

Annual Program Report

— (Bachelor)

Program: **Business Administration**

Program Code (as per Saudi Standard Classification of Educational Levels and Specializations): **645**

Qualification Level: **6**

Department: **Business Administration**

College: **University College in Darb**

Institution: **Jazan University**

Academic Year: **2024 - 2025**

Main Location: **College of Business, Jazan University**

Branches offering the program (if any):

- **Business Administration Department - University College in Darb** ✓



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A. Improvement Plans from the Previous Year

Priorities for Improvement	Percentage of Completion	Comments
Improving the plan for student recreational activities.	70%	
Explain the importance of technology and modern tools in education because of their positive impact on the education process.	70%	
Increasing the number of workshops for students to explain the importance of following the study plan.	90%	
Increasing the number of group and individual sessions to instruct students not to be absent and to make excuses on a regular basis in order to avoid deprivation.	90%	
Increasing the number of workshops to teach members how to add assignments and tests to Blackboard and use the tools available in the system.	90%	
Increase the number of visitors to the portal web.	90%	
All staff members must be involved and trained in quality work through workshops at the beginning of academic year.	90%	
Improve students' English Level.	60%	
Encourage research members to publish scientific publications in classified scientific journals.	40%	We need to raise it to match the importance of research and its role in developing the institution.
Encourage students to volunteer in community service activities.	80%	We need to raise students' English level to enhance their academic and research skills





B. Program Statistics [Program Statistics evidences](#)

Item	Number
Number of students enrolled in the program	441
Number of students who started the program (in reporting year)	63
Number of students who completed the program	95





C. Program Assessment [PLO](#)

1. Program Learning Outcomes Assessment and analysis according to PLOs assessment plan *





#	Program Learning Outcomes	Assessment Methods (Direct and Indirect)	Targeted Performance (%)	Assessment Results			
				Direct		Indirect	
				20251	20252	20251	20252
Knowledge and Understanding							
K1	Describe the underlying concepts, theory, and tools taught in the core curriculum related to the practices of business.	<ul style="list-style-type: none">● Midterms● Final exam● Quizzes● Class participation● Assignments	60%	N/A	67.91%	N/A	90%
K2	Demonstrate the ability to become an entrepreneur or be able to contribute to the realization of the entrepreneur’s business approach	<ul style="list-style-type: none">● Midterms● Final exam● Quizzes● Class participation● Assignments	60%	78.5 %	N/A	90%	N/A
K3	Interpret the recent trends and relevant factors that influence the decision-making in the business world	<ul style="list-style-type: none">● Midterms● Final exam● Quizzes● Class participation● Assignments	60%	75.6 1%	61. 15%	89. 75%	97%
Skills							
S1	Apply appropriate Techniques for solving complex business problems.	<ul style="list-style-type: none">● Midterms● Final exam● Individual Assignments● Group Assignment	60%	N/A	55. 09%	N/A	85%
S2	Design business plan for various industries according to local and global business context	<ul style="list-style-type: none">● Midterms● Final exam● Individual Assignments● Group Assignment	60%	85.7 4%	69. 8%	93. 75%	85%
S3	Evaluate the performance of business strategies linked with stated goals	<ul style="list-style-type: none">● Midterms● Final exam● Individual Assignments● Group Assignment	60%	76.4 3%	75. 9%	60%	92%
Values, autonomy, and responsibility							
V1	Engage in lifelong learning skills to serve	<ul style="list-style-type: none">● Class participation● Observation	60%	68. 71%	99. 2%	74%	91%





	the community on economic and social issues	<ul style="list-style-type: none"> • Individual Assignments • Group Assignment • Supervisor evaluation • Final Report • Presentation 					
V2	Collaborate in a team to manage contemporary business projects to serve the community needs	<ul style="list-style-type: none"> • Class participation • Observation • Individual Assignments • Group Assignment • Supervisor evaluation • Final Report • Presentation 	60%	N/A	N/A	N/A	N/A

*Attach a separate report on the program learning outcomes assessment results for male and female sections and for each branch (if any).

Strengths:

- Several learning outcomes, particularly in the skills domain, were achieved with good performance, indicating students' ability to apply knowledge in practical contexts.
- A variety of assessment methods (e.g., exams, assignments, projects, and reports) provided a comprehensive evaluation of student performance.
- Positive results in both cognitive and skills-based outcomes suggest that course content and delivery methods are effective in those areas.

Aspects that need improvement with priorities:

- Results for some learning outcomes were not available, making it difficult to fully assess the achievement of all program goals.
- A few outcomes were just above the target (e.g., V1 at 68.71%), which may indicate a need for continuous monitoring and reinforcement of learning strategies.
- The results do not provide insights into how student performance evolves across levels or years, making it harder to track progress or identify trends.





2. Students Evaluation of Courses [CES evidences](#)

Course Code	Course Title	Number of Students Who Evaluated the Course		Percentage of Participants		Evaluation Results		Developmental Recommendations
		20251	20252	20251	20252	20251	20252	
ENGL107	English Language 1	57	5	93.44	71.42	4.45	4.88	Conduct before exams to avoid bias
ENGL108	English Language 2	N/A	55	N/A	98.21	N/A	4.16	Conduct before exams to avoid bias
MGIS271	IT Skills	N/A	13	N/A	92.8	N/A	4.61	Conduct before exams to avoid bias
ADMN211	Introduction to Business	108	54	94.74	N/A	4.05	4.04	Conduct before exams to avoid bias
ECON251	Introduction to Economics	75	25	78.95	83.3	4.14	4.57	Conduct before exams to avoid bias
MATH114	Mathematics & Statistics	84	33	91.30	94.2	4.74	4.09	Conduct before exams to avoid bias
HRMT241	Human Resource Management	98	36	89.09	80	4.20	4.10	Conduct before exams to avoid bias
ACCT221	Basics of Accounting	76	22	67.86	68.7	4.64	4.74	Conduct before exams to avoid bias
ADMN213	Principles & Practice of Mgmt.	N/A	89	N/A	82.4	N/A	4.44	Conduct before exams to avoid bias
ECON252	Managerial Economics	47	69	83.93	75.8	4.29	3.81	Conduct before exams to avoid bias
MGIS272	Mgmt. Information System	N/A	86	N/A	93.4	N/A	4.39	Conduct before exams to avoid bias
ADMN212	Business Communication	106	35	92.98	89.7	4.39	4.70	Conduct before exams to avoid bias
MRKT231	Marketing Management	36	74	100	89.1	4.70	4.54	Conduct before exams to avoid bias
ACCT222	Financial Accounting	30	92	85.71	90.1	4.61	4.37	Conduct before exams to avoid bias
HRMT242	Organizational Behavior	31	72	73.81	94.7	4.27	4.36	Conduct before exams to avoid bias
ADMN311	Event Management	90	9	92.78	45	3.32	3.44	Conduct before exams to avoid bias





Course Code	Course Title	Number of Students Who Evaluated the Course		Percentage of Participants		Evaluation Results		Developmental Recommendations
		20251	20252	20251	20252	20251	20252	
ADMN3 12	Logistics & Material Mgmt.	52	59	89.66	92.1	4.58	4.61	Conduct before exams to avoid bias
ADMN3 13	Entrepreneurship & Small Business Mgmt.	85	24	85	88.8	4.27	4.73	Conduct before exams to avoid bias
ACCT32 1	Financial Management	103	31	86.55	86.1	4.13	4.08	Conduct before exams to avoid bias
HRMT3 41	Employees Administration	39	73	100	91.2	4.39	3.80	Conduct before exams to avoid bias
ADMN3 14	Business Environment in KSA	46	20	86.79	95.2	4.43	4.67	Conduct before exams to avoid bias
ADMN3 15	Strategic Management	39	73	100	81.1	4.41	4.18	Conduct before exams to avoid bias
ADMN3 16	Crisis Management	42	92	95.45	100	4.61	4.42	Conduct before exams to avoid bias
ADMN3 17	E-Business	47	87	97.92	92.5	4.46	4.10	Conduct before exams to avoid bias
ADMN3 18	Production & Operations Mgmt.	73	60	100	66.6	4.51	4.18	Conduct before exams to avoid bias
HRMT3 42	Negotiation & Counseling	45	77	100	97.4	4.19	4.43	Conduct before exams to avoid bias
ADMN4 10	Internship Training	26	40	65	80	4.25	4.43	Conduct before exams to avoid bias
ADMN4 11	Project Planning & Control	N/A	34	N/A	70.8	4.22	4.21	Conduct before exams to avoid bias
ACCT42 1	Money & Banking	41	33	97.62	89.9	3.46	4.37	Conduct before exams to avoid bias
HRMT4 41	Change Management	60	39	100	82.9	4.07	4.20	Conduct before exams to avoid bias
ADMN4 12	Global Outsourcing	91	21	94.79	72.4	4.52	4.05	Conduct before exams to avoid bias





Course Code	Course Title	Number of Students Who Evaluated the Course		Percentage of Participants		Evaluation Results		Developmental Recommendations
		20251	20252	20251	20252	20251	20252	
ADMN413	Total Quality Management	102	26	99.03	89.6	4.49	4.51	Conduct before exams to avoid bias
ADMN414	Insurance & Risk Management	39	49	97.50	94.2	4.53	4.16	Conduct before exams to avoid bias
LAWS461	Business Law	30	56	96.77	88.8	4.52	4.48	Conduct before exams to avoid bias

3. Students Evaluation of Program Quality [Program Evaluation Survey Report](#)

Evaluation Date: 13/4/2025		Number of Participants: 27	
Students Feedback		Program Response	
Strengths: <ul style="list-style-type: none"> The program has effectively enhanced students' ability to collaborate and work in groups. The curriculum has contributed significantly to the development of students' academic knowledge within their field of study. Faculty members have been accessible and supportive, providing academic and personal guidance when needed. 		https://drive.google.com/drive/folders/1-9M3J0j8Sd3qWzxl4O9906hWJPfNmQe?usp=drive_link	
Areas of Improvement: <ul style="list-style-type: none"> Students need extracurricular activities such as sports and entertainment. Students feel that technical and technological skills need further development. Increasing the number of respondents would allow for a more accurate and comprehensive analysis of the results. 			





Suggestions for improvement:

- Introduce and promote a broader range of extracurricular and cultural activities throughout the academic year to enrich the student experience.
- Integrate modern technologies and digital tools more effectively within the course content to support the development of students' technical skills.

4. Scientific research and innovation during the reporting year [Scientific research and innovation](#)

(Research Committee & Quality coordinator after revision by head of department)

Activities Implemented	Number
Published scientific research	1
Current research projects	2
conferences organized by the program	0
Seminars held by the program	0
Conferences attendees	0
Seminars attendees	0

Discussion and analysis of scientific research and innovation activities:

The indicators mentioned in the table above indicate a significant decline in the number of scientific publications by faculty members in the Department of Business Administration, which calls for more focus on the field of scientific research and continuous encouragement for members to develop the department's research outputs.





5. Community Partnership مبادرات الخدمة المجتمعية 2024م

Activities Implemented	Brief Description*
Practical steps to build and successfully manage your investment portfolio	Cooperating with local banks to provide specialized workshops on stock trading, investment portfolios, and savings programs. These workshops provide participants with the necessary knowledge and skills to enable them to understand the concept of investment and the relationship between investment and savings. They also aim to familiarize them with the types and scope of investment, financial markets, and raising awareness among the community about the importance of savings and investment.
Child and Childhood Initiative: Between Reality and Hope	Al-Darb University College, in partnership with the Zaibaq Al-Yaqout Center for Children's Hospitality, launched a program entitled "Children and Childhood: Between Reality and Hope."
Bazaar Initiative Handicrafts	In partnership with productive families and under the generous patronage of the Dean of the University College in Al-Darb, Dr. Umama bint Abdul Wahab Radwan, the University College in Al-Darb held a bazaar for female students to showcase their talents in various fields. The students displayed their artwork in resin, cushions, candle making, soap making, stone artifacts, printing, clothing embroidery, fashion design, cake making, and some traditional foods.
Field trips and cultural trips	The University College has implemented a field trips and cultural training program that aims to develop the human capabilities of undergraduate students. The college has implemented a program to receive students coming from secondary schools for the first training, which includes 29 female students with supervisors. The program includes welcoming them by the Dean of the College and preparing an introductory video for them, explaining the admission requirements and registration procedures. The students of the University of Jeddah are invited to visit the websites of the Deanship of Admissions and Registration to benefit from them. They are introduced to the college departments and given a tour of the college and the laboratories. They also conduct live experiments from the Nursing Department and the Biology Department in the laboratories.

* including timing of implementation, number of participants, and outcomes.

Comment on community partnership activities

The program needs to design more Community partnership initiatives.





6. Other Evaluation (if any) [Program Evaluation Survey Report](#)

Evaluation method: Faculty Survey		Date: 09-03-2025	Number of Participants: 10
Summary of Evaluator Review		Program Response	
Strengths: <ul style="list-style-type: none"> The university continues to provide reliable IT systems that support teaching and research. Departmental leadership maintains strong performance, with high ratings in faculty advocacy, professional development support, and effective communication. Communication between faculty, staff, and students remains an area of strength. 		https://drive.google.com/drive/folders/1l-9M3J0j8Sd3qWzxl4O9906hWJPfNmQe?usp=drive link	
Areas of Improvement: <ul style="list-style-type: none"> Students require greater proficiency in English to effectively comprehend lectures and complete academic writing assignments. Students need to be prepared in terms of prerequisite subject knowledge. 			
Suggestions for improvement: <ul style="list-style-type: none"> Establish preparatory academic programs to strengthen students' foundational knowledge in prerequisite subjects. Develop structured English language support programs, particularly at the preliminary levels, to enhance students' comprehension and academic performance. Conduct a comprehensive curriculum review to ensure course content aligns with student capabilities and industry standards. 			





ALUMNI Survey [Alumni Survey Report](#)

Evaluation Date: 13/4/2025	Number of Participants: 0
Students Feedback	Program Response
Strengths: NA	https://drive.google.com/drive/folders/1xj1gZirkL3k790ObtFezXR-4nR64IKYf?usp=drive_link
Areas of Improvement: <ul style="list-style-type: none"> No responses were received for the Alumni Survey Lack of accurate data regarding employment or postgraduate enrollment Limited awareness among students about the importance of the Alumni Survey 	
Suggestions for improvement: <ul style="list-style-type: none"> Conduct awareness workshops before graduation to explain the purpose and importance of the Alumni Survey. Implement regular follow-up mechanisms with graduates to collect data on employment and further studies. Encourage graduates to participate in the survey through effective communication and possible incentives. 	

Attach independent reviewer's report and stakeholders' survey reports (if any).





D. Program Key Performance Indicators (KPIs) [KPIs report 2025](#)

Including the key performance indicators required by the NCAAA.

No	KPI	Targeted Value	Actual Value	Internal Benchmark	Analysis	New Target
1	Students' Evaluation of quality of learning experience in the program	3.50	2.1	N/A	Not achieved	4
2	Students' evaluation of the quality of the courses	4	2.1	N/A	Not achieved	4.5
3	Completion rate	45%	50.98%	N/A	Target achieved	65%
4	First-year retention rate	80%	67%	N/A	Not achieved	80%
5	Students' performance in the professional and/or national examinations patriotism	80%	4%	N/A	Not achieved	85%
6	Graduates' employability and enrolment in postgraduate programs	20%	0	N/A	N/A	10%
7	Employers' Evaluation of Efficiency	4	N/A	N/A	N/A	5
8	Program Graduates Ratio of students to teaching staff	40:1	41:1	N/A	Not achieved	40:1
9	Percentage of scientific publications of faculty members	60%	11.11%	N/A	Not achieved	30%
10	Rate of published research per Faculty member	80%	16.66%	N/A	Not achieved	30%
11	Citations rate in refereed journals per faculty member	10%	0	N/A	Not achieved	10%





Strategic Plan KPIs

Code	Indicator	2023	2024	Current value 2025	Target (Last year)	Internal benchmark	External benchmark	New Target (For next year)
KPI-P-18	نسبة الاشغال في القاعات والمعامل Occupation time of classrooms and laboratories	3.56	3.5	3.8	4	N/A	N/A	4
KPI-P-19	رضا أعضاء هيئة التدريس والموظفين عن الخدمات المساندة Satisfaction of faculty and staff with support services	3.56	4	4.1	5	N/A	N/A	5
KPI-P-20	رضا المستفيدين عن تقنية المعلومات Beneficiary satisfaction about IT services	3.32	3.5	4.3	5	N/A	N/A	5
KPI-P-21	نسبة الوعي بالحقوق والواجبات Percentage of awareness of rights and duties	63.6%	78.2%	86%	100%	N/A	N/A	100%
KPI-P-22	رضا أعضاء هيئة التدريس عن التطوير المهني. Satisfaction of faculty members about professional development.	3.25	3.5	4.1	5	N/A	N/A	5
KPI-P-23	مستوى رضا المستفيدين عن الخدمات الإدارية. Satisfaction of beneficiaries with administrative services.	3.25	3.5	3.88	5	N/A	N/A	5





KPI- P-24	متوسط عدد ساعات التطوير المهني التي استكملها أعضاء هيئة التدريس Average number of professional development activities completed by the faculty.	3	3.25	6.12	5	N/A	N/A	8
KPI- P-25	إجمالي عدد ساعات التطوع التي التعليم الجامعي طلبة قام بها Total number of volunteer hours performed by university students.	15	25	18.23	25	N/A	N/A	30
KPI- P-26	نسبة تسرب الطلبة من البرنامج Students' dropout rate from the program	1.58	1.5	3.17	1.5	N/A	N/A	2

Comments on the Program KPIs and Benchmarks results:

KPIs evidences have been linked in the table below

- Data for KPIs 6 & 7 should be made available in system at the end of each Semester as delay in this hinders timely completion of APR
- Research outcomes from the department under the Program need to be enhanced as majority publications belong to predatory journals.

KPI	EVIDENCES
KPI 1	https://drive.google.com/drive/folders/11ruP4RrEbWfjX3m71NcS6etOacg7raTk?usp=drive_link
KPI 2	https://drive.google.com/drive/folders/1f5FI81MNeOCI43nk90PPs7af1YjUvQeA?usp=drive_link
KPI 3	https://drive.google.com/drive/folders/1H94KvoMYMs-





	AzTqhuf55UF2Sbs8pyQe?usp=drive link
KPI 4	https://drive.google.com/drive/folders/1sGog0VjNiAxr-GQhA19oMfWlxMXv-QEU?usp=drive link
KPI 5	https://drive.google.com/drive/folders/195oc0ozraAz62_FVbbqxREhWytOEiTRe?usp=drive link
KPI 6	https://drive.google.com/drive/folders/1k3Cms6fhKR-kMg4Jro-f_HaCFcOspTAX?usp=drive link
KPI 7	https://drive.google.com/drive/folders/1ouNM69J65nP_1tYygxrSbj9P0tAOChRL?usp=drive link
KPI 8	https://drive.google.com/drive/folders/1svH8bzY2hkA13jNtEb0M8F8lkdujNxZ5?usp=drive link
KPI 9	https://drive.google.com/drive/folders/1uWRelEAuX2kcZCobnA3CvDBfLe2gqiYW?usp=drive link
KPI 10	https://drive.google.com/drive/folders/1904KwGoqHFGav96V-p-a-rsCvoOvMEI?usp=drive link
KPI 11	https://drive.google.com/drive/folders/1Gc6rwaPEtR7x9z4Um2GbbokYR-RAgviH?usp=drive link
Strategic Plan KPIs	https://drive.google.com/drive/folders/1c0IBfqYrDCEtRrH4OsKI_EOpuRudBA83?usp=drive link



E. Challenges and difficulties encountered by the program (if any) (Head of department)

Teaching	Student performance can be enhanced by remedial learning to meet the course or program outcomes
Assessment	<p>A manual of learning outcome will help the faculty to understand the learning outcome assessment.</p> <ul style="list-style-type: none"> • Rubrics will help the faculties for CLO assessment and should be developed and unified
Guidance and counseling	<p>Academic advising sessions should be emphasized and special consideration to be given for the troubled students.</p> <ul style="list-style-type: none"> • Special survey may be conducted to identify the cause of decrease in progress of the students
Learning Resources	Nothing
faculty	Shortage in the number of teaching staff in the department
Research Activities	Low research output due to the small number of members in the department
Others	Nothing

F. Program development Plan (quality coordinator)



No.	Priorities for Improvement	Actions	Action Responsibility
1	Increasing the number of group and individual sessions to instruct students not to be absent and to make excuses on a regular basis in order to avoid deprivation.	group and individual sessions	Academic Advising unit





2	Encourage students to volunteer in community service activities	workshop	Head of Community Service committee
3			
4			
5	Improve students' English Level	Train students by giving them advanced training courses on IELTS and Step	Coordination with Development Agency in Jazan University and English Department in both
6	Encourage research members to publish scientific publications in classified scientific journals	workshop	Head of research committee

G. Approval of Annual Program Report

COUNCIL / COMMITTEE	HAYAT HAQAWI	
REFERENCE NO.	UCDBBS2601	
	AMAL QASEM	
DATE:	15 - 09 - 2025	



