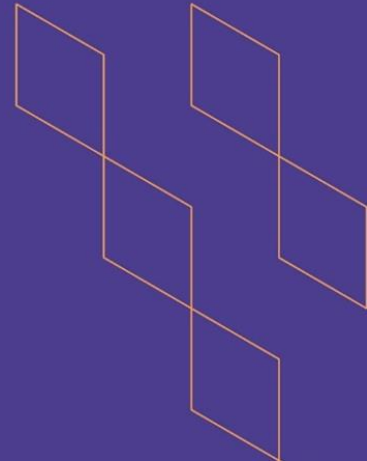




T-104
2022

Course Specification



Course Title: **Principles of Management**

Course Code: **0602-101**

Program: **Business Administration**

Department: **Management**

College: **School of Business**

Institution: **King Faisal University**

Version: **2022**

Last Revision Date: **17 January 2023**



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Course Identification

1. Credit hours:

3

2. Course type

a. University ☐ **College** ☒ Program

b. Required ☒ Elective ☐

3. Level/year at which this course is offered:

First Year, Level 1

4. Course general Description

This course introduces students to the functional areas, concepts, theories, and practices of management. It will focus on improving the student understands of the theories and practices of management, including the managerial process (the four functions of management; to plan, to organize, to lead and to control) and how these business functions are enhanced through effective application to attain corporate objectives. It will also discuss business ethics issues relevant to management practices. This course aims to examine the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in management field and functions such as planning, organization, leading, controlling, ethics in management, decision-making, social responsibilities as well as dealing with cases of studies related to management functions. Formulating plans as well as applying management knowledge and skills in different situations in order to improve managerial skills and the organization's performance. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial competencies.

5. Pre-requirements for this course (if any): **None**

6. Co- requirements for this course (if any): **None**

7. Course Main Objective(s)

- To provide the theoretical, conceptual framework and essential knowledge of management.
- To equip students with the essential knowledge and skills in management & Entrepreneurial field as well as its managerial activities, functions and practices.
- To enable students to behave ethically when practicing business functions, roles and responsibilities.
- To enable students to assess and evaluate decisions as well as mainstreaming the entrepreneurial spirit and business ethics among graduates of the department

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	54	100 %
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	54
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	● Explain the management's functions, concepts and theories as well as how managers deal in different managerial situations.	k.1	<ul style="list-style-type: none"> ● Lecture. ● Group discussion. ● Homework's activities. ● Prior preparation of lessons 	<ul style="list-style-type: none"> ● Written exams ● written test
1.2	● Discuss the modern strategies, policies, practices and methods that used by managers to effectively running their organizations.	k.2		
1.3	● Interpret the importance of the management functions and its impact on business performance.	k.3		
1.4	● Illustrate how decision-making, understanding business environment, management techniques, modern management practices,	k.4		



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	entrepreneurship, social responsibility and ethical knowledge affect business performance.			
2.0	Skills			
2.1	● Apply the management theories and strategies in real life situations to solve the managerial problems.	S1	● Lecture, ● Case studies ● practical work. ● Blackboard activities. ● Discussions	● Written exam, ● Practical report, ● Group activity assessment. ● Project report, ● oral presentation. ● Practical report, ● individual activity.
2.2	● Use the management techniques and decision-making skills in real life situations.	S2		
2.3	● Evaluate management policies in different areas like social responsibilities programs, ethical practices and management procedures that are used by business organizations.	S3		
3.0	Values, autonomy, and responsibility			
3.1	● Demonstrating integrity, professional and academic ethics.	V1	● Lecture, ● practical work, ● group work. ● Case studies	● Practical work. ● Group project. ● individual activity. ● Written exam, ● individual work. ● Practical report,
3.2	● Self-evaluation of the level of learning and performance, insistence on achievement and excellence, and making logical decisions supported by evidence and arguments independently. ● Leading teams with flexibility and effectiveness, taking responsibility for professional development, participating in developing the team’s performance, and enhancing the quality of his life.	V2		

C. Course Content

No	List of Topics	Contact Hours
1	Basic concepts of management	4.5
2	Historical development of the administrative thought	4.5
3	Organization's culture and environment	4.5
4	Planning and objectives' determination	4.5
5	Decision making and the role of information technology	4.5
6	Organizing	4.5
7	Leading	4.5





8	Motivation	4.5
9	Communication	4.5
10	Controlling	4.5
11	Business ethics/ Social responsibility/ Entrepreneurship	4.5
12	Functions of the organization	4.5
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	class activities, Case studies and project	During the weeks	20%
2	Quiz's	During the weeks	10%
3	Mid-term exam	6th week	30%
4	Final exam	16th week	40%

*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"> ● Stephen P Robins (2018) Mary Coulter: Management, Tenth edition, Pearson International Edition. (For English track).
Supportive References	<ul style="list-style-type: none"> ● الإدارة والاعمال (٢٠١٨)، صالح العامري وطاهر الغالي ، دار وائل للنشر والتوزيع عمان. الطبعة الأخيرة. (طلاب المسار العربي).
Electronic Materials	<ul style="list-style-type: none"> ● KFU main library data sources and references. ● Others materials provided by the book's author. ● International Journal of HRM. ● مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> ● Students' handout materials. ● Materials on the blackboard.





2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (projector, smart board, software) 	<ul style="list-style-type: none"> Data show /Smart board.
<ul style="list-style-type: none"> Other equipment (depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) **Assessment Methods** (Direct, Indirect)

G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification

Course Title:	Marketing Management
Course Code:	0673-102
Program:	Bachelor in Marketing
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	V.01
Last Revision Date:	22.1.2023

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A. General information about the course:

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: Second Year, Level 3

4. Course general Description

This course examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in marketing management field and its main functions such as marketing strategies, marketing research, consumer behavior, consumer market, market segmentation, as well as dealing with cases of studies related to marketing management functions. Formulating plans and strategies as well as applying the essential marketing knowledge and skills in different situations in order to improve managerial skills and the organization's performance. This requirement will improve students' cognitive skill, teamwork, and communications besides enhancing their managerial and leadership's competencies.

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

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

7. Course Main Objective(s)

- To provide the theoretical, conceptual framework and essential knowledge of marketing management.
- To equip students with the essential knowledge and skills in marketing management field as well as its managerial activities, functions, and practices.
- To enable students to behave ethically when practicing marketing functions, roles, and responsibilities.
- To enable students to assess and evaluate marketing decisions as well as duties effectively by using different evaluation tools.



mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	4.5	100%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4.	Distance learning		



(based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	54
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Explaining the Marketing's functions, concepts, strategies, theories as well as how marketing managers deal in different managerial situations.	K.1	Lecture	Written exams/written test
1.2	Discussing the modern strategies, policies, practices and methods that used by marketing managers to effectively run their departments.	K.2	Lecture	Written exams/written test
1.3	Interpreting the importance of the marketing functions and its impact on business performance.	K.3	Lecture	Written exams/written test
1.4	Illustrating how marketing functions and decisions like pricing, promotions, branding, packing, etc. affect business performance.	K.3	Lecture	Written exams/written test
2.0	Skills			
2.1	Applying the marketing theories and strategies in real life situations to solve the managerial problems.	S.1	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Using the marketing techniques, strategies, and skills in real life situations.	S.2	Lecture, Case studies	Project report, oral presentation.





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.3	Evaluating marketing strategies, policies, procedures, and plans in different areas like pricing, promotion, product, packing, and how they aligned with organizations mission.	S.3	Lecture, practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of marketing functions by using the modern research methods.	S.3	Lecture, practical work.	Practical report, individual activity.
3.0	Values, autonomy, and responsibility			
3.1	Enabling students with acting ethically and integrity, taking responsibility for self-learning.	V1	Lectures, classroom discussions , group work, case studies.	Written exams, oral presentation, individual activity assessment, group activity assessment.
3.2	Practicing self-evaluation, and making logical decisions when carrying out the functions, roles and responsibilities of marketing management.	V2	Lectures, classroom discussions , practical work, case studies.	Assignment, individual activity assessment, group activity assessment.

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction	4.5
2.	Basic concepts in marketing.	4.5
3.	The development of marketing thought	4.5
4.	The environment and the development of marketing strategies	4.5
5.	Marketing information system and marketing research	4.5
6.	consumer behavior	4.5
7.	Division of the market and predicting demand	4.5
8.	Product strategy	4.5
9.	Pricing strategy	4.5
10.	Distribution strategy	4.5
11.	Marketing promotion and communications strategy	4.5
12.	Branding	4.5



Total	54
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D. Students Assessment Activities (Onsite)

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quiz 1	2 ^{ed} week	5%
2.	Quiz 2	6 th week	5%
3.	Class activities and project	12 th week	20%
4.	Mid-term exam	4 th -9 th week	30%
5.	Final exam	13 th week	40%
Total			100%

Students Assessment Activities (Online)

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Activities, individual works, ...	During trimester	30%
2.	Final exam	13 th week	70%
Total			100%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

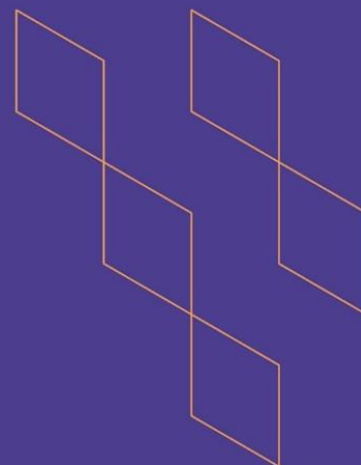
E. Learning Resources and Facilities



Essential References	Philip T. Kotler & Gary Armstrong, Principles of Marketing, 18th Global Edition, Pearson, 2020 فليب كوتلر & غاري أمسترونج، "أساسيات التسويق" ترجمة سرور إبراهيم علي سرور، دار المريخ للنشر والتوزيع، الرياض، طبعة ٢٠١٨ - المملكة العربية السعودية.
Supportive References	Kotler, Phillip and Keller, Lane Kevin, B. (2018). Marketing Management. 13th edition. Pearson: Prentice Hall, Upper Saddle River. New Jersey
Electronic Materials	<ul style="list-style-type: none"> •KFU main library data sources and references. •Other materials provided by the book's author.
Other Learning Materials	Journal of Marketing Management.



Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	College classrooms



Effectiveness of teaching	Faculty members/ Peer reviewer	• Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
Effectiveness of students assessment	Faculty members & Coordinators/ Peer reviewer	Verification/ CES/PES
Quality of learning resources	Faculty members/ students/ Graduates	Course review / course reports/CES/PES/EES
The extent to which CLOs have been achieved	Faculty members & Coordinators	Course evaluation results / CES
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	Department Council
REFERENCE NO.	18th meeting, Second semester: 1443/1444
DATE	17/01/2023

T-104
2022

Course Specification





Course Title:	Human resource Management
Course Code:	0673-201
Program:	Bachelor of Human Resources Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	17 January 2023



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Course Identification

1. Credit hours: 3

2. Course type

a. University ☐ College ☐ Program ☒

b. Required ☒ Elective ☐

3. Level/year at which this course is offered: Second Year / Level 5

4. Course general Description

This course provides a comprehensive understanding of the concept of human resource management (HRM). Integrated and comprehensive approach will be offered which focuses on all the significant aspects of human resource management. Essential themes and topics will be divided and covered as following: part one will be covered overview of human resources management. Part two will be represented secured human resources. Part three will be focused on human resources in action and finally special human resources concerns will be covered in part four. This course delivers detailed knowledge and understanding of a comprehensive range of different issues in human resource management studies. At the successful completion of this course, the student's knowledge and understanding of the important matters in the human resource management, cognitive skills, competence skills, communication and teamwork will be significantly improved.

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

6. Co- requirements for this course (if any): None

7. Course Main Objective(s)

- To introduce the student to the concepts that are related to the field of human resource management
- To prepare the student with the foundations and techniques needed to manage human resource department
- To give the student presentation to some of the commonly tools and keys used in managing human resources
- To enable the student to analyze and reflect the theory side of human resource management subject in the practical life
- To show that the subject of human resource management has matured into a robust body of knowledge and an in-depth understanding of which are crucial for ensuring the success of managing human resources.

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	54	100 %
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> ● Traditional classroom ● E-learning 		
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	54
2.	Laboratory/Studio	
3.	Field	





4.	Tutorial	
5.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	• Explain the HRM's concepts, functions and theories as well as how managers deal in different managerial situations.	k.1	<ul style="list-style-type: none"> • Lecture. • Group discussion. • Homework's activities. • Prior preparation of lessons 	<ul style="list-style-type: none"> • Written exams • written test
1.2	• Discuss the modern strategies, policies, practices and methods that used by HR managers to effectively running their departments.	k.2		
1.3	• Interpret the importance of the HRM functions and its impact on business performance.	k.3		
1.4	• Illustrate how HR functions and decisions like selection, recruitment, training, and other activities affect business performance.	k.4		
2.0	Skills			
2.1	• Apply the HRM theories and strategies in real life situations to solve the managerial problems.	S1	<ul style="list-style-type: none"> • Lecture, • Case studies • Practical work. • Blackboard activities. • Discussions 	<ul style="list-style-type: none"> • Written exam, • Practical report, • Group activity assessment. • Project report, • Oral presentation. • Practical report, • Individual activity.
2.2	• Use the HRM techniques and skills in real life situations.	S2		
2.3	• Evaluate HRM policies, procedures and plans in different areas like selection, recruitment, training, performance management and how they aligned with organizations mission.	S3		
2.4	• Measuring the effectiveness of HRM functions by using the modern research methods.	S4		
3.0	Values, autonomy, and responsibility			
3.1	• Conduct internal analysis and research to assess the organizational environment obstacles and HRM functions performance.	V1	<ul style="list-style-type: none"> • Lecture, • Practical work, • Group work. • Case studies 	<ul style="list-style-type: none"> • Practical work. • Group project. • Individual activity. • Written exam, • Individual work. • Practical report.
3.2	• Behave ethically in different HRM roles and responsibilities.	V2		
3.3	• Using IT technologies to communicate effectively.	V3		





C. Course Content

No	List of Topics	Contact Hours
1	Concepts of Human Resources Management	3 hours
2	Strategy for human Resources Management	6 hours
3	Analysis and job description	6 hours
4	Planning of human Resources	6 hours
5	Recruitment and selection	6 hours
6	Training and the development of the employees	3 hours
7	Performance appraisal management	3 hours
8	Wages, Salaries and financial incentives	3 hours
9	Benefits and services	3 hours
10	Health and safety	3 hours
11	Labor relations	6 hours
12	The human Resources Management of the leading companies	6 hours
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Assignments and project	During the weeks	20%
2	Quizzes	During the weeks	10%
3	Mid-term exam	6 th week	30%
4	Final exam	16 th week	40%

*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"> مدني عبد القادر علاقي، ادارة الموارد البشرية، خوارزم للنشر والتوزيع، جدة، ٢٠١٨ Gary Dessler, (2018): Human Resource Management, Last/Ed.
Supportive References	
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM. مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> Students' handout materials. Materials on the blackboard.





2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (projector, smart board, software) 	<ul style="list-style-type: none"> Data show /Smart board.
<ul style="list-style-type: none"> Other equipment (depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) **Assessment Methods** (Direct, Indirect)

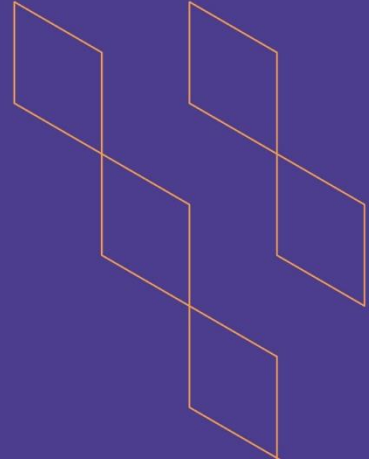
G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification



Course Title:	Organizational Behavior
Course Code:	0673-205
Program:	Bachelor of Human Resources Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	17 January 2023



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[illegible]



Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Scecond Year / Level 5
4. Course general Description Examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in OB field and its main topics such as personality, recognition, learning, motivation, work group, as well as dealing with cases of studies related to OB topics. Formulating plans and strategies as well as applying the essential OB knowledge, theories and skills in different situations in order to improve managerial skills and the organization's performance. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial competencies.	
5. Pre-requirements for this course (if any): Principles of Management	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s)	
<ul style="list-style-type: none"> To provide the theoretical, conceptual framework and essential knowledge of OB field. To equip students with the essential knowledge and skills in OB field as well as its practical activities, functions and practices. To enable students to assess and evaluate people behaviors and reactions when introducing methods of working or management's decisions. 	

A. General information about the course:

mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
5.	Traditional classroom	54	100 %
6.	E-learning		
7.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
8.	Distance learning		

(based on the academic semester)

No	Activity	Contact Hours
6.	Lectures	54
7.	Laboratory/Studio	
8.	Field	
9.	Tutorial	
10.	Others (specify)	
	Total	54





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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explaining the OB concepts, theories as well as how they relate to the organization performance and business effectiveness. 	k.1		
1.2	<ul style="list-style-type: none"> Discussing the modern strategies, policies, practices related to OB filed and used by managers to run their departments and manage people at work effectively. 	k.2	<ul style="list-style-type: none"> Lecture. Group discussion. Homework's activities. 	<ul style="list-style-type: none"> Written exams written test
1.3	<ul style="list-style-type: none"> Interpreting the importance of the OB theories and its impact on business performance when applying effectively. 	k.3	<ul style="list-style-type: none"> Prior preparation of lessons 	
1.4	<ul style="list-style-type: none"> Illustrating how OB theories like learning, motivation, conflict, etc affect business performance. 	K4		
2.0	Skills			
2.1	<ul style="list-style-type: none"> Applying the OB theories and concepts in real life situations to solve the managerial problems as well as to deal with people at work. 	S1	<ul style="list-style-type: none"> Lecture, Case studies 	<ul style="list-style-type: none"> Written exam, Practical report, Group activity assessment.
2.2	<ul style="list-style-type: none"> Using the OB techniques, strategies and skills in real life situations. 	S2	<ul style="list-style-type: none"> practical work. 	<ul style="list-style-type: none"> Project report, oral presentation.
2.3	<ul style="list-style-type: none"> Evaluating OB theories in different areas like learning, motivation and working group and how they aligned with organizations mission. 	S3	<ul style="list-style-type: none"> Blackboard activities. Discussions 	<ul style="list-style-type: none"> Practical report, individual activity.
2.4	<ul style="list-style-type: none"> Measuring the effectiveness of OB applications by using the modern research methods. 	S4		
3.0	Values, autonomy, and responsibility			
3.1	<ul style="list-style-type: none"> Showing leadership skills at work. 	V1		<ul style="list-style-type: none"> Practical work.
3.2	<ul style="list-style-type: none"> Behaving ethically in different management roles and responsibilities. 	V2	<ul style="list-style-type: none"> Lecture, practical work, 	<ul style="list-style-type: none"> Group project. individual activity.
3.3	<ul style="list-style-type: none"> Using IT technologies to communicate effectively for the business purposes. 	V3	<ul style="list-style-type: none"> group work. Case studies 	<ul style="list-style-type: none"> Written exam, individual work. Practical report,

C. Course Content

No	List of Topics	Contact Hours
1	An introduction to organizational behavior.	4.5



2	Stages of organizational behavior development.	4.5
3	Personality	4.5
4	Recognition	4.5
5	Learning	4.5
6	Values	4.5
٧	Attitudes	4.5
٨	Motivation, incentives, and job satisfaction	4.5
٩	Work groups.	4.5
١٠	Organizational conflict.	4.5
١١	Power and OB	4.5
١٢	Organizational Climate and job stress	4.5
١٣	Organization's culture & organizational Engagement	3
١٤	Organizational creativity and innovation.	3
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	class activities, Case studies and project	During the weeks	20%
2	Quizzes	During the weeks	10%
3	Mid-term exam	6th week	30%
4	Final exam	16th week	40%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities



Essential References	<ul style="list-style-type: none"> السلوك التنظيمي، محمد ربيع زناتي، المكتبة العصرية للنشر والتوزيع. ٢٠١٨ مصر. (طلاب المسار العربي). الطبعة الأخيرة. إدارة السلوك في المنظمات، جرينبرج (جيرالد)، بارون (روبرت)، تعريب ومراجعة: د. رفاعي محمد رفاعي، د. إسماعيل علي بسيوني، الرياض: دار المريخ، ٢٠١٨ م. (الطبعة الأخيرة)
Supportive References	<ul style="list-style-type: none"> Stephen P. Robbins, Organizational Behavior, 19th edition, Published by Pearson (May 12th 2022) - (For English track).
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM. مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.



Other Learning Materials	<ul style="list-style-type: none"> Students' handout materials. Materials on the blackboard.
Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (projector, smart board, software) 	<ul style="list-style-type: none"> Data show /Smart board.
<ul style="list-style-type: none"> Other equipment (depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> Faculty members & Coordinators 	<ul style="list-style-type: none"> course evaluation results / CES
<ul style="list-style-type: none"> Other 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)) **Assessment Methods** (Direct, Indirect)

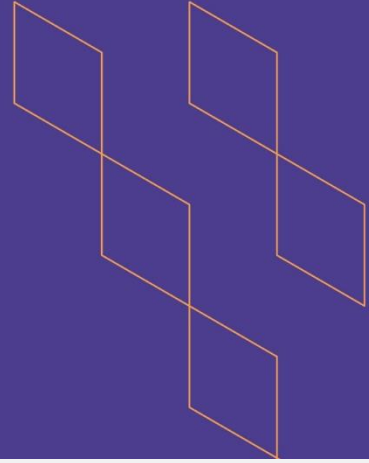
G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification



Course Title:	Knowledge Management
Course Code:	0673-206
Program:	Business administration
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	17 January 2023

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1□□□□□□□□□□mark all that apply) □□□□□□□□□□□□(based on the academic semester)	10
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	11
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Course Identification

1. Credit hours:	4.5
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered:	Third Year / Level 5
4. Course general Description This course aims to provide the student with the basic concepts, theories, and practices of the main topics of knowledge management. It also deals with the training of students on the analysis the operations and knowledge discovery in business organizations and provide students with practical cases about problems and solutions to the issues of knowledge management.	
5. Pre-requirements for this course (if any): Human Resource Management	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s) <ul style="list-style-type: none"> Knowledge the concepts, objectives and functions of knowledge management. Scientific knowledge to the general principles of knowledge management. The ability to analyze the operations organization and knowledge discovery. The ability to execute the stages of discovery and development and transfer of knowledge. The ability to prepare a questionnaire knowledge of the organization. 	

A. General information about the course:












 mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
9.	Traditional classroom	54	100 %
10.	E-learning		
11.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
12.	Distance learning		











 (based on the academic semester)

No	Activity	Contact Hours
11.	Lectures	54
12.	Laboratory/Studio	
13.	Field	
14.	Tutorial	
15.	Others (specify)	





	Total	54		
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods				
Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	• Explaining the knowledge management concepts, theories as well as how they relate to the organization performance and business effectiveness.	k.1	• Lecture. • Group discussion. • Homework’s activities. • Prior preparation of lessons	• Written exams • written test
1.2	• Discussing the key strategies, tools, applications related to knowledge management filed how managers use it at work effectively.	k.2		
1.3	• Interpreting the importance of the knowledge management theories, strategies, applications and its impact on business performance when applying effectively.	k.3		
1.4	• Illustrating how knowledge management theories, strategies, applications, etc affect business performance.	k.3		
2.0	Skills :			
2.1	• Applying the knowledge management theories and concepts in real life situations to solve the managerial problems as well as to deal with people at work.	S1	• Lecture, • Case studies • practical work. • Blackboard activities. • Discussions	• Written exam, • Practical report, • Group activity assessment. • Project report, • oral presentation. • Practical report, • individual activity.
2.2	• Using the knowledge management techniques, strategies and skills in real life situations.	S2		
2.3	• Evaluating knowledge management theories, strategies and applications and how they aligned with organizations mission.	S3		
2.4	• Measuring the effectiveness of knowledge management applications by using the modern research methods.	S3		
3.0	Values:			
3.1	• Conduct a scientific research about knowledge management strategies, metrics and knowledge sharing tools and evaluate its effectiveness.	V1	• Lecture, • practical work, • group work.	• Practical work. • Group project. • individual activity.





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.2	• Behaving ethically in different management roles and responsibilities.	V2	• Case studies	• Written exam, • individual work. • Practical report,
3.3	• Using IT technologies to communicate effectively.	V3		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to knowledge management in theory and practice.	4.5
2	Knowledge Economy and Intellectual property.	6
3	Organizational Impacts of Knowledge Management	4.5
4	Foundations of Knowledge Management	6
5	Knowledge Management Solutions	4.5
6	Review of cognitive abilities	4.5
٧	Knowledge Discovery Systems	4.5
٨	Knowledge Acquisition Systems	4.5
٩	Knowledge Sharing Systems	4.5
١٠	Knowledge Application Systems	4.5
١١	Knowledge Management Assessment	4.5
١٢	The Future of Knowledge Management	4.5
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	class activities, Case studies and project	During the weeks	20%
2	Quizzes	During the weeks	10%
3	Mid-term exam	6th week	30%
4	Final exam	16th week	40%

*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

ممدوح عبد العزيز رفاعي، الإدارة الاستراتيجية للمعرفة، ٢٠١٨
سعد غالب ياسين ادارة المعرفة (المفاهيم، النظم، التقنيات)، دار المسيرة للطباعة والنشر، ٢٠١٨





(طلاب المسار الإنجليزي)

Supportive References	<ul style="list-style-type: none"> Knowledge Management in Theory and practice, Kimiz Dalkir, Elsevier Inc, 2018.(For English track).Todd R. Groff, Thomas P. Jones, Introduction to Knowledge Management, BH, 2018.
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM.
Other Learning Materials	<ul style="list-style-type: none"> Students' handout materials. Materials on the blackboard.

• مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (projector, smart board, software) 	<ul style="list-style-type: none"> Data show /Smart board.
<ul style="list-style-type: none"> Other equipment (depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) Assessment Methods (Direct, Indirect)

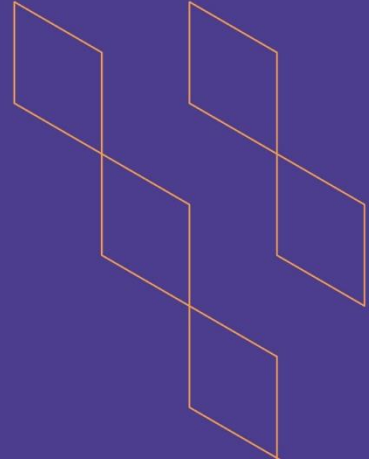
G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification



Course Title:	Operations Management
Course Code:	0673-202
Program:	Bachelor in Supply Chain Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	V.01
Last Revision Date:	22 January 2023

Table of Contents:

[illegible]



Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 6/ Year 2

4. Course general Description

Examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in operations management field and its main topics such as productivity, operations strategies, product design, linear programming models, demand forecasting, as well as dealing with cases of studies related to operations management functions. Formulating plans and strategies as well as applying the essential operations knowledge and skills in different situations in order to improve managerial skills and the organization's performance. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial and leadership's competencies.

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

6. Co- requirements for this course (if any): None

7. Course Main Objective(s)

- To provide the theoretical, conceptual framework and essential knowledge of operations management.
- To equip students with the essential knowledge and skills in operations management field as well as its managerial activities, functions and practices.
- To enable students to behave ethically when practicing operations functions, roles and responsibilities.
- To enable students to assess and evaluate operations decisions as well as duties effectively by using different evaluation tools.

A. General information about the course:



mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
13.	Traditional classroom	54	100 %
14.	E-learning		
15.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
16.	Distance learning		



(based on the academic semester)

No	Activity	Contact Hours
16.	Lectures	54





17.	Laboratory/Studio	
18.	Field	
19.	Tutorial	
20.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explaining the Operation's functions, concepts, strategies, theories as well as how operations managers' deal in different managerial situations. 	k.1		
1.2	<ul style="list-style-type: none"> Discussing the modern strategies, polices, practices, models and methods that used by operations managers to effectively running their departments. 	k.2	<ul style="list-style-type: none"> Lecture. Group discussion. Homework's activities. 	<ul style="list-style-type: none"> Written exams written test
1.3	<ul style="list-style-type: none"> Interpreting the importance of the operations functions and its impact on business performance. 	k.3	<ul style="list-style-type: none"> Prior preparation of lessons 	
1.4	<ul style="list-style-type: none"> Illustrating how operations functions and decisions like forecasting demand, location, product design, etc affect business performance. 	k.4		
2.0	Skills			
2.1	<ul style="list-style-type: none"> Applying the operations theories and strategies in real life situations to solve the managerial problems. 	S1		
2.2	<ul style="list-style-type: none"> Using the operations techniques, strategies and skills in real life situations. 	S2	<ul style="list-style-type: none"> Lecture, Case studies practical work. 	<ul style="list-style-type: none"> Written exam, Practical report, Group activity assessment.
2.3	<ul style="list-style-type: none"> Evaluating operations strategies, policies, procedures and plans in different areas of management, etc and how they aligned with organizations mission. 	S3	<ul style="list-style-type: none"> Blackboard activities. Discussions 	<ul style="list-style-type: none"> Project report, oral presentation.
2.4	<ul style="list-style-type: none"> Measuring the effectiveness of operations functions by using the modern research methods. 	S4		<ul style="list-style-type: none"> Practical report, individual activity.
3.0	Values, autonomy, and responsibility			
3.1	<ul style="list-style-type: none"> Estimating and forecasting demand using quantitative methods such as the method of 	V1	<ul style="list-style-type: none"> Lecture, 	<ul style="list-style-type: none"> Practical work. Group project.





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	the graph, and the way the center SMA, and center-weighted moving, and calm the exponential.		<ul style="list-style-type: none"> practical work, group work. Case studies 	<ul style="list-style-type: none"> individual activity. Written exam, individual work. Practical report,
3.2	<ul style="list-style-type: none"> Behaving ethically in different operations roles and responsibilities. 	V2		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to operations management	4.5
2	Operations Management: Definition, Strategy and Evolution	4.5
3	Operations Management: Definition, Strategy and Evolution	4.5
4	Product design	4.5
5	Product design	4.5
6	Liner programming models.	4.5
٧	Forecasting demand	4.5
٨	Forecasting demand	4.5
٩	Location decisions	3
١٠	Location decisions	3
١١	Location decisions	3
١٢	Material Requirement Planning	3
١٣	Material Requirement Planning	3
١٤	General Review	3
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score	
			Traditional / Blended	Online
1	Activities, Case studies, project, Discussion...	During the weeks	30%	30%
2	Mid-term exam	6th week	30%	--
3	Final exam	13th week	40%	70%

*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"> • نجم عيود نجم، إدارة العمليات النظم والأساليب والاتجاهات الحديثة، الجزء الأول، معهد الإدارة العامة، الرياض، ٢٠١٥ • سليمان خالد عبيدات، مقدمة في إدارة الانتاج والعمليات، دار المسيرة للنشر والتوزيع الطبعة السادسة ٢٠١٩ • Larry Ritzman – Lee Krajewski – Manoj K. Malhotra, Operations management – Pearson, 2018.
Supportive References	<ul style="list-style-type: none"> • Heizer, Jay, Render, Barry. Operations Management eleventh edition, Pearson Education limited, 2018. • نبيل محمد مرسي خليل، إدارة الانتاج والعمليات (تطبيقات وتدريب عملية) خوارزم العلمية، الطبعة الثانية ٢٠١٦. • محمد الفاتح محمود بشير المغربي، إدارة الانتاج والعمليات: الاستراتيجيات - القرارات، المكتبة العصرية للنشر والتوزيع الطبعة الأولى ٢٠٢٠
Electronic Materials	<ul style="list-style-type: none"> • KFU main library data sources and references. • Others materials provided by the book's author. • International Journal of HRM. • مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> • Students' handout materials. • Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> • facilities • (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> • College classrooms
<ul style="list-style-type: none"> • Technology equipment • (projector, smart board, software) 	<ul style="list-style-type: none"> • Data show /Smart board.
<ul style="list-style-type: none"> • Other equipment • (depending on the nature of the specialty) 	<ul style="list-style-type: none"> • Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> • Effectiveness of teaching 	<ul style="list-style-type: none"> • Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> • Classroom observation (QMS Annex O and P) • Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> • Effectiveness of students assessment 	<ul style="list-style-type: none"> • Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> • Verification/ CES/PES
<ul style="list-style-type: none"> • Quality of learning resources 	<ul style="list-style-type: none"> • Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> • Course review / course reports/CES/PES/EES

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> Faculty members & Coordinators 	<ul style="list-style-type: none"> Course evaluation results/CES
<ul style="list-style-type: none"> Other 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)) **Assessment Methods** (Direct, Indirect)

G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023





T-104
2022

Course Specification

Course Title:	Fundamentals of Scientific Research
Course Code:	0602-222
Program:	Human Resource Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	22 January 2023



Table of Contents:

[illegible]



Course Identification

1. Credit hours:	2
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 6/ Year 2

4. Course general Description

amines the essential knowledge of scientific research like research problems, concepts, and practices of research. It focuses on improving student's level of skills of formulating, designing and applying the main research's procedures in business cases, well as dealing with cases of studies related to business management topics. Formulating research problems, research questions, research hypotheses, choosing the methods to select samples, choosing the methods of data collection, etc. This requirement will improve students' research, cognitive skill, teamwork and communications besides enhancing their managerial competencies.

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

6. Co- requirements for this course (if any): None

7. Course Main Objective(s)

- To provide the theoretical, conceptual framework and essential knowledge of fundamentals of scientific research field.
- To equip students with the essential research methods and skills in scientific research field as well as its practical activities, functions and practices.
- To enable students to assess and evaluate research methods, strategies and tools when introducing methods of working or management's decisions and problems.

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
17.	Traditional classroom	54	100 %
18.	E-learning		
19.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
20.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
21.	Lectures	30
22.	Laboratory/Studio	



23.	Field	
24.	Tutorial	
25.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explaining the main steps in the methodology of scientific research as well as research models. 	k.1		
1.2	<ul style="list-style-type: none"> Discussing the main tools of scientific research as well as the research models and how managers use it at work effectively. 	k.2	<ul style="list-style-type: none"> Lecture. Group discussion. Homework's activities. Prior preparation of lessons 	<ul style="list-style-type: none"> Written exams written test
1.3	<ul style="list-style-type: none"> Interpreting the importance of the Scientifics research methods and its impact on business performance when applying effectively. 	k.3		
1.4	<ul style="list-style-type: none"> Illustrating how scientific research methods, tools, strategies, applications, etc affect business performance. 	k.4		
2.0	Skills			
2.1	<ul style="list-style-type: none"> Applying the scientific research methods in real life situations to solve the managerial problems as well as to deal with people at work. 	S1	<ul style="list-style-type: none"> Lecture, Case studies practical work. Blackboard activities. Discussions 	<ul style="list-style-type: none"> Written exam, Practical report, Group activity assessment. Project report, oral presentation. Practical report, individual activity.
2.2	<ul style="list-style-type: none"> Using the scientific research techniques, strategies and skills in real life situations. 	S2		
2.3	<ul style="list-style-type: none"> Evaluating the scientific research methods, tools, strategies and applications and how they aligned with organizations mission. 	S3		
2.4	<ul style="list-style-type: none"> Measuring the effectiveness of scientific research models, tools and applications continually. 	S4		
3.0	Values, autonomy, and responsibility			
3.1	<ul style="list-style-type: none"> Enabling students with acting ethically and integrity, taking responsibility for professional development and self-learning. 	V1	<ul style="list-style-type: none"> Lecture, practical work, group work. Case studies 	<ul style="list-style-type: none"> Practical work. Group project. individual activity. Written exam, individual work. Practical report,
3.2	<ul style="list-style-type: none"> Practicing self-evaluation, and making logical decisions when carrying out the functions, roles and responsibilities of quality management. 	V2		



C. Course Content

No	List of Topics	Contact Hours
1	Introduction to scientific research	2 hours
2	The nature of scientific research	2 hours
3	The nature of the Administrative and Economic Sciences	2 hours
4	Stages and types of scientific research	2 hours
5	Approach to induction and deduction introductions and results	2 hours
6	Formulating and testing hypotheses	2 hours
7	Research Methodology	2 hours
8	Data collection	4 hours
9	Questionnaire and interview and observation	4 hours
10	Test hypotheses	4 hours
11	The preparation of the report or thesis	2 hours
12	A general review of the decision	2 hours
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Activities, Case studies, project, Discussion...	During the weeks	30%
2	Mid-term exam	6th week	30%
3	Final exam	13th week	40%

*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"> أحمد حسين الرفاعي، مناهج البحث العلمي، تطبيقات إدارية واقتصادية، وائل للنشر، عمان، الأردن، ٢٠١٨ - (طلاب المسار العربي) مناهج وأساليب البحث العملي، د. تحسين الطراونه، دار وائل للنشر والتوزيع، عمان، الاردن، ٢٠١٨
Supportive References	<ul style="list-style-type: none"> Margret cargill. potric o,conner, Writing Scientific Research Articles: Strategy and Steps,edition2 Wiley-Blackwell, 2018.(For English track).
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM.





- مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.

Other Learning Materials

- Students' handout materials.
- Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> • facilities • (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> • College classrooms
<ul style="list-style-type: none"> • Technology equipment • (projector, smart board, software) 	<ul style="list-style-type: none"> • Data show /Smart board.
<ul style="list-style-type: none"> • Other equipment • (depending on the nature of the specialty) 	<ul style="list-style-type: none"> • Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> • Effectiveness of teaching 	<ul style="list-style-type: none"> • Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> • Classroom observation (QMS Annex O and P) • Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> • Effectiveness of students assessment 	<ul style="list-style-type: none"> • Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> • Verification/ CES/PES
<ul style="list-style-type: none"> • Quality of learning resources 	<ul style="list-style-type: none"> • Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> • Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> • The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> • Faculty members & Coordinators 	<ul style="list-style-type: none"> • Course evaluation results/CES
<ul style="list-style-type: none"> • Other 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) **Assessment Methods** (Direct, Indirect)

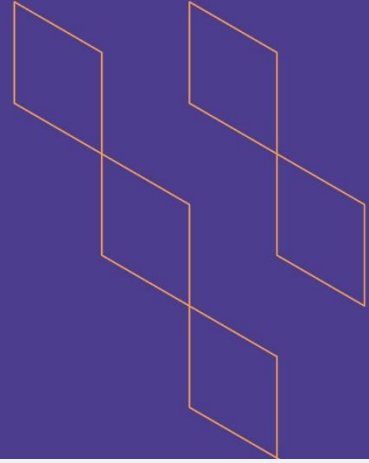
G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification



Course Title:	International Business Management
Course Code:	0673-203
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	17 January 2023



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Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered:	Level 6-7-8
4. Course general Description Examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in international business management field and its main areas such as globalization, foreign investment, international business environment, as well as dealing with cases of studies related to international business management functions. Formulating plans and strategies as well as applying the essential international business knowledge and skills in different situations in order to improve managerial skills and the organization's performance. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial competencies.	
5. Pre-requirements for this course (if any): Principles of Management.	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s) <ul style="list-style-type: none"> To provide the theoretical, conceptual framework and essential knowledge of international business management. To equip students with the essential knowledge and skills in international business management & Entrepreneurial field as well as its managerial activities, functions and practices. To enable students to behave ethically when practicing international business functions, roles and responsibilities. To enable students to assess and evaluate international operations decisions as well as duties effectively by using different evaluation tools. 	

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
21.	Traditional classroom	54	100 %
22.	E-learning		
23.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
24.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
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26.	Lectures	54
27.	Laboratory/Studio	
28.	Field	
29.	Tutorial	
30.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explaining the international business functions, concepts, strategies, and theories as well as how international managers deal in different managerial situations like HRM, Marketing etc. 	k.1		
1.2	<ul style="list-style-type: none"> Discussing the modern strategies, policies, practices and methods that used by international managers to effectively running their businesses. 	k.2	<ul style="list-style-type: none"> Lecture. Group discussion. Homework's activities. Prior preparation of lessons 	<ul style="list-style-type: none"> Written exams written test
1.3	<ul style="list-style-type: none"> Interpreting the importance of the working internationally and its impact on business performance and country's GDP. 	K3		
1.4	<ul style="list-style-type: none"> Illustrating how international business operations and decisions like introducing new markets, international competition, cultural factors, environmental risks, etc affect business performance. 	K4		
2.0	Skills			
2.1	<ul style="list-style-type: none"> Applying the international business practices and strategies in real life situations to solve the managerial problems. 	S1		
2.2	<ul style="list-style-type: none"> Using the international business techniques, strategies and skills in real life situations. 	S2	<ul style="list-style-type: none"> Lecture, Case studies practical work. Blackboard activities. Discussions 	<ul style="list-style-type: none"> Written exam, Practical report, Group activity assessment. Project report, oral presentation. Practical report, individual activity.
2.3	<ul style="list-style-type: none"> Evaluating international business strategies, policies, procedures and plans in different areas like HRM, Marketing, Finance, and how they aligned with organizations mission. 	S3		
2.4	<ul style="list-style-type: none"> Measuring the effectiveness of international business functions by using the modern research methods. 	S4		





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.0	Values, autonomy, and responsibility			
3.1	<ul style="list-style-type: none"> Enabling students with acting ethically and integrity, taking responsibility for self-learning. 	V1	<ul style="list-style-type: none"> Lecture, practical work, group work. Case studies 	<ul style="list-style-type: none"> Practical work. Group project. individual activity. Written exam, individual work. Practical report,
3.2	<ul style="list-style-type: none"> Practicing self-evaluation, and making logical decisions when carrying out the functions, roles and responsibilities of International Business Management . 	V2		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to the course	4.5
2	What is international business: the concept, nature and the fields?	4.5
3	International business in the light of globalization and World Trade Organization (WTO).	4.5
4	The balance of payments and currency exchange rates and their relationship to international business.	6
5	Foreign investment: its types, theories and political risks.	6
6	The social and cultural environment of international business.	4.5
٧	The financial environment for international business (financial Markets, monetary markets, regional / international financial institutions.	4.5
٨	Organization strategy in international business.	6
٩	Strategic management in multinational companies.	4.5
١٠	Human resources development in international business.	4.5
١١	Financial and accounting management in international business.	4.5
12	International marketing (free zones, e. commercial).	4.5
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	class activities, Case studies and project	During the weeks	20%
2	project	During the weeks	10%
3	Mid-term exam	6th week	30%
4	Final exam	16th week	40%

*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"> International Business : Strategy , Management and new realities , S. Tamer,Gray Knight. إدارة الأعمال الدولية، د/ علي عباس ، دار الحامد ، عمان ، الطبعة الأخيرة، 2018 مدخل إلى إدارة الأعمال الدولية، أ.د أحمد عبد الرحمن أحمد، دار المريخ، الطبعة الأخيرة ٢٠١٨.
Supportive References	<p>International Business Management, Dr. Ravi Kant Pathak,2020</p>
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM. مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> Students' handout materials. Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (projector, smart board, software) 	<ul style="list-style-type: none"> Data show /Smart board.
<ul style="list-style-type: none"> Other equipment (depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> Faculty members & Coordinators 	<ul style="list-style-type: none"> course evaluation results / CES
<ul style="list-style-type: none"> Other 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">



Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)) **Assessment Methods** (Direct, Indirect)

G. Specification Approval Data

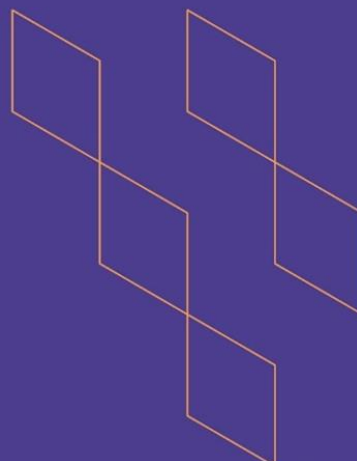
Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023





T-104
2022

Course Specification



Course Title:	Small Business Management Mgt
Course Code:	0673-302
Program:	Bachelor of Supply Chain Management (SCM)
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	17 January 2023

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Course Identification

1. Credit hours: 3

2. Course type

a. University ☐ College ☐ Program ☒

b. Required ☒ Elective ☐

3. Level/year at which this course is offered: **Third Year, Level –7**

4. Course general Description

Examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in small business management field and its main functions such as family business, Integrity and Ethics, Entrepreneurial Life, as well as dealing with cases of studies related to small business management functions. Formulating plans and strategies as well as applying the essential Entrepreneurial knowledge and skills in different situations in order to improve managerial skills and the organization's performance. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial competencies

5. Pre-requirements for this course (if any): **Principles of Management.**

6. Co- requirements for this course (if any): None

7. Course Main Objective(s)

- To provide the theoretical, conceptual framework and essential knowledge of small business management.
- To equip students with the essential knowledge and skills in small business management & Entrepreneurial field as well as its managerial activities, functions and practices.
- To enable students to behave ethically when practicing Entrepreneurial functions, roles and responsibilities.
- To enable students to assess and evaluate Entrepreneurs decisions as well as duties effectively by using different evaluation tools.

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	45	100 %
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	45





2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	● Explaining the Entrepreneurial functions, concepts, strategies, and theories as well as how Entrepreneurs deal in different managerial situations.	k.1	● Lecture.	● Written exams ● written test
1.2	● Discussing the modern strategies, policies, practices and methods that used by Entrepreneurs to effectively running their small businesses..	k.2	● Group discussion. ● Homework's activities.	
1.3	● Interpreting the importance of the small business organizations and its impact on business performance and country's GDP	k.3	● Prior preparation of lessons	
1.4	● Illustrating how Entrepreneurial functions and decisions like introducing new product or services, promotions, branding, packing, etc affect business performance.	K4	● Homework's activities.	
2.0	Skills			
2.1	● Applying the Entrepreneurial theories and strategies in real life situations to solve the managerial problems.	S1	● Lecture, ● Case studies ● practical work. ● Blackboard activities. ● Discussions	● Written exam, ● Practical report, ● Group activity assessment. ● Project report, ● oral presentation. ● Practical report, ● individual activity.
2.2	● Using the Entrepreneurial techniques, strategies and skills in real life situations.	S2		
2.3	● Evaluating Entrepreneurial strategies, policies, procedures and plans in different areas like pricing, promotion, packing, and how they aligned with organizations mission.	S3		
	● Measuring the effectiveness of Entrepreneurial functions by using the modern research methods.	S4	Discussions	
3.0	Values, autonomy, and responsibility			
3.1	Enable Behaving ethically in different Entrepreneurs roles and responsibilities.	V1	● Lecture, ● practical work, ● group work. ● Case studies	● Practical work. ● Group project. ● individual activity. ● Written exam, ● individual work.
3.2	Enable students with the skill of internal analysis, external analysis, and research to match	V2		





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	organizational environmental factors with entrepreneurship strategies			• Practical report,

C. Course Content

No	List of Topics	Contact Hours
1	Course introduction	3
2	Entrances to the study of entrepreneurial	3
3	strategies Entrepreneurial	3
4	Legal forms of small Business	3
5	Feasibility study for small Business	3
6	Managing financing in small Business	3
7	Small business strategic planning	3
8	Risk management and insurance in small enterprises	3
9	Small business procurement management	3
10	Inventory management and needs planning In small Business	3
11	Small Business electronic	3
12	Pricing in small Business	3
13	Promotion and advertising in small Business	3
14	Social responsibility for small Business	3
15	The Family Business	3
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	project	During the class	20%
2	Case studies and class activities-2.	During the class	10%



No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
3	Mid-term exam	6th week	30%
4	Final exam	16th week	40%

*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"> إدارة المشروعات الصغيرة- د. مزهر العاني، د شوقي جواد ، د. حسين أرشيد ، د. هيثم حجازي- دار صفاء للنشر والتوزيع - عمان - ٢٠١٨م Longenecker, G.m Justin. et al. (2018). Small Business Management: Launching and Growing Entrepreneurial Ventures. Last Edition. Stanford.
Supportive References	<ul style="list-style-type: none"> كاسر ناصر المنصور، إدارة المشروعات الصغيرة، دار الحماد للنشر، عمان، الأردن، ٢٠١٨ (طلاب المسار العربي إدارة الرواتب، مايكل أرمسترونج وهيلين موراليس، ترجمة كمال جعفر المفتي، مطبوعات معهد الإدارة العامة. Hatten, S., Timothy. (2018). Small Business Management: Entrepreneurship and Beyond. 5th Edition. Mason. . Byrd, Jane, Mary. & Magginson, Leon. (2018) Small Business Management: An Entrepreneur's Guidebook. 7th Edition. Mason. .(For English track).
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM. مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> Students' handout materials. Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (projector, smart board, software) 	<ul style="list-style-type: none"> Data show /Smart board.



Items	Resources
<ul style="list-style-type: none"> Other equipment (depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)) **Assessment Methods** (Direct, Indirect)

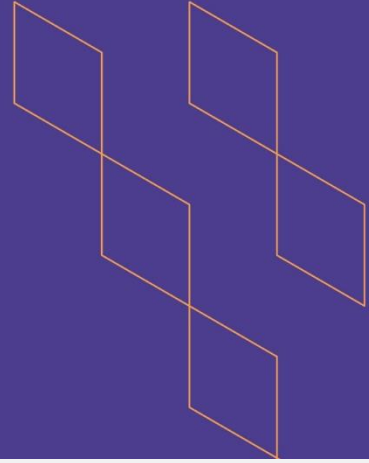
G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification



Course Title:	Business Ethics
Course Code:	0673-305
Program:	Bachelor in Supply Chain Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	28 January 2023

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G. General Information about the course	10
1. <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input 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Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 11/ Year 4
4. Course general Description Examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in business ethics field and its main topics such as social responsibility, ethical problems, corruption, supply chain ethics, transparency, as well as dealing with cases of studies related to ethical issues. Formulating plans and strategies as well as applying the essential ethical knowledge, theories and skills in different situations in order to improve managerial skills and the organization's performance and in supply chain. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial competencies.	
5. Pre-requirements for this course (if any): Strategic Management	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s) <ul style="list-style-type: none"> To provide the theoretical, conceptual framework and essential knowledge of ethical practices and ethical field, and supply chain. To equip students with the essential knowledge and skills in ethics field as well as its practical activities, functions and practices. <p>To enable students to assess and evaluate ethical behaviors, practices, applications, strategies and tools when introducing methods of working or management's decisions in supply chain management.</p>	

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
25.	Traditional classroom	54	100 %
26.	E-learning		
27.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
28.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
31.	Lectures	54
32.	Laboratory/Studio	
33.	Field	





34.	Tutorial	
35.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explaining the ethical concepts, theories as well as how they relate to the organization performance and business effectiveness, and supply chain. 	k.1	<ul style="list-style-type: none"> Lecture. Group discussion. Homework's activities. Prior preparation of lessons 	<ul style="list-style-type: none"> Written exams written test
1.2	<ul style="list-style-type: none"> Discussing the key issues related to ethics filed and how managers use it at work effectively. 	k.2		
1.3	<ul style="list-style-type: none"> Interpreting the importance of the ethical theories, strategies, applications and its impact on business performance when applying effectively. 	k.3		
1.4	<ul style="list-style-type: none"> Illustrating how ethics theories, strategies, applications, affect business performance, in particular supply chain field. 	k.4		
2.0	Skills			
2.1	<ul style="list-style-type: none"> Applying the ethics theories and concepts in real life situations to solve the managerial problems as well as to deal with people at work. 	S1	<ul style="list-style-type: none"> Lecture, Case studies practical work. Blackboard activities. Discussions 	<ul style="list-style-type: none"> Written exam, Practical report, Group activity assessment. Project report, oral presentation. Practical report, individual activity.
2.2	<ul style="list-style-type: none"> Using the ethical techniques, strategies and skills in real life situations, and in supply chain sector. 	S2		
2.3	<ul style="list-style-type: none"> Evaluating ethics theories, strategies and applications and how they aligned with organizations mission. 	S3		
2.4	<ul style="list-style-type: none"> Measuring the effectiveness of ethics applications by using the modern research methods. 	S4		
3.0	Values, autonomy, and responsibility			
3.1	<ul style="list-style-type: none"> Behaving ethically in different management roles and responsibilities. 	V1	<ul style="list-style-type: none"> Lecture, practical work, group work. Case studies 	<ul style="list-style-type: none"> Practical work. Group project. individual activity. Written exam, individual work. Practical report,





C. Course Content

No	List of Topics	Contact Hours
1	Business Ethics (Concepts, Variables and Philosophy)	6 hours
2	The Social Responsibility of Business Organizations	6 hours
3	Discipline and Career Commitment	6 hours
4	Ethical Problems within Organizations (Governance, Administrative Corruption, and Aggressive Behaviour)	6 hours
5	Ethics and Code of Conduct with consumer	6 hours
6	Business Ethics and Culture Organization (Individual Values, Organisation and business ethics)	6 hours
7	Social Responsibility and Business Ethics and Management Functions	6 hours
8	Communication Skills and Business ethics	3 hours
9	Supply chain Ethics	6 hours
10	Business Ethics and Other Sciences	3 hours
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Activities, Case studies, project, Discussion...	During the weeks	30%
2	Mid-term exam	6th week	30%
3	Final exam	13th week	40%

*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"> • طاهر محسن منصور الغالبي و صالح مهدي محسن العامري، المسؤولية الاجتماعية وأخلاقيات الأعمال: الأعمال والمجتمع، دار وائل، عمان، الاردن، ٢٠١٨. (طلاب المسار العربي) • Manuuel G. Velasquez, Business Ethics concepts and cases, Pearson, seventh edition, 2018
Supportive References	<ul style="list-style-type: none"> • Ferrell O. C., Fraedrich John, Ferrell Linda, Business Ethics: Ethical Decision Making and Cases, South-Western Cengage Learning, 2010..(For English track).
Electronic Materials	<ul style="list-style-type: none"> • KFU main library data sources and references.





	<ul style="list-style-type: none"> • Others materials provided by the book's author. • International Journal of HRM. • مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> • Students' handout materials. • Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> • facilities • (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> • College classrooms
<ul style="list-style-type: none"> • Technology equipment • (projector, smart board, software) 	<ul style="list-style-type: none"> • Data show /Smart board.
<ul style="list-style-type: none"> • Other equipment • (depending on the nature of the specialty) 	<ul style="list-style-type: none"> • Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> • Effectiveness of teaching 	<ul style="list-style-type: none"> • Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> • Classroom observation (QMS Annex O and P) • Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> • Effectiveness of students assessment 	<ul style="list-style-type: none"> • Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> • Verification/ CES/PES
<ul style="list-style-type: none"> • Quality of learning resources 	<ul style="list-style-type: none"> • Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> • Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> • The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> • Faculty members & Coordinators 	<ul style="list-style-type: none"> • Course evaluation results/CES
<ul style="list-style-type: none"> • Other 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) **Assessment Methods** (Direct, Indirect)

G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification



Course Title:	Principles of Supply Chain
Course Code:	0673-303
Program:	Bachelor in Supply Chain Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	22 January 2023

Table of Contents:

[illegible]



Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 8/ Third Year
<p>Examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in supply chain field and its main functions such as transportation strategies, logistic techniques, demand management, inventories management, supply chain relationships, as well as dealing with cases of studies related to supply chain functions. Formulating plans and strategies as well as applying the essential supply knowledge and skills in different situations in order to improve managerial skills and the organization's performance. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial competencies.</p>	
5. Pre-requirements for this course (if any): Operations Management	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s)	
<ul style="list-style-type: none"> To provide the theoretical, conceptual framework and essential knowledge of supply chain. To equip students with the essential knowledge and skills in supply chain field as well as its managerial activities, functions and practices. To enable students to behave ethically when practicing supply chain functions, roles and responsibilities. To enable students to assess and evaluate supply chain decisions as well as duties effectively by using different evaluation tools. 	

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
29.	Traditional classroom	54	100 %
30.	E-learning		
31.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
32.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
36.	Lectures	54
37.	Laboratory/Studio	





38.	Field	
39.	Tutorial	
40.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explaining the Supply chain's functions, concepts, strategies, theories as well as how supply chain managers deal in different managerial situations. 	k.1		
1.2	<ul style="list-style-type: none"> Discussing the modern strategies, policies, practices and methods that used by supply chain managers to effectively running their departments. 	k.2	<ul style="list-style-type: none"> Lecture. Group discussion. Homework's activities. 	<ul style="list-style-type: none"> Written exams written test
1.3	<ul style="list-style-type: none"> Interpreting the importance of the supply chain functions and its impact on business performance. 	k.3	<ul style="list-style-type: none"> Prior preparation of lessons 	
1.4	<ul style="list-style-type: none"> Illustrating how supply chain functions and decisions like selecting suppliers, demand forecasting, transportation, etc affect business performance. 	k.4		
2.0	Skills			
2.1	<ul style="list-style-type: none"> Applying the supply chain theories and strategies in real life situations to solve the managerial problems. 	S1	<ul style="list-style-type: none"> Lecture, 	<ul style="list-style-type: none"> Written exam,
2.2	<ul style="list-style-type: none"> Using the supply chain techniques, strategies and skills in real life situations. 	S2	<ul style="list-style-type: none"> Case studies practical work. 	<ul style="list-style-type: none"> Practical report, Group activity assessment.
2.3	<ul style="list-style-type: none"> Evaluating supply chain strategies, policies, procedures and plans in different areas like pricing, promotion, product, packing, and how they aligned with organizations mission. 	S3	<ul style="list-style-type: none"> Blackboard activities. Discussions 	<ul style="list-style-type: none"> Project report, oral presentation.
2.4	<ul style="list-style-type: none"> Measuring the effectiveness of supply chain functions by using the modern research methods. 	S4		<ul style="list-style-type: none"> Practical report, individual activity.
3.0	Values, autonomy, and responsibility			
3.1	<ul style="list-style-type: none"> Conduct an internal analysis, external analysis and research to match the organizational environmental factors with supply strategies. 	V1	<ul style="list-style-type: none"> Lecture, practical work, 	<ul style="list-style-type: none"> Practical work. Group project. individual activity.
3.2	<ul style="list-style-type: none"> Behaving ethically in different supply chain roles and responsibilities. 	V2	<ul style="list-style-type: none"> group work. Case studies 	<ul style="list-style-type: none"> Written exam, individual work.





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
				• Practical report,

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to supply chain.	4.5 hours
2	Supply Chain Management: An Overview	4.5 hours
3	Role of Logistic in Supply Chains	4.5 hours
4	Global Dimensions of Supply Chain	4.5 hours
5	Supply Chain Relationships	4.5 hours
6	Supply Chain Performance Measurement and Financial Analysis	4.5 hours
7	Demand Management	4.5 hours
8	Order Management and Customer Service	4.5 hours
9	Order Management and Customer Service	4.5 hours
10	Managing Inventory in the Supply Chain	4.5 hours
11	Transportation – Managing the Flow of the Supply Chain	4.5 hours
12	Distribution – Managing Fulfillment Operations	4.5 hours
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Activities, Case studies, project, Discussion...	During the weeks	30%
2	Mid-term exam	6th week	30%
3	Final exam	13th week	40%

*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	References
	<ul style="list-style-type: none"> إدارة سلاسل التوريد، (٢٠٢٢)، عبد الستار العلي، و خليل الكنعاني، الطبعة الأخيرة، دار المسيرة للنشر والتوزيع والطباعة، عمان، الأردن Ashley McDonough, (2020), Operations and Supply Chain Management Essentials You Always Wanted to Know, Vibrant Publishers





Supportive References	<ul style="list-style-type: none"> Coyle, J., John. et al. (2013). Supply Chain Management A Logistic Perspective. 9th Edition. Mason. أكرم الطويل، أحمد عمر آغا (٢٠١٨)، إدارة اللوجستك والمزايا التنافسية، دار جرير للنشر والتوزيع
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM. مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> Students' handout materials. Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (projector, smart board, software) 	<ul style="list-style-type: none"> Data show /Smart board.
<ul style="list-style-type: none"> Other equipment (depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> Faculty members & Coordinators 	<ul style="list-style-type: none"> Course evaluation results/CES
<ul style="list-style-type: none"> Other 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) Assessment Methods (Direct, Indirect)

G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification

Course Title:	Consumer Behaviour
Course Code:	0673-313
Program:	Bachelor in Marketing
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	V.01
Last Revision Date:	22.1.2023

Table of Contents:

[illegible]

A. General information about the course:

Course Identification

1. Credit hours: 3

2. Course type

a. University ☐ College ☒ Department ☐ Track ☐ Program ☒

b. Required ☒ Elective ☐

3. Level/year at which this course is offered: Level 7

4. Course general Description

This course covers the key concepts and theories in the field of consumer behavior. It mainly focuses on the segmentation of customer, understanding the customer needs and wants, consumers decision-making process and the different aspects that influence consumer decision-making. It helps students to analyses the personal, cultural, social, and psychological factors that affect and influence consumer behavior with the aim to develop marketing strategies in addition to consider the factors related to market regulation, marketing ethics and social responsibility when developing such strategies.

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

Marketing Management (0673-102)

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

7. Course Main Objective(s)

- Understanding the psychological, social, and cultural factors that influence consumer behavior.
- Learning how to analyze consumer needs, attitudes, and decision-making processes.
- Learning how to apply consumer behavior theories to real-world business situations.
- Understanding how to use consumer behavior insights to inform marketing and product development strategies.
- Developing problem-solving and critical thinking skills to make data-driven decisions.
- Understanding the impact of technology on consumer behavior.



No	Mode of Instruction	Contact Hours	Percentage
33.	Traditional classroom	4.5	100%
34.	E-learning		
35.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
36.	Distance learning		



(based on the academic semester)

No	Activity	Contact Hours
41.	Lectures	54
42.	Laboratory/Studio	
43.	Field	
44.	Tutorial	
45.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Understand the consumer behavior and its roles in shaping the organization marketing strategies.	K.1	Lecture	Written exams/written test
1.2	Outline the various elements that influence the consumer decision-making such as psychology, situational, social and cultural.	K.2	Lecture	Written exams/written test
1.3	Distinguish the main differences between consumption decision-making of consumes and organizations.	K.3	Lecture	Written exams/written test
2.0	Skills			
2.1	Develop the right marketing tactics and strategies that affect consumers buying decisions.	S.1	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Developing the appropriate marketing mix to meet consumer needs and wants.	S.2	Lecture, Case studies	Project report, oral presentation.
2.3	analyzing the basics of consumer behavior concepts and how it shapes marketing strategies.	S.3	Lecture, Practical work	Written exam, Practical report, group activity assessment.
3.0	Values, autonomy, and responsibility			



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.1	Demonstrating integrity, professional and academic ethics	V1	Lectures, classroom discussions , group work, case studies.	Written exams, oral presentation, individual activity assessment, group activity assessment.
3.2	Self-evaluation of the level of learning and performance, insistence on achievement and excellence, and making logical decisions supported by evidence and arguments independently.	V2	Lectures, classroom discussions , practical work, case studies.	Assignment, individual activity assessment, group activity assessment.
3.3	Leading teams with flexibility and effectiveness, taking responsibility for professional development, participating in developing the team's performance, and enhancing the quality of his life.	V.3	Lectures, classroom discussions , practical work, case studies.	Assignment, individual activity assessment, group activity assessment.

C. Course Content

No	List of Topics	Contact Hours
3.	Introduction to consumer behavior	4.5
4.	Factors influencing consumer behaviour	4.5
3.	Social class and consumer behaviour	4.5
4.	Reference groups and consumer behavior	4.5
5.	Perception	4.5
6.	Personality	4.5
7.	Trend in consumer behaviour	4.5
8.	Purchase decision making process	4.5
9.	Consumer behavior towards new products	4.5
10.	B2B consumer behaviour	4.5
11.	Ethics and consumer behaviour	4.5
12.	Case studies	4.5
Total		54



D. Students Assessment Activities (Onsite)

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
5.	Quiz 1	2 ^{ed} week	5%
6.	Quiz 2	6 th week	5%
7.	Class activities and project	12 th week	20%
8.	Mid-term exam	4 th -9 th week	30%
5.	Final exam	13 th week	40%
Total			100%

Students Assessment Activities (Online)

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Activities, individual works, ...	During trimester	30%
2.	Final exam	13 th week	70%
Total			100%

*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"> - أميمة معراوي، سلوك المستهلك، الجامعة الافتراضية السورية، مدخل معاصر دار الكتاب العربي، 2020. - رانية المجني ونريمان عمار، سلوك المستهلك، الجامعة الافتراضية السورية، مدخل معاصر دار الكتاب العربي، ٢٠٢٠. <p>Leon G Schiffman, Joseph L. Wisenblit, Consumer Behavior, Pearson, (12th edition), 2019.</p>
Supportive References	<p>Schiffman, L. G., & Wisenblit, J. L. (2018). <i>Consumer Behavior, Global Edition</i>. Harlow, United Kingdom: Pearson Education Limited.</p> <p>Hawkins, D. I., & Mothersbaugh, D. L. (2016). <i>Consumer behavior: Building marketing strategy</i>. Boston: McGraw-Hill Irwin,</p> <p>-</p>
Electronic Materials	KFU main library data sources and references.
Other Learning Materials	Students' handout materials. Materials on the blackboard



2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	College classrooms
Technology equipment (projector, smart board, software)	Data show /Smart board.
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Faculty members/ Peer reviewer	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
Effectiveness of students assessment	Faculty members & Coordinators/ Peer reviewer	Verification/ CES/PES
Quality of learning resources	Faculty members/ students/ Graduates	Course review / course reports/CES/PES/EES
The extent to which CLOs have been achieved	Faculty members & Coordinators	Course evaluation results / CES
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

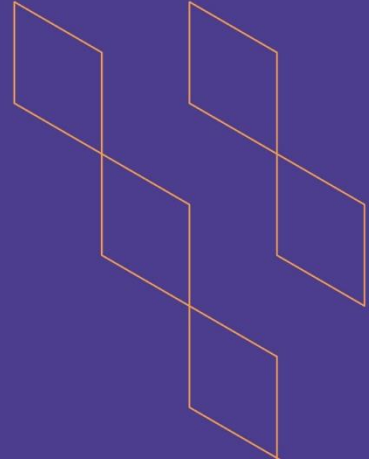
G. Specification Approval Data

COUNCIL /COMMITTEE	Department Council
REFERENCE NO.	18th meeting, Second semester: 1443/1444
DATE	17/01/2023



T-104
2022

Course Specification



Course Title:	Projects Management
Course Code:	0602-401
Program:	Bachelor in Supply Chain Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	22 January 2023

Table of Contents:

[illegible]



Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered:	2d or 3d year/ Level 6,7 or 8

Course Description

Examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in project management field and its main topics such as project management, project team, project planning, project scheduling, project costs analysis, as well as dealing with cases of studies related to project management functions. Formulating plans and strategies as well as applying the essential project management knowledge and skills in different situations in order to improve managerial skills and the organization's performance. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial competencies.

5. Pre-requirements for this course (if any) **Statistical analysis**

6. Co- requirements for this course (if any): **Operations Management**

7. Course Main Objective(s)

- To provide the theoretical, conceptual framework and essential knowledge and skills of project management.
- To equip students with the essential knowledge and skills in project management field as well as its managerial activities, functions and practices.
- To enable students to behave ethically when practicing project management functions, roles and responsibilities.
- To enable students to assess and evaluate project management decisions as well as duties effectively by using different evaluation tools.

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
37.	Traditional classroom	54	100 %
38.	E-learning		
39.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
40.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
46.	Lectures	54





47.	Laboratory/Studio	
48.	Field	
49.	Tutorial	
50.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explaining the project management functions, concepts, strategies, theories as well as how project managers deal in different managerial situations. 	k.1	<ul style="list-style-type: none"> Lecture. Group discussion. Homework's activities. Prior preparation of lessons 	<ul style="list-style-type: none"> Written exams written test
1.2	<ul style="list-style-type: none"> Discussing the modern strategies, polices, practices and methods that used by project managers to effectively running their projects. 	k.2		
1.3	<ul style="list-style-type: none"> Interpreting the importance of the projects and its impact on business performance. 	k.3		
1.4	<ul style="list-style-type: none"> Illustrating how projects related decisions like planning, leading, etc affect business performance. 	k.4		
2.0	Skills			
2.1	<ul style="list-style-type: none"> Applying the project's theories and strategies in real life situations to solve the managerial problems. 	S1	<ul style="list-style-type: none"> Lecture, Case studies practical work. Blackboard activities. Discussions 	<ul style="list-style-type: none"> Written exam, Practical report, Group activity assessment. Project report, oral presentation. Practical report, individual activity.
2.2	<ul style="list-style-type: none"> Using the project management techniques, strategies and skills in real life situations. 	S2		
2.3	<ul style="list-style-type: none"> Evaluating project management strategies, policies, procedures and plans in different and how they aligned with organizations mission. 	S3		
2.4	<ul style="list-style-type: none"> Measuring the effectiveness of project management functions by using the modern research methods 	S4		
2.5	<ul style="list-style-type: none"> Using the sophisticated software to manage projects in real life. 	S5		
2.6	<ul style="list-style-type: none"> Using IT technologies to communicate effectively 	S6		
3.0	Values, autonomy, and responsibility			





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.1	<ul style="list-style-type: none"> Demonstrating integrity, professional and academic ethics 	V1	<ul style="list-style-type: none"> Lecture, practical work, group work. Case studies 	<ul style="list-style-type: none"> Practical work. Group project. individual activity. Written exam, individual work. Practical report,
3.2	<ul style="list-style-type: none"> Self-evaluation of the level of learning and performance, insistence on achievement and excellence, and making logical decisions supported by evidence and arguments independently. 	V2		
3.3	<ul style="list-style-type: none"> Leading teams with flexibility and effectiveness, taking responsibility for professional development, participating in developing the team's performance, and enhancing the quality of his life. 	V3		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to project management.	4.5
2	Projects and Trends in The 21st Century	4.5
3	Projects and Project Management	4.5
4	Lessons Learned from Projects	4.5
5	Setting up a Project Plan	4.5
6	Leading Project	4.5
7	The Project Team	4.5
8	Project Organizing and Resources Allocation	4.5
9	Project Planning and Scheduling	4.5
10	Project Cost Analysis	4.5
11	Managing Risks.	4.5
12	Software: Microsoft Project	4.5
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Activities, Case studies, project, Discussion...	During the weeks	30%
2	Mid-term exam	6th week	30%
3	Final exam	13th week	40%

*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"> • مؤسسى احمد خير الدين، إدارة المشاريع المعاصرة، الطبعة الأولى، دار وائل للنشر، الطبعة الأولى، ٢٠١٤. • مؤسسة معهد إدارة المشاريع الأمريكي، الدليل المعرفي لإدارة المشروعات، الاصدار السابع، ٢٠٢٢ (متوفر باللغتين العربية و الانجليزية)
Supportive References	<ul style="list-style-type: none"> • Bennetp.Lientz, Kathryn p. Rea, Project Management for The stCentury, Third Edition, Academic Press, 2009. • Kuster, J., Huber, E., Lippmann, R., Schmid, A., Schneider, E., Witschi, U. and Wüst, R., 2015. Project management handbook. Heidelberg: Springer...(For English track).
Electronic Materials	<ul style="list-style-type: none"> • KFU main library data sources and references. • Others materials provided by the book's author. • International Journal of HRM. • مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> • Students' handout materials. • Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> • facilities • (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> • College classrooms
<ul style="list-style-type: none"> • Technology equipment • (projector, smart board, software) 	<ul style="list-style-type: none"> • Data show /Smart board.
<ul style="list-style-type: none"> • Other equipment • (depending on the nature of the specialty) 	<ul style="list-style-type: none"> • Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> • Effectiveness of teaching 	<ul style="list-style-type: none"> • Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> • Classroom observation (QMS Annex O and P) • Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> • Effectiveness of students assessment 	<ul style="list-style-type: none"> • Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> • Verification/ CES/PES
<ul style="list-style-type: none"> • Quality of learning resources 	<ul style="list-style-type: none"> • Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> • Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> • The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> • Faculty members & Coordinators 	<ul style="list-style-type: none"> • Course evaluation results/CES
<ul style="list-style-type: none"> • Other 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) Assessment Methods (Direct, Indirect)





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2022




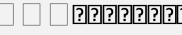
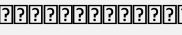
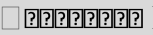
Course Specification

Course Title:	Operations Quality Management
Course Code:	0673-403
Program:	Bachelor in Supply Chain Management
Department:	Management
College:	School of Business
Institution:	King Faisal University



Last Revision Date: 22 January 2023

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K. General Information about the course	10
1.   mark all that apply)  (based on the academic semester)	10
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	11
C. Course Content	5
D. Student Assessment Activities	5
E. Learning Resources and Facilities	6
1.  	6
 Facilities and Equipment	6
F. Assessment of Course Quality	6
G. Specification Approval Data	6



Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 7/ Third Year
4. Course general Description This course examines the theoretical, conceptual framework and practices in quality management field and its main topics, such as continuous improvement, quality costs, customer focus, employee empowerment, supplier partnership, benchmarking, quality function deployment and statistical quality control as well as dealing with cases of studies related to quality management topics. In addition, this course includes applying knowledge and skills of quality management in different situations in order to improve managerial skills and the organization's performance. This course will improve students' cognitive skill, teamwork and communications besides enhancing their managerial capabilities.	
5. Pre-requirements for this course (if any): Operations Management	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s) <ul style="list-style-type: none"> To provide students with the theoretical, conceptual framework of quality management. To equip students with the essential knowledge and skills in quality field as well as managerial activities, functions and practices of the quality. To provide students with the key tools of statistical quality control with focusing on their applications within the organizations. To enable students to behave ethically when practicing quality management activities, roles and responsibilities. To enable students to assess and evaluate quality management decisions as well as duties effectively by using different evaluation tools. 	

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
41.	Traditional classroom	54	100 %
42.	E-learning		
43.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
44.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
51.	Lectures	54





52.	Laboratory/Studio	
53.	Field	
54.	Tutorial	
55.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	• Explaining the concepts, functions and theories of total quality management in business organizations.	k.1	<ul style="list-style-type: none"> • Lecture. • Group discussion. • Homework's activities. • Prior preparation of lessons 	<ul style="list-style-type: none"> • Written exams • written test
1.2	• Discussing the suitable strategies, practices and methods that used by quality managers to effectively run their departments.	k.2		
1.3	• Interpreting the importance of key quality issues such as continuous improvement, quality costs, customer focus, employee empowerment, supplier partnership and benchmarking and their impact on business performance.	k.3		
1.4	• Illustrating how quality functions and decisions like product development, understanding customer needs and requirements, using statistical quality control etc affect business performance.	k.4		
2.0	Skills			
2.1	• Applying the quality management concepts, theories and strategies within the environment of business organizations.	S1	<ul style="list-style-type: none"> • Lecture, • Case studies • practical work. • Blackboard activities. • Discussions 	<ul style="list-style-type: none"> • Written exam, • Practical report, • Group activity assessment. • Project report, • oral presentation. • Practical report, • individual activity.
2.2	• Using the key quality management techniques and skills in real life situations.	S2		
2.3	• Using the communication skills, teamwork and information technology in the field of quality management.	S3		
2.4	• Measuring the effectiveness of quality management activities by using effective performance indicators.	S4		
3.0	Values, autonomy, and responsibility			
3.1	• Enabling students with acting ethically and integrity, taking responsibility for self-learning.	V1	<ul style="list-style-type: none"> • Lecture, 	<ul style="list-style-type: none"> • Practical work. • Group project.





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.2	<ul style="list-style-type: none"> Practicing self-evaluation, and making logical decisions when carrying out the functions, roles and responsibilities of quality management. 	V2	<ul style="list-style-type: none"> practical work, group work. Case studies 	<ul style="list-style-type: none"> individual activity. Written exam, individual work. Practical report,

C. Course Content

No	List of Topics	Contact Hours
1	Course Introduction	3 hours
2	Approach to Total Quality Management	3 hours
3	Total Quality Management and Change	3 hours
4	Customer Focus	3 hours
5	Leadership	3 hours
6	Strategic Management of Quality	3 hours
7	Human Resource in Total Quality Management	3 hours
8	Suppliers Partnerships	6 hours
9	Quality Costs	6 hours
10	Continuous Improvement	6 hours
11	Application of Total Quality Management	6 hours
12	Statistical Quality Control	6 hours
13	Quality Management Awards	3 hours
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Activities, Case studies, project, Discussion...	During the weeks	30%
2	Mid-term exam	6th week	30%
3	Final exam	13th week	40%

*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"> • محمد عبد العال النعيمي، إدارة الجودة المعاصرة: مقدمة في إدارة الجودة الشاملة للإنتاج والعمليات، دار اليازوري، ٢٠٢٢ • Jeffry A. Doney (2019), Total Quality Management: Concepts, Implementation and Applications, Editor Nova
Supportive References	<ul style="list-style-type: none"> • Besterfield, Dale, H. (2003) Total Quality Management. 3rd ed., Pearson Education Inc. • Goetsch, David, L., et al. (2006) Quality Management: Introduction to Total Quality Management for Production, Processing, and Services. 5th ed., Person Education, Inc. • إدارة الجودة الشاملة، (٢٠١٨)، رعد عبد الله الطائي، وعيسى قدارة، دار اليازوري للنشر والتوزيع، عمان. • إدارة الجودة الشاملة: مفاهيم وتطبيقات، (٢٠١٨)، محفوظ أحمد جودة، الطبعة الأخيرة، دار وائل للنشر والتوزيع، عمان • تطبيقات في إدارة الجودة الشاملة، عبد الستار العلي، (٢٠١٨)، دار المسيرة للنشر والتوزيع، عمان. • إدارة الجودة الشاملة: من المستهلك إلى المستهلك . منهج كمي، مؤيد عبد الحسين الفضل، ويوسف حجيم الطائي، (٢٠١٨)، دار الوراق للنشر والتوزيع، عمان. • إدارة الجودة الشاملة، عواطف إبراهيم الحداد، (٢٠١٨)، دار الفكر للنشر والتوزيع، عمان.
Electronic Materials	<ul style="list-style-type: none"> • KFU main library data sources and references. • Others materials provided by the book's author. • International Journal of HRM. • مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> • Students' handout materials. • Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> • facilities • (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> • College classrooms
<ul style="list-style-type: none"> • Technology equipment • (projector, smart board, software) 	<ul style="list-style-type: none"> • Data show /Smart board.
<ul style="list-style-type: none"> • Other equipment • (depending on the nature of the specialty) 	<ul style="list-style-type: none"> • Round chairs for the collective work and group activities.





F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> Faculty members & Coordinators 	<ul style="list-style-type: none"> Course evaluation results/CES
<ul style="list-style-type: none"> Other 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) **Assessment Methods** (Direct, Indirect)

G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023





T-104
2022

Course Specification

Course Title: Digital human resource management

Course Code : 0673-412

Program: Bachelor of Human Resources Management

Department: Management

College: School of Business



Last Revision Date: 17 January 2023

Table of Contents:

[illegible]



Course Identification

1. Credit hours: 3

2. Course type

a. University ☐ College ☐ Program ☒

b. Required ☒ Elective ☐

3. Level/year at which this course is offered: Fourth Year / Level 10

4. Course general Description

This course provides an analytical study of the theoretical framework, basic concepts, theories, practices and main topics in digital human resource management, human resource technology trends, convergent trends, e-learning and e-recruitment, in addition to dealing with case studies related to digital human resources in key functions such as selection, recruitment, performance evaluation, etc. It also deals with knowledge of applying basic HR practices and skills in different situations in order to improve management skills, efficiency, effectiveness, and organization performance. This course will contribute to improving students' cognitive skills, teamwork and cooperation as well as enhancing managerial and leadership competencies.

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

6. Co- requirements for this course (if any): None

7. Course Main Objective(s)

- Provide students with important information related to the theoretical and conceptual framework and basic knowledge of digital human resource management.
- Provide students with basic knowledge and skills in digital human resource management as well as administrative activities, functions, and practices.
- Enable students to act ethically when dealing with social media technologies and to practice the functions, roles, and responsibilities of digital human resources.
- Enable students to effectively evaluate the effectiveness of digital HR outcomes and decisions as well as assignments using various assessment tools.

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
45.	Traditional classroom	54	100 %
46.	E-learning		
47.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
48.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
56.	Lectures	54
57.	Laboratory/Studio	
58.	Field	





59.	Tutorial	
60.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explain the terms, functions, concepts, and theories of human resource technology as well as how human resources manage digital human resources in various managerial situations. 	k.1	<ul style="list-style-type: none"> Lecture. Group discussion. 	<ul style="list-style-type: none"> Written exams written test
1.2	<ul style="list-style-type: none"> Discuss modern digital HR strategies, policies, practices and methods used by HR managers to manage their departments effectively. 	k.2	<ul style="list-style-type: none"> Homework's activities. Prior preparation of lessons 	
1.3	<ul style="list-style-type: none"> Explain the importance of the roles and functions of digital human resources and their impact on the performance of organizations. 	k.3		
1.3	<ul style="list-style-type: none"> Explain how digital HR roles, functions, and practices affect organizations' performance 	K4		
2.0	Skills			
2.1	<ul style="list-style-type: none"> Apply basic digital HR policies, skills, practices, and strategies in real-life situations to effectively solve managerial problems. 	S1	<ul style="list-style-type: none"> Lecture, Case studies practical work. Blackboard activities. Discussions 	<ul style="list-style-type: none"> Written exam, Practical report, Group activity assessment. Project report, oral presentation. Practical report, individual activity.
2.2	<ul style="list-style-type: none"> Use digital HR techniques and skills in practical applications. 	S2		
2.3	<ul style="list-style-type: none"> Evaluate digital human resources policies, procedures, results and plans in various fields and how they are in line with the organizations mission and human resources management strategy. 	S3		
3.3	<ul style="list-style-type: none"> Measuring the effectiveness of the contributions and functions of digital human resources and support services using modern research methods. 	S3		
3.0	Values, autonomy, and responsibility			
3.1	<ul style="list-style-type: none"> Conducting internal analyzes and research to assess the obstacles in the regulatory environment related to the use of digital devices and their impact on human resource management functions. 	V1	<ul style="list-style-type: none"> Lecture, practical work, group work. 	<ul style="list-style-type: none"> Practical work. Group project. individual activity.





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.2	<ul style="list-style-type: none"> Act ethically when using digital HR applications and software, while assuming the roles and responsibilities of the Digital HR Manager. 	V2	<ul style="list-style-type: none"> Case studies 	<ul style="list-style-type: none"> Written exam, individual work.
3.3	<ul style="list-style-type: none"> Use information technology techniques to communicate effectively. 	V3		<ul style="list-style-type: none"> Practical report,

C. Course Content

No	List of Topics	Contact Hours
1	Technology and its impact on HR professionals and organizations.	4.5
2	Technology trends in digital human resources.	4.5
3	Recent trends such as the use of social media.	4.5
4	Technology enabling learning environments.	4.5
5	Choosing a learning technology.	4.5
6	E-learning and mobile learning.	4.5
٧	Training or electronic performance support.	4.5
٨	Manage HR talents using HR systems.	4.5
٩	Human resource information systems	4.5
١٠	Electronic recruitment.	3
١١	The powerful HR portal	3
١٢	Knowledge management through technology.	3
١٣	Evaluation and feedback using technology.	3
١٤	social networks.	3
15	Special topics in digital human resource management.	3
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	class activities, Case studies and project	During the weeks	20%
2	Quizzes	During the weeks	10%
3	Mid-term exam	6th week	30%
4	Final exam	16th week	40%

*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

- الموارد البشرية في عصر الإدارة الإلكترونية، بن مرزوق، عنتر (٢٠١٨). مركز الكتاب الجامعي.





Supportive References	<ul style="list-style-type: none"> Deborah Waddill,(2018):Digital HR: A Guide to Technology-Enabled Human Resources- Publication
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM. مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> Students' handout materials. Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (Projector, smart board, software) 	<ul style="list-style-type: none"> Data show /Smart board.
<ul style="list-style-type: none"> Other equipment (Depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of student's assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> Faculty members & Coordinators 	<ul style="list-style-type: none"> course evaluation results / CES
<ul style="list-style-type: none"> Other 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification



Course Title:	Performance, Compensation, and Benefits Mgt
Course Code:	0673-320
Program:	Bachelor of Human Resources Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	17 January 2023

Table of Contents:

[illegible]



Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Fourth Year / Level 10
4. Course general Description	
<p>This course aims to provide the student with the basic concepts, theories, and practices of the main topics of performance, compensation, and benefits management. It also deals with the stages of preparing a system for wages and salaries in accordance with the standards of fairness, equality, and competition. The course design to provide the student with the skills of formulating, updating, controls, the performance and compensation system to ensure accuracy in applying this system and managing it with high professionalism. The course also help students to formulate plans and applying basic principles and practices related to the performance and compensation. The course enables students to apply their knowledge in the area of compensation management in different situations in order to improve their managerial skills and organization performance. In addition, the course improve the team working and communication skills, and enhancing their administrative and leadership competencies</p>	
5. Pre-requirements for this course (if any): Recruitment & Selection	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s)	
<ul style="list-style-type: none"> • Providing students with concepts, theories, practices, and strategies of performance, compensation, and benefits management. • Providing students with basic skills related to the functions and practices of performance and compensation management. • Enhancing the student's ability to propose solutions for the problems related to the functions and practices of performance and compensation management. • Providing students with effective communication skills, teamwork and using of information technology in the field of compensation management. • Enabling students to act and behave ethically, practicing self-evaluation, making and evaluating logical decisions when carrying out the functions, roles and responsibilities of performance, compensation, and benefits management. 	

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
49.	Traditional classroom	54	100 %
50.	E-learning		
51.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
52.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
61.	Lectures	54





62.	Laboratory/Studio	
63.	Field	
64.	Tutorial	
65.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explaining the concepts, functions, strategies and methods of performance, compensation, and benefits management. 	k.1	<ul style="list-style-type: none"> Lecture. Group discussion. 	<ul style="list-style-type: none"> Written exams written test
1.2	<ul style="list-style-type: none"> Interpreting the importance of the functions of performance management and their impact on organizational performance. 	k.2	<ul style="list-style-type: none"> Homework's activities. 	
1.3	<ul style="list-style-type: none"> Explaining the methods of gathering information that influence on the decisions of compensation and benefits management. 	k.3	<ul style="list-style-type: none"> Prior preparation of lessons 	
2.0	Skills			
2.1	<ul style="list-style-type: none"> Applying the concepts and strategies of performance, compensation, and benefits within the environment of business organizations. 	S1	<ul style="list-style-type: none"> Lecture, Case studies practical work. Blackboard activities. Discussions 	<ul style="list-style-type: none"> Written exam, Practical report, Group activity assessment. Project report, oral presentation. Practical report, individual activity.
2.2	<ul style="list-style-type: none"> Applying the methods of gathering information and proposing solutions for the problems that related to the functions and practices of performance, compensation, and benefits management. 	S2		
2.3	<ul style="list-style-type: none"> Using the communication skills and teamwork as well as the information technology in the field of performance, compensation, and benefits management. 	S3		
3.0	Values, autonomy, and responsibility			
3.1	<ul style="list-style-type: none"> Enabling students with acting ethically and integrity, taking responsibility for self-learning. 	V1	<ul style="list-style-type: none"> Lecture, practical work, group work. Case studies 	<ul style="list-style-type: none"> Practical work. Group project. individual activity. Written exam, individual work. Practical report,
3.2	<ul style="list-style-type: none"> Practicing self-evaluation, and making logical decisions when carrying out the functions, roles and responsibilities of performance, compensation, and benefits management. 	V2		

C. Course Content

No	List of Topics	Contact Hours
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1	Concepts and definitions of compensation and reward management	4.5
2	The traditional bases of pay: seniority and merit	4.5
3	Person-centered pay design and its implementation	4.5
4	Compensation and reward structures	4.5
5	Building a market - competitive compensation systems	4.5
6	Construction wage structures that link to employee contributions	4.5
٧	Construction wage structures that link to employee contributions	4.5
٨	Employee benefits (retirement, guarantee, vacations)	4.5
٩	Compensation of executives	4.5
١٠	Flexible workforce compensation	4.5
١١	Current issues in compensation administration	4.5
١٢	Build consistent internal compensation systems	4.5
١٣	Problems of preparing and designing compensation and reward systems	3
١٤	Expatriate compensation	3
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	class activities, Case studies and project	During the weeks	20%
2	Quizzes	During the weeks	10%
3	Mid-term exam	6th week	30%
4	Final exam	16th week	40%

*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"> التعويض الاستراتيجي: جوزيف مارتوكيشو، ترجمة بروفييسور عبد المحسن عبد السلام نعلاني، مطبوعات جامعة الملك سعود. (٢٠١٨) Strategic compensation: a human resource management approach / Joseph J. Martocchio, (2018).
Supportive References	<ul style="list-style-type: none"> Armstrong, Michal. (2018). Armstrong's Handbook of Rewards Management Practice: Improving Performance Through Rewards. 4th Edition. London إدارة الرواتب، مايكل أرمسترونج وهيلين موراليس، ترجمة كمال جعفر المفتي، مطبوعات معهد الإدارة العامة. إدارة الرواتب والاجور، محمد الشهري، معهد الادارة العامة، ٢٠١٦..
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM. مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> Students' handout materials. Materials on the blackboard.





2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (projector, smart board, software) 	<ul style="list-style-type: none"> Data show /Smart board.
<ul style="list-style-type: none"> Other equipment (depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> Faculty members & Coordinators 	<ul style="list-style-type: none"> course evaluation results / CES
<ul style="list-style-type: none"> Other 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)) **Assessment Methods** (Direct, Indirect)

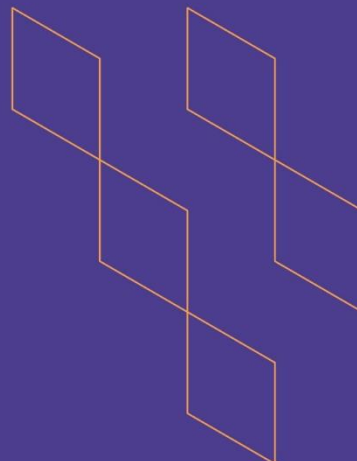
G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023



T-104
2022

Course Specification



Course Title:	Strategic Management
Course Code:	0673-301
Program:	Bachelor of Tourism Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	2022
Last Revision Date:	17 January 2023

Table of Contents:







Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input checked="" type="checkbox"/> Program <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Fourth Year / Level 10
4. Course general Description Examines the theoretical, conceptual framework, essential concepts, theories, and practices of the major topics in strategic management field and its main areas and processes such as vision, mission statement, strategic planning, strategy formulation, strategy implementation, strategy evaluation, international business environment, as well as dealing with cases of studies related to environmental scanning etc. Formulating plans and strategies as well as applying the essential strategic management knowledge and skills in different situations in order to improve managerial skills, leadership skills and the organization's performance. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial and leadership competencies.	
5. Pre-requirements for this course (if any): principles of management	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s) <ul style="list-style-type: none"> To provide the theoretical, conceptual framework and essential knowledge of strategic management. To equip students with the essential knowledge and skills in strategic management & as well as its main activities, functions and practices. To enable students to behave ethically when practicing strategic managers roles, duties and responsibilities. To enable students to assess and evaluate strategic issues, decisions as well as duties played by strategists effectively by using different evaluation tools. 	

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
53.	Traditional classroom	54	100 %
54.	E-learning		
55.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
56.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
66.	Lectures	54
67.	Laboratory/Studio	





68.	Field	
69.	Tutorial	
70.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	<ul style="list-style-type: none"> Explaining the strategic management functions, concepts, processes, and theories as well as how strategists deal in different managerial situations like in their organizations. 	k.1	<ul style="list-style-type: none"> Lecture. Group discussion. 	<ul style="list-style-type: none"> Written exams written test
1.2	<ul style="list-style-type: none"> Discussing the modern strategies, policies, practices and methods that used by strategists to effectively running their businesses. 	k.2	<ul style="list-style-type: none"> Homework's activities. Prior preparation of lessons 	
1.3	<ul style="list-style-type: none"> Interpreting the importance of the strategic planning and its impact on business performance and business's competitive advantage. 	k.3		
2.0	Skills			
2.1	<ul style="list-style-type: none"> Applying the strategic management practices and methods in real life situations to solve the managerial as well as executive problems. 	S1	<ul style="list-style-type: none"> Lecture, Case studies 	<ul style="list-style-type: none"> Written exam, Practical report, Group activity assessment.
2.2	<ul style="list-style-type: none"> Using the strategic planning techniques, strategies and skills in real life situations. 	S2	<ul style="list-style-type: none"> practical work. Blackboard activities. 	<ul style="list-style-type: none"> Project report, oral presentation.
2.3	<ul style="list-style-type: none"> Evaluating the organization's strategies, policies, procedures and plans in different areas like HRM, Marketing, finance, and how they aligned with organizations mission. 	S3	<ul style="list-style-type: none"> Discussions 	<ul style="list-style-type: none"> Practical report, individual activity.
3.0	Values, autonomy, and responsibility			
3.1	<ul style="list-style-type: none"> Enabling students with acting ethically and integrity, taking responsibility for self-learning. 	V1	<ul style="list-style-type: none"> Lecture, practical work, 	<ul style="list-style-type: none"> Practical work. Group project. individual activity.
3.2	<ul style="list-style-type: none"> Practicing self-evaluation, and making logical decisions when carrying out the functions, roles and responsibilities of strategic management. 	V2	<ul style="list-style-type: none"> group work. Case studies 	<ul style="list-style-type: none"> Written exam, individual work. Practical report,





C. Course Content

No	List of Topics	Contact Hours
1	Strategy concepts	3 hours
2	External environment analysis	6 hours
3	Firm analysis	3 hours
4	Stakeholders analysis	3 hours
5	SWOT analysis	6 hours
6	Strategic analysis tools	6 hours
٧	Strategic matrix tools	6 hours
٨	Business portfolio selections	3 hours
٩	Growth strategies	6 hours
١٠	Creative strategies (Blue ocean model)	6 hours
١١	Strategic Implementation	3 hours
١٢	Strategic control	3 hours
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score	
			Traditional / Blended	Online
1	Activities, Case studies, project, Discussion...	During the weeks	30%	30%
2	Mid-term exam	6th week	30%	--
3	Final exam	13th week	40%	70%

*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

- الإدارة الاستراتيجية (Hill&Jones)، ترجمة محمود رفاعي محمد رفاعي و محمد سيد احمد عبد المتعال - دار المريح - الطبعة الأخيرة (2018)
- عيسى حيرش: الإدارة الاستراتيجية، دار الوراق للنشر، عمان ٢٠١١
- نبيل محمد مرسى خليل وهاني عبد الرحمن العمري: الإدارة الاستراتيجية المعاصرة، مكتبة الشقري، الرياض، ٢٠١٠ طلاب المسار العربي
- محمد الجيزاوي: الإدارة الاستراتيجية والاعمال الالكترونية- إشكاليات النظرية والتطبيق، دار أي كتب، لندن، ٢٠١٨.





Supportive References	<ul style="list-style-type: none"> Strategic Management: An integrated Approach, Hill & Jones: 2018. (For English track).
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references. Others materials provided by the book's author. International Journal of HRM. مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> Students' handout materials. Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> College classrooms
<ul style="list-style-type: none"> Technology equipment (projector, smart board, software) 	<ul style="list-style-type: none"> Data show / Smart board.
<ul style="list-style-type: none"> Other equipment (depending on the nature of the specialty) 	<ul style="list-style-type: none"> Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> Effectiveness of teaching 	<ul style="list-style-type: none"> Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> Effectiveness of students assessment 	<ul style="list-style-type: none"> Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> Verification/ CES/PES
<ul style="list-style-type: none"> Quality of learning resources 	<ul style="list-style-type: none"> Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> Course review / course reports/ CES/PES/EES

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)) **Assessment Methods** (Direct, Indirect)

G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023





T-104
2022

Course Specification

Course Title:	Contemporary Issues in Marketing
Course Code:	0673-408
Program:	Bachelor in Marketing
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	V.01



Last Revision Date: 22.1.2023

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O. General Information about the course	10
1□□□ <input checked="" type="checkbox"/> □□□□□□ mark all that apply) □□□□□□□□□□(based on the academic semester)	10
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	11
C. Course Content	12
D. Student Assessment Activities	13
E. Learning Resources and Facilities	13
1 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> ??????????????????????????????	13
<input type="checkbox"/> ???????? Facilities and Equipment	13
F. Assessment of Course Quality	14
G. Specification Approval Data	14

A. General information about the course:

Course Identification	
1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input type="checkbox"/> Track <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 11
4. Course Description	
<p>The course cover with modern trends and contemporary issues in marketing in line with the highly competitive environment and meets the needs of consumers and organizations in such environment. Based on the importance of marketing, this course presenting the most important modern topics in the field of marketing such as social responsibility, Entrepreneurial and creative marketing, marketing environment and sustainable and other new topics that will undoubtedly enrich the students' knowledge through modern marketing methods.</p>	
5. Pre-requirements for this course: Consumer's behavior	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s)	
<ul style="list-style-type: none"> • To provide the theoretical, conceptual framework and essential knowledge of Contemporary Issues in Marketing. • To equip students with the essential knowledge and skills in Contemporary Issues in Marketing as well as its managerial activities, functions, and practices. • To enable students to behave ethically when practicing marketing functions, roles, and responsibilities. • To enable students to assess and evaluate marketing decisions as well as duties effectively by using different evaluation tools. 	

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
57.	Traditional classroom	4.5	100%
58.	E-learning		
59.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
60.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
71.	Lectures	54
72.	Laboratory/Studio	
73.	Field	
74.	Tutorial	
75.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	To provide the theoretical, conceptual framework and essential knowledge of Contemporary Issues in Marketing.	K.1	Lecture	Written exams/written test
1.2	To equip students with the essential knowledge and skills in Contemporary Issues in Marketing as well as its managerial activities, functions and practices.	K.2	Lecture	Written exams/written test
1.3	To enable students to behave ethically when practicing marketing functions, roles, and responsibilities.	K.3	Lecture	Written exams/written test
1.4	To enable students to assess and evaluate marketing decisions as well as duties effectively by using different evaluation tools.	K3	Lecture	Written exams/written test
2.0	Skills			
2.1	To be able to analyze and understand contemporary issues in marketing.	S.1	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Design the different strategies to deal with challenges of these issues in marketing.	S.2	Lecture, Case studies	Project report, oral presentation.



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.3	To apply efficiently the solutions with these issues on the benefit of organization and clients.	S.3	Lecture, practical work.	Practical report, individual activity.
3.0	Values, autonomy, and responsibility			
3.1	Conduct and carry responsibility for the assigned work	V1	Lectures, classroom discussions , group work, case studies.	Written exams, oral presentation, individual activity assessment, group activity assessment.
3.2	Construct and communicate effectively within a team by using technologies	V2	Lectures, classroom discussions , group work, case studies.	Written exams, oral presentation, individual activity assessment, group activity assessment.
3.3	Demonstrate and show the respect of ethical issues on his work.	V2	Lectures, classroom discussions , group work, case studies.	Written exams, oral presentation, individual activity assessment, group activity assessment.

C. Course Content

No	List of Topics	Contact Hours
5.	Social Responsibility and Marketing	4.5
6.	Sustainability Competitive Advantage	4.5
3.	Tribal Marketing	4.5
4.	Marketing Innovation	4.5
5.	Green Marketing	4.5
6.	Environmental Sustainability and Marketing of Renewable Energy	4.5
7.	Recycling	4.5
8.	Green Building and Sustainable Entrepreneurship	4.5
9.	Benchmarking	4.5
10.	Communication and the management of digital marketing content	4.5
11.	Artificial intelligence in Marketing	4.5
12.	Marketing of influence	4.5





Total	54
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D. Students Assessment Activities (Onsite)

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
9.	Quiz 1	2 ^{ed} week	5%
10.	Quiz 2	6 th week	5%
11.	Class activities and project	12 th week	20%
12.	Mid-term exam	4 th -9 th week	30%
5.	Final exam	13 th week	40%
Total			100%

Students Assessment Activities (Online)

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Activities, individual works, ...	During trimester	30%
2.	Final exam	13 th week	70%
Total			100%

*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	البكري، ثامر، قضايا معاصرة في التسويق، دار حامد للنشر والتوزيع، ٢٠١٤. Gbadamosi A., Contemporary Issues in Marketing: Principles and Practice, SAGE Publications Ltd, 2019.
Supportive References	أسامة عبدالقادر، موضوعات معاصرة في التسويق، كتب مؤلفين، 2014
Electronic Materials	Saudi Digital Library, sdl.edu.sa
Other Learning Materials	Internet websites related to contemporary issues in marketing

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	College classrooms
Technology equipment (projector, smart board, software)	Data show /Smart board.
Other equipment (depending on the nature of the specialty)	Not required.



F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Faculty members/ Peer reviewer	<ul style="list-style-type: none"> Classroom observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
Effectiveness of students assessment	Faculty members & Coordinators/ Peer reviewer	Verification/ CES/PES
Quality of learning resources	Faculty members/ students/ Graduates	Course review / course reports/CES/PES/EES
The extent to which CLOs have been achieved	Faculty members & Coordinators	Course evaluation results / CES
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	Department Council
REFERENCE NO.	18th meeting, Second semester: 1443/1444
DATE	17/01/2023




T-104
2022

Course Specification

Course Title:	Digital Marketing
Course Code:	0673-314
Program:	Bachelor in Marketing
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	V.01
Last Revision Date:	22.1.2023

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F. Assessment of Course Quality	14
G. Specification Approval Data	14

A. General information about the course:

Course Identification	
1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input type="checkbox"/> Track <input type="checkbox"/> Program <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 10
4. Course general Description	
<p>This course examines the essential knowledge of Digital Marketing and electronic Marketing mix, It focuses on using Internet and other modern Tools as effective marketing tool which effect on customers and marketing opportunities, and clarify the benefits for apply digital marketing during put marketing Plan through get accurate data about customers.</p> <p>This requirement will improve students' research, cognitive skill, teamwork, and communications besides enhancing their managerial competencies.</p>	
5. Pre-requirements for this course (if any): (Consumer's behavior)	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
<ul style="list-style-type: none"> Identifying the basic concepts for Digital Marketing. Measuring the effectiveness of using basic marketing concepts through apply new technology to reach customers. Using IT technologies to communicate effectively. 	

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
61.	Traditional classroom	4.5	100%
62.	E-learning		
63.	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
64.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
76.	Lectures	54
77.	Laboratory/Studio	
78.	Field	
79.	Tutorial	
80.	Others (specify)	
	Total	54

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Identifying the basic concepts for Digital Marketing	K.1	Lecture	Written exams/written test
1.2	Discussing changes in Marketing	K.2	Lecture	Written exams/written test
1.3	Explaining the New applications and the impact on Marketing Mix.	K.3	Lecture	Written exams/written test
1.4	Illustrating the Digital Marketing strategy	K.3	Lecture	Written exams/written test
2.0	Skills			
2.1	Measuring the effectiveness of using basic marketing concepts through apply new technology to reach customers	S.1	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Evaluating applied Digital marketing strategy and related marketing plans	S.2	Lecture, Case studies	Project report, oral presentation.
3.0	Values, autonomy, and responsibility			
3.1	Take responsibility and achieve Objectives	V1	Lectures, classroom discussions , group work, case studies.	Written exams, oral presentation, individual activity assessment, group activity assessment.
3.2	Behaving as member in teamwork	V2	Lectures, classroom discussions , practical work, case studies.	Assignment, individual activity assessment, group activity assessment.
3.3	Respect the ethics of the digital marketing profession.	V3	Lectures, classroom discussions , practical work, case studies.	Assignment, individual activity assessment, group activity assessment.

C. Course Content

No	List of Topics	Contact Hours
7.	Introduction	4.5
8.	Introducing digital marketing	4.5
3.	Online marketplace analysis: micro-environment	4.5
4.	The digital macro-environment	4.5
5.	Digital marketing strategy	4.5
6.	Digital branding and the marketing mix	4.5
7.	Data-driven relationship marketing using digital platforms	4.5
8.	Delivering the digital customer experience	4.5
9.	Campaign planning for digital media	4.5
10.	Marketing communications using digital media channels	4.5
11.	Evaluation and improvement of digital channel performance	4.5
12.	Delivering the digital customer experience	4.5
Total		54

D. Students Assessment Activities (Onsite)

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
13.	Quiz 1	2 ^{ed} week	5%
14.	Quiz 2	6 th week	5%
15.	Class activities and project	12 th week	20%
16.	Mid-term exam	4 th -9 th week	30%
5.	Final exam	13 th week	40%
Total			100%

Students Assessment Activities (Online)

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Activities, individual works, ...	During trimester	30%
2.	Final exam	13 th week	70%
Total			100%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)



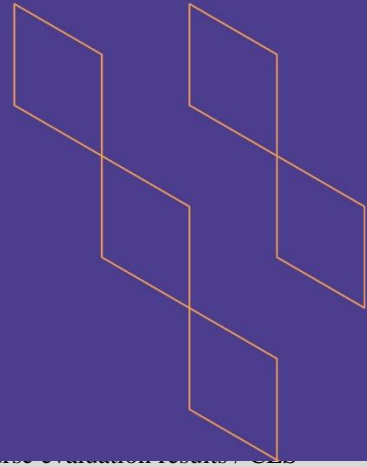
E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	<p>- داميان ريان (ترجمة طلعت أسعد عبدالحميد)، التسويق الرقمي استراتيجيات التسويق في عصر الثورة الرقمية، مكتبة الشقري، ٢٠١٩.</p> <p>- كوتلر، فيليب، التسويق ٤.٠ : الانتقال من التسويق التقليدي إلى الرقمي، عمان ناشرون، ٢٠١٨.</p> <p>- الجيزاوي، محمد، مبادئ الإدارة الالكترونية، دار البيان للنشر والتوزيع، ٢٠١١، الرياض</p> <p>Marketing 4.0 Moving from Traditional to Digital by Philip Kotler Published by John Wiley & sons, Inc., Hoboken, New Jersey (2011)</p> <ul style="list-style-type: none"> English Edition by Jarir Bookstore, Riyadh, KSA Arabic Edition by Jabal Amman Publishers, Amman Jordan
Supportive References	<p>Digital Marketing: A Practical Approach (7th edition, 2020) by Dave Chaffey and Fiona Ellis-Chadwick, published by Pearson Education</p> <p>- Digital Marketing For Dummies (4th edition, 2020) by Ryan Deiss and Russ Henneberry, published by For Dummies</p> <p>- Digital Marketing Strategy: A Practical Guide to Online Marketing (5th edition, 2019) by Dave Chaffey and Fiona Ellis-Chadwick, published by Kogan Page</p> <p>- Digital Marketing: Integrating Online and Offline Strategies (3rd edition, 2018) by Debra Zahay and Mary Lou Roberts, published by Routledge</p> <p>- The Digital Marketing Handbook (2nd edition, 2018) by Robert W. Bly, published by McGraw-Hill Education</p> <p>- Social Media Marketing: An Hour a Day (4th edition, 2018) by Dave Evans, published by John Wiley & Sons</p>
Electronic Materials	<ul style="list-style-type: none"> KFU main library data sources and references.
Other Learning Materials	<p>Students' handout materials.</p> <p>Materials on the blackboard</p>

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	College classrooms
Technology equipment (projector, smart board, software)	Data show /Smart board.
Other equipment (depending on the nature of the specialty)	



achieved	Coordinators	Course Evaluation Team / Others
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	Department Council
REFERENCE NO.	18th meeting, Second semester: 1443/1444
DATE	17/01/2023

Course Specification



Course Title: Strategic Human Resources Management
Course Code: 0673-411
Program: Bachelor of Human Resources Management
Department: Management
College: School of Business
Institution: King Faisal University
Version : V.01
Last Revision Date: 17 January 2023

Table of Contents:





Course Identification

1. Credit hours: 3

2. Course type

a. University ☐ College ☐ Program ☒

b. Required ☒ Elective ☐

3. Level/year at which this course is offered: Fourth Year / Level 11

4. Course general Description

This course examines the framework of strategic human resources management, and how to develop and evaluate a human resources strategy. The course also deals with human resource management strategies related to organizational capabilities and performance such as the organization development strategy, the human capital management strategy, and the organizational performance strategy. It also addresses the implementation of human resource management strategies, such as the employee engagement strategy, the staff resource strategy, the employee relations strategy, and increasing the empowerment of students to implement the human resources strategy.

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

6. Co- requirements for this course (if any): None

7. Course Main Objective(s)

- Provide students with essential knowledge and skills in strategic human resource management.
- Enable students to effectively evaluate decisions of human resource management strategies using various assessment tools.
- Enable students to act ethically when exercising HR management strategies, roles, and responsibilities.

A. General information about the course:

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
65.	Traditional classroom	54	100 %
66.	E-learning		
67.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
68.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
81.	Lectures	54
82.	Laboratory/Studio	
83.	Field	
84.	Tutorial	
85.	Others (specify)	
	Total	54



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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	• Explain the framework of the strategic management of human resources, and the strategic role of human resources.	k.1	• Lecture.	• Written exams • written test •
1.2	• Discuss developing and implementing human resource management strategies.	k.2	• Group discussion.	
1.3	• Explain human resource management strategies related to organizational capacity and organizational performance.	k.3	• Homework's activities. • Prior preparation of lessons	
2.0	Skills			
2.1	• Apply human resource management strategies in real-life situations to effectively solve management problems.	• S1	• Lecture, • Case studies • practical work. • Blackboard activities. • Discussions •	• Written exam, • Practical report, • Group activity assessment.
2.2	• Use strategic human resource management techniques and skills in practical situations.	• S2		• Project report, • oral presentation.
2.3	• Evaluate human resource management strategies and their compatibility with the organization's strategy.	• S3		• Practical report, • individual activity.
3.0	Values, autonomy, and responsibility			
3.1	• Enable students to act ethically and fairly and take responsibility for self-learning.	V1	• Lecture, • practical work, • group work. • Case studies	• Practical work.
3.2	• Practice self-evaluation and logical decision-making when carrying out the tasks, roles, and responsibilities of strategic human resources management	V2		• Group project. • individual activity.
3.3	• Demonstrate skills related to the use of HR strategies	V3		• Written exam, • individual work. • Practical report,

C. Course Content

No	List of Topics	Contact Hours
1	The concept of strategic management of human resources	4.5
2	Types and classification of HR strategies	4.5
3	Formulation of HR strategies	4.5
4	HR Strategy Development	4.5
5	Implement HR strategies	4.5





6	The impact of strategic human resources management on performance	4.5
٧	Roles of Strategic Human Resource Management	4.5
٨	HR Strategies 1 - Strategies to improve the effectiveness of the organization	4.5
٩	HR Strategies 2 - HR Planning	4.5
١٠	HR Strategies 3- (Learning and development - performance management and rewards - employee relations ...)	4.5
Total		54

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	class activities, Case studies and project	During the weeks	20%
2	Quizzes	During the weeks	10%
3	Mid-term exam	6th week	30%
4	Final exam	16th week	40%

*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"> • ادارة الموارد البشرية، رؤية استراتيجية ومنهجية متكاملة، سعد على المحمدي، اليازوري. (٢٠١٩). • Armstrong, Michal. (2018). Armstrong's Handbook of strategic human resource management. 7th Edition. London. (2016) • الادارة الاستراتيجية للموارد البشرية، مايكل امسترونغ، ترجمة ايناس الوكيل، مجموعة النيل العربية، ٢٠٠٩.
Supportive References	<ul style="list-style-type: none"> • الادارة الاستراتيجية للموارد البشرية، منظور عالمي، ايمان الدهان، اليازوري، (٢٠١٤). • Jeffrey A.Mello (2019) strategic management of human resource. International Edition. • Catherine Bailey, (2018) Strategic Human Resource Management, 2Edition, , David Mankin, Clare Kelliher, and Thomas Garavan.
Electronic Materials	<ul style="list-style-type: none"> • KFU main library data sources and references. • Others materials provided by the book's author. • International Journal of HRM. • مصادر ومراجع بيانات المكتبة الرقمية لجامعة الملك فيصل.
Other Learning Materials	<ul style="list-style-type: none"> • Students' handout materials. • Materials on the blackboard.

2. Required Facilities and equipment

Items	Resources
<ul style="list-style-type: none"> • facilities • (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) 	<ul style="list-style-type: none"> • College classrooms
<ul style="list-style-type: none"> • Technology equipment • (projector, smart board, software) 	<ul style="list-style-type: none"> • Data show /Smart board.





Items	Resources
<ul style="list-style-type: none"> • Other equipment • (depending on the nature of the specialty) 	<ul style="list-style-type: none"> • Round chairs for the collective work and group activities.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
<ul style="list-style-type: none"> • Effectiveness of teaching 	<ul style="list-style-type: none"> • Faculty members/ Peer reviewer 	<ul style="list-style-type: none"> • Classroom observation (QMS Annex O and P) • Course evaluation survey (QMS Annex B)
<ul style="list-style-type: none"> • Effectiveness of students assessment 	<ul style="list-style-type: none"> • Faculty members & Coordinators/ Peer reviewer 	<ul style="list-style-type: none"> • Verification/ CES/PES
<ul style="list-style-type: none"> • Quality of learning resources 	<ul style="list-style-type: none"> • Faculty members/ students/ Graduates 	<ul style="list-style-type: none"> • Course review / course reports/CES/PES/EES
<ul style="list-style-type: none"> • The extent to which CLOs have been achieved 	<ul style="list-style-type: none"> • Faculty members & Coordinators 	<ul style="list-style-type: none"> • course evaluation results / CES
<ul style="list-style-type: none"> • Other 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)) **Assessment Methods** (Direct, Indirect)

G. Specification Approval Data

Council /Committee	Department Council
Reference No.	18th meeting, Second semester: 1443/1444
Date	17/01/2023





T-105
2022

Field Experience Specification











Pick Revision Date.

Course Title:	Cooperative Training
Course Code:	0673-499
Program:	Bachelor of Supply Chain Management
Department:	Management
College:	School of Business
Institution:	King Faisal University
Version:	1
Last Revision Date:	30/05/2023





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A. Field Experience Identification

1. Credit hours: 6
2. Level/year at which this course is offered: Year (4) Level (12)
3. Dates and times allocation of field experience activities. <ul style="list-style-type: none"> Number of weeks: (16) weeks Number of hours: (480) hours
4. Pre-requisites to join field experience (if any): Complete all the college and the department requirements. Students should study 120 hours at least.

B. Learning Outcomes, and Training and Assessment Methods

1. Field Experience Learning Outcomes

CLOs		Aligned-PLOs
1	Knowledge and Understanding	
1.1	Applying and integrating principles and theory learned in the classroom with workplace practice and clarifying academic goals.	K.1 K.2 K.3
1.2	Understanding workplace culture, gaining workplace competencies, benefiting from professional networking.	K.1 K.2 K.3
1.3	Understanding the work environment by understanding politics, and the different patterns in the work environment.	K.1 K.2 K.3
1.4	Applying and integrating principles and theory learned in the classroom with workplace practice and clarifying academic goals.	K.1 K.2 K.3
2	Skills:	
2.1	Evaluate workplace practices at the training company regarding the knowledge gained from the academic courses.	S.1 S.2 S.3
2.2	Suggest improvements area for the training company that may enhance the workplace culture.	S.3
2.3	Determining students' strengths and weaknesses, developing and enhancing interpersonal skills, and specifying career options in their selected academic area.	S.3
3	Values:	
3.1	Communicate effectively orally and written format.	V.2
3.2	Work effectively with team	V.2
3.3	Self-learning awareness.	V.1
4.3	Work ethics commitment.	V.3

2. Alignment of Learning Outcomes with Training Activities and Assessment Methods

Code	Learning Outcomes	Training Methods/Activities	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Applying and integrating principles and theory learned in the classroom with	Explain the assigned work.	Monthly reports



Code	Learning Outcomes	Training Methods/Activities	Assessment Methods
	workplace practice and clarifying academic goals.		Academic advisor and training company
1.2	Understanding workplace culture, gaining workplace competencies, benefiting from professional networking.		
1.3	Understanding the work environment by understanding politics, and the different patterns in the work environment.		
2.0	Skills		
2.1	Evaluate workplace practices at the training company regarding the knowledge gained from the academic courses.	Reports, Presentation, communicate with colleagues and clients	Advisor at training company observations Academic Advisor evaluation
2.2	Suggest improvements area for the training company that may enhance the workplace culture.	Listen to the advisor and cooperation with colleagues, respecting others.	Advisor at training company observations
2.3	Determining students' strengths and weaknesses, developing and enhancing interpersonal skills, and specifying career options in their selected academic area.	Listen to the advisor and cooperation with colleagues, respecting others.	Advisor at training company observations
3.0	Values		
3.1	Communicate effectively orally and written format.	Participate in the social and work activities. Self-awareness and getting the most benefits from training and other learning resources. Commitment to the working hours and policies. Integrity and dignity.	Academic and training advisor
3.2	Work effectively with team	Listen to the advisor and cooperation with colleagues, respecting others.	Academic and training advisor
3.3	Self-learning awareness.	Listen to the advisor and cooperation with colleagues, respecting others.	Academic and training advisor
3.4	Work ethics commitment.		Academic and training advisor



3. Field Experience Learning Outcomes Assessment

a. Intern's Timetable

#	Internship Time Table*	Week	Contact Hours
1	Research methodology	10	2
2	Research result	14	1
3	Research evaluation and suggestions	16	2
4	Writing skills: Using academic language with correct spelling and grammar	2	5
5	Presentation skills: the ability to to present ideas and explain it correctly.	16	10
6	Be Confidence, using eye contacts and body language.	16	5
7	Final reports evaluation	16	50
8	Employer evaluation	16	25
9			
TOTAL		16	

b. Assessment Responsibilities

م	Category	Assessment Responsibility
1	Teaching Staff	Academic advisor evaluates the monthly reports and the research and visiting the training sites
2	Field Supervisor	Observation and evaluate the quality of the trainee work
3	Others (specify)	

C. Field Experience Administration

1. Field Experience Locations

a. Field Experience Locations Requirements

Suggested Field Experience Locations	General Requirements*	Special Requirements**
Business or non- business organization	Good management system	safety standards and conducive environment

*Ex: provides information technology ,equipment ,laboratories ,halls ,housing ,learning sources ,clinics etc.



**Ex: Criteria of the training institution or related to the specialization, such as: safety standards, dealing with patients in medical specialties, etc.

b. Decision-making procedures for identifying appropriate locations for field experience

- Students select their training providers and provide data to the field experience office.
- The field experience committee study all applications.
- Approval or rejection is made.

2. Supervisory Staff

a. Selection of Supervisory Staff

Selection Items	Field Supervisor	Teaching Staff
Qualifications		
Selection Criteria		

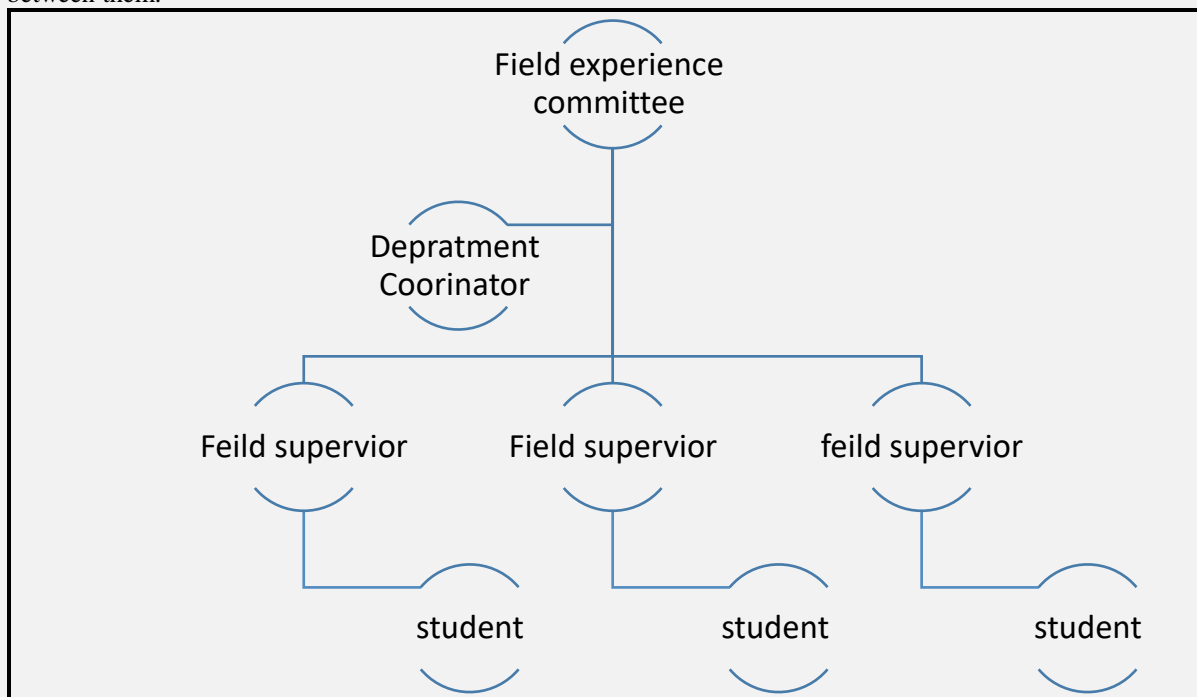
b. Qualification and Training of Supervisory Staff

(Including the procedures and activities used to qualify and train the supervisory staff on supervising operations, implementing training activities, the follow-up and evaluation of students, etc.)

3. Responsibilities

a. Field Experience Flowchart for Responsibility

including units, departments, and committees responsible for field experience, as evidenced by the relations between them.



b. Distribution of Responsibilities for Field Experience Activities

Activity	Department or College	Teaching Staff	Student	Training Organization	Field Supervisor
Selection of a field experience site					
Selection of supervisory staff					
Provision of the required equipment	■				
Provision of learning resources	■				
Ensuring the safety of the site				■	
Commuting to and from the field experience site		■	■		■
Provision of support and guidance		■			
Implementation of training activities (duties, reports, projects,	■				
Follow up on student training activities		■			■
Adjusting attendance and leave		■			■
Assessment of learning outcomes		■			
Evaluating the quality of field experience		■			■
Others (specify) Facility evaluation, teaching staff evaluation and field supervisor evaluation					

4. Field Experience Implementation

a. Supervision and Follow-up Mechanism

Field supervisor and teaching staff will supervise and monitor students clinical learning schedules and duty.

- Four onsite visits.
- Three main report. One report for each month.
- Final report.
- Employer's feedback and evaluation

b. Student Support and Guidance Activities

Field supervisor will be the direct contact for any support and guidance.

- Contact through blackboard and university's email
- Office hours which are announced for students
- Academic Counseling Systems which allows direct contact and reports between students and their academic counsellor.

5. Safety and Risk Management

Potential Risks	Safety Actions	Risk Management Procedures
Work-related diseases	Following employers regulations of safety	As formulated by the employers

G. Training Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of training.	Faculty/ students	Direct observation (QMS Annex O and P) Course evaluation survey (QMS Annex B)
Achievement of course learning outcomes.	Course faculty	Moderation (QMS Annex G, Annex H).
Assessment.	Course faculty	Verification
Learning resources and facilities.	Students/ faculty	General review / course report
Students' academic counselling and support.	Program coordinator	Course evaluation survey
Course quality management.		Course report review

Evaluation areas (e.g., Effectiveness of Training and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Supervisory Staff, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

E. Specification Approval Data

Council / Committee	Department Council
Reference No.	4 th meeting, First semester: 1441/1442
Date	30/9/2020-13/2/1442 Hijri