	P	P			P	P		P	I	P	
ADMN317	P		P		I	P	M		P	P	
ADMN318	P	P	P		I	P	P		I	P	
HRMT342	M	P	P			P	P		I	I	
ADMN410	M	M			P	M		P	P		
ADMN411	P	P			M	P	P		P		
HRMT441	P	M	M		M	M		M	P	P	
ADMN412	P	P			I	P	M		P		
ADMN413	P	M	M		P		M		I		
ADMN414	M		P		P		M		P	P	
ADMN415	P	P	M			M	M			P	
ADMN416	M	M			M	M	M		M		
HRMT442	M	M	M		M	M	M		M	M	
ADMN490	M	M						M	M	M	M

5. Teaching and learning strategies applied to achieve program learning outcomes.

Describe teaching and learning strategies and curricular and extra-curricular activities adopted to achieve the Program's learning outcomes in all areas.

- **Knowledge and Understanding Domain:**

  Lectures, research activities, debates, case studies, small group work, whole group and small group discussions, lab demonstrations, projects, role- playing, memorization, and individual presentation.

- **Skills Domain:**

  Lecture, small group work, research activities, lab demonstrations, projects, and individual presentations.

- **Values, autonomy, and responsibility Domain:**

  Debate, small group work, whole group and small group discussion, research activities, projects and brainstorming, Lecture, lab demonstrations, case studies, memorization, and individual presentation, role-playing.

6. Assessment Methods for program learning outcomes.

Describe assessment methods (Direct and Indirect) that can be used to measure the achievement of program learning outcomes in all areas.

The Program should devise a plan for assessing Program Learning Outcomes (all learning outcomes should be assessed at least twice in the bachelor program's cycle and once in other degrees).

Direct Assessment Methods:
- **Knowledge and Understanding Domain:**
  Reports, discussions, presentations, Standardized exams, Seminars, and Assignments.
- **Skills Domain:**
  Standardized exams, Oral exams, Micro projects Reports, presentations, Behavior observation, and reports
- **Values, autonomy, and responsibility Domain:**

Behavior observation, presentations, discussions, Reports, Standardized exams, Oral exams, and Micro projects.

D. Student Admission and Support:

1. Student Admission Requirements

Indirect Assessment Methods:
- Course Evaluation Surveys
- Program Evaluation Survey
- Alumni Surveys
- Employer Surveys
- Learning Outcomes Exit Survey

2. Guidance and Orientation Programs for New Students

(Include only the exceptional needs offered to the students of the Program that differ from those provided at the institutional level).

- The College prepares an orientation session for new students at the beginning of the Academic Year and during this session, new students are given a full orientation of the college.
- The rules and regulations are explained that the students have to follow for successful completion of the program.
- The orientation session includes an introduction to the student's rights and duties, study plans and curriculum, student's expectations, college rules and regulations, all the activities in the college, and the support services provided.

3. Student Counseling Services

(Academic, professional, psychological, and social)
(Include only the exceptional needs offered to the students of the Program that differ from those provided at the institutional level).

1. To have Saudi citizenship or be a son of a Saudi mother or a non-Saudi mother married to a Saudi with at least 2 children.
2. To hold a general high school degree or its equivalent from within or without the Kingdom of Saudi Arabia.
3. To hold a high school degree or its equivalent not older than 5 years.
4. To pass any required exams or interviews set by Jazan University.

5. To be medically fit for majors that require.
6. To meet all criteria set by the University Council and announced at the time of application.
7. Not to be expelled from Jazan University for academic or disciplinary reasons, or expelled from any other university for disciplinary reasons, and if it became clear after the student's acceptance that he was previously expelled, his acceptance shall be canceled.
8. To provide a letter of approval from his reference, if employed for a government entity, to enroll in regular university study. (not required for distance learning)
9. The maximum age limit for applicants (to regular status) is 25 for males and 30 for females

4. Special Support

(Low achievers, disabled, gifted, and talented students).

A special unit for the counseling of new students has been set up in the college where the academic advisor is always available to guide the students.

Academic Advisor will interact with the students to guide them, introduce them to the department, prepare them for studying in the university, as well as instruct and advise them academically, psychologically, socially and scientifically.
The Academic Advising unit objectives are:

1. Enhance the academic achievement for the students and raise their abilities and overcome the obstacles during their education.
2. Reduce the chances of academic defaulting.
3. Provide advice and assistance to the academic problems of college students.
4. Improving the academic performance of the students with low academic achievement

Along with academic advising each faculty member in the department will be asked to post his office hours during which a student can visit for receiving counselling and advising.

E. Faculty and Administrative Staff:

1. Needed Teaching and Administrative Staff

Academic Rank	Specialty		Special Requirements / Skills (if any)	Required Numbers		
	General	Specific		M	F	T
Professor	1	1	Human Resource	1	1	2
Associate Professor	2	2	Human Resource/Entrepreneu rship	2	2	4
Assistant Professor	5	3	Human Resource /Entrepreneu rship/Strategic Management	5	3	8
Lecturer	10	12	Human Resource /Entrepreneu rship/Strategic Management/T otal Quality Management/K nowledge Management/In surance	10	12	22
Teaching Assistant	10			4	6	10
Technicians and Laboratory Assistants						
Administrative and Supportive Staff						
Others (specify)						

F. Learning Resources, Facilities, and Equipment:

1. Learning Resources

Learning resources required by the Program (textbooks, references, e-learning resources, web-based resources, etc.)

- For every course, there is an appointment of a expert called "Course Coordinator". His/her job is to take care of the entire responsibilities of the course such as to design and maintain the course curriculum, arrange the meeting with the Faculties to synchronize the course teaching material etc. In addition, this coordinator is responsible to select the textbook and other referenced teaching material for his course.
- The entire material is designed by the Course Coordinator and inspected by the Curriculum Unit in terms of outcomes, content, assessment strategies, teaching strategies and the authors.

- Finally, the entire material is thoroughly inspected by the HOD / Academic Council and then the Final Syllabus and as well as the Text Book and other referenced teaching material is approved. Once the Text Books and other referenced teaching materials are approved then the students are informed that they can use the required Book for the said course.
- The Course Coordinator is responsible to upload the approved Text Book and other referenced teaching material online on Blackboard in LMS (Learning Management System) so that the students would be benefited with the online Text Book.
- These selected books are forwarded to HOD to consult with the higher authority for acquisition at University and Library level.
- They are required to consult the main University Library for the required textbook or reference.
- If the required text is not available, they are required to consult the College internal library for books.

They are also required to check the online resources for text and reference on the e-books databases.

2. Facilities and Equipment

(Library, laboratories, classrooms, etc.)

Printers, desks, chairs, cabinets, etc. are provided in staff rooms and offices.
- Library is available at the campus. The Program committees and faculty make recommendations for lists of books and materials that may be acquired by the library and book store in campus.
- Classrooms are equipped with proper seats, air conditioners, projectors, and smartboards.
- Equipped clinic in the college where students and teachers can approach

in a time of need. Also, there are first-aid boxes at specific locations for emergency needs
- A bookstore is available to support students with basic stationery, books, photocopy facilities, etc.

3. Procedures to ensure a healthy and safe learning environment
(According to the nature of the Program)

The College of Business Administration ensures the following Procedures to prepare a healthy and safe environment:

- Conduct regular health and safety inspections of all college facilities like classrooms, labs, halls, training rooms, etc. This includes checking for proper ventilation, lighting, cleanliness, fire safety equipment, etc. Conduct fire drills periodically as well.
- Ensure high standards of hygiene and cleanliness are maintained across the campus. This includes regular cleaning and disinfection of classrooms and washrooms. Provide hand sanitizers and hand washing facilities at multiple locations.
- Ban smoking, on campus. Conduct random checks and searches if needed.
- Provide training on first aid, CPR, and basic emergency response procedures to staff members, administrative members, and students. Have well- equipped first aid kits at multiple locations.
- Install security cameras and limit unauthorized access.
- Ensure campus security with trained officers, emergency alert systems, security cameras, help phones, and good outdoor lighting. Monitor entry and exit points.
- Conduct emergency preparedness drills for scenarios like, extreme weather events, Fires, etc.

G. Program Quality Assurance:

1. Program Quality Assurance System
Provide a link to the quality assurance manual.

The Program of Business Administration implements Quality Assurance System that satisfies national and international requirements. The program has developed a quality assurance manual that can be found using the link below:

https://drive.google.com/file/d/1cCSMRsmYNbCRMEpayU6G7s5sBGYSIH6j/view?usp=sharing

2. Procedures to Monitor Quality of Courses Taught by other Departments

The quality assurance process is done by reviewing the following :

- The course outline or course specifications
- Course Reports
- The teaching pedagogy
- The teaching methodology/procedures
- The learning outcome assessments
- The evaluation system
- The students' evaluation of the teacher
- Direct and indirect assessments

3. Procedures Used to Ensure the Consistency between Main Campus and Branches (including male and female sections).

The program of Business Administration is committed to maintaining uniformity and similarity with respect to teaching & learning activities, facilities and resources, examinations, quality parameters and extracurricular activities between male and female sections

Procedures to ensure equality and uniformity between Different branches are:

- Course Coordinators are assigned for all courses who coordinate with all course instructors in all branches.
- The same course contents are provided to male and female sections; the same teaching strategies and assessment methods are being followed.
- Regular meetings, emails, and WhatsApp group communications are done for the smooth flow of the work.
- Course follow-up/workshop/meeting reports are prepared and submitted by all coordinators.
- The examinations are being conducted at the same time following the same procedures and a common question paper in all branches for each course is prepared with equal participation of male and female instructors.

- ▪ Any concerns are raised to the Head of the Department and Head of the Quality Committee who look into the matter and resolve them.

4. Assessment Plan for Program Learning Outcomes (PLOs),

The Program of Business Administration adheres to the following procedures for the sole purpose of achieving qualitative standards, which are essential for program accreditation:

- ▪ Every course follows a course specification, which clearly outlines the Course Learning Outcomes (CLOs) that, in turn, are in alignment with the Program Learning Outcomes (PLOs).
- ▪ Every course teacher prepares an individual course report at the end of every semester. At every campus, the course leader consolidates the course reports of all sections and prepares a campus report. Finally, the course coordinator consolidates all campus reports to prepare a comprehensive course report.

Direct Assessment:
- ▪ PLOs vs CLOs mapping is the base of the Assessment Plan. In the direct assessment, CLOs achievement will reflect the PLOs achievement. Each course coordinator is responsible to plan and drive the course with the best teaching strategies so CLOs are achieved up to the required standard. In case of failure for any CLO, CC is responsible for fine-tune the course fully by applying better teaching strategies or by a change of assessment method or maybe by improving the course material.

Indirect Assessment:
- ▪ From exit survey, low achievement for any PLO will be discussed in Department council along with Departmental QAU. In such case, improvement process will start from Strategic Plan

5. Program Evaluation Matrix

Evaluation Areas/Aspects	Evaluation Sources/References	Evaluation Methods	Evaluation Time
Effectiveness of teaching	Students	Survey	End of the Semester

Evaluation Areas/Aspects	Evaluation Sources/References	Evaluation Methods	Evaluation Time
The effectiveness of the assessment	Exam Unit	Random moderation of final exam papers	End of the Semester
Learning resources availability	Students	Survey	End of the Semester
The effectiveness of Program leadership	Faculty Members	Survey	End of the Semester
Learning outcome assessment	Students, Alumni, Employers	Direct based on CLOs Indirect based on surveys	End of the Semester Anytime for Alumni & Employer

Evaluation Areas/Aspects: e.g., leadership, effectiveness of teaching & assessment, learning resources, services, partnerships, etc.

Evaluation Sources: students, graduates, alumni, faculty, program leaders, administrative staff, employers, independent reviewers, etc.

Evaluation Methods: e.g., Surveys, interviews, visits, etc.

Evaluation Time: e.g., beginning of semesters, end of the academic year, etc.

6. Program KPIs*

The period to achieve the target (__1__) year(s).

No	KPI	Targeted Value	Actual Value	Internal Benchmark	Analysis	New Target (2024-25)
KPI-P-01	Students' Evaluation of quality of learning experience in the program	3.6	Main Campus: 3.72 Female Campus: 3.22 **Overall: 3.47**		Analysis data shown is Main (Male) campus is slight less than targeted value, where as female analysis data is less than targeted value. Hence it will be focused more to achieve the next year target value	3.7
KPI-P-02	Students' evaluation of the quality of the courses	3.85	Main & Female Campus: 3.36 **Overall: 3.36**		Analysis data shown is Main (Male) campus is achieved less than targeted value, where as female branch shown below target value Hence it will be focused more to maintain the next year target value .	4.5
KPI-P-03	Completion rate	40%	48%		Analysis data shown is overall completion rate is more than target value , hence it will be focused more to achieve next year target data value	50%

KPI-P-04	First-year students retention rate	75%	95%		Analysis data shown is overall students retention rate is more than target value , hence it will be focused more to achieve next year target data value	98%
KPI-P-05	Students' performance in the professional and/or national examinations	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable
KPI-P-06	Graduates' employability and enrolment in postgraduate programs	50%	NA		Analysis data shown graduates employability is above average , hence it will be focused more to achieve next year target data value	65%
KPI-P-07	Employers Evaluation of the Program graduate proficiency	4.0	3.70		Analysis data shown is overall employers evaluation of the program graduate proficiency is less than the target value. Hence it will be focused to be achievethetarget value of next year. .	4

KPI-P-08	Ratio of students to teaching staff	20:1	Main Campus: 5.01% Female Campus: 3.61 % **Overall: 4.31%**		Analysis data shown is slight more than target value in both male and female campuses, shown very high ratio because of more student enrolment with minimal faculty , hence it will be focused more to achieve next year target data value .	22:1
KPI-P-09	Percentage of publications of faculty members(No. of teacher who published research)	25%	Male Campus: **38.1%** Female Campus: **31.8%**		Analysis data shown is more than target value in both male and female campus, due to higher level publications by faculty members, as publications done by faculties very minimal, hence need to focus more to achieve next year target value.	40%
KPI-P-10	Rate of published research per faculty member	0.5 : 1	Male Campus: **61:1** Female Campus: **45:1**		Analysis data shown in both maleand female overall value is above target value , hence it will be focused more to achieve next year target data value	55:1

			Overall: 53:1			
KPI-P-11	Citations rate in refereed journals per faculty member	5 : 1	Male Campus: **2.5:1** Female Campus: **2.1:1** Overall: **01.1:1**		Analysis data shown in both maleand female, campus is less than target value , hence it will be focused more to achieve next year target data value	25:1

*including KPIs required by NCAAA

H. Specification Approval Data:

Council / Committee	Department Management & Marketing Council
Reference No.	117359/52/2024
Date	07/10/2024