



Course Specifications

Course Title:	Working environment& Industrial Relations
Course Code:	0602-316
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

جامعة الملك فيصل
KING FAISAL UNIVERSITY
كلية إدارة الأعمال
School of Business
مكتب الشؤون الأكاديمية

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A. Course Identification

1. Credit hours:			
2. Course type			
a.	University ☐	College ☐	Department ☒
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered: Third Year , Level 6			
4. Pre-requisites for this course (if any): Human Resource Management			
5. Co-requisites for this course (if any): Organizational Behavior .			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

Examines the theoretical, conceptual framework, essential concepts, theories, and practices of the major topics in employee relations and the working environment field and its main components such as social insurance, pension systems, salaries as well as dealing with cases of studies related to this field. Formulating plans as well as applying the essential employee relations 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.

2. Course Main Objective

- To provide the theoretical, conceptual framework and essential knowledge of employee relations systems and its main components.

- To equip students with the essential knowledge and skills in employee relation's field as well as its managerial activities, functions and practices.
- To enable students to behave ethically when practicing activities, functions, roles and responsibilities related to employee's relations and working environment issues.
- To enable students to assess and evaluate the working environment issues, situations as well as duties effectively by using different evaluation tools.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain the employee relations functions, concepts and theories as well as how HR managers deal in different managerial situations related to employee relations and working environment issues	K.1
1.2	Discuss the modern strategies, policies, practices and methods that used by employee relations managers to effectively running their departments	k.2
1.3	Interpret the importance of the employee relation functions and its impact on business performance and HRM function.	k.3
1...	Illustrate how employee relation functions, practices and decisions like affect business performance.	k.4
2	Skills :	
2.1	Apply the HRM theories and strategies in real life situations to solve the managerial problems related to employee relation.	s.1
2.2	Use the employee relation techniques and skills in real life situations.	s.2
2.3	Evaluate employee relations policies, procedures and plans in different areas and how they aligned with organizations mission and HRM strategy.	s.3
2...	Measuring the effectiveness of employee relation functions by using the modern research methods.	s.4
3	Values:	
3.1	Conduct internal analysis and research to assess the organizational environment obstacles and how it affects the working environment.	v.1
3.2	Behave ethically in different employee relations roles and responsibilities.	v.2
3.3	Using IT technologies to communicate effectively.	v.3
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Systems & policies of work.	7.5 hours
2	Social insurance.	7.5 hours
3	Organization of regulation & supervision on the private sector companies .(first test).	9 hours
4	Management of contract & end of service.	3 hours
5	Workers' rights.	3 hours
	Workers duties .	3 hours
	Management of staff's problems .(second test)	6 hours

...	Industrial safety in business organizations.	3 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the employee relations functions, concepts and theories as well as how HR managers deal in different managerial situations related to employee relations and working environment issues.	Lecture.	Written exams/written test
1.2	Discuss the modern strategies, policies, practices and methods that used by employee relations managers to effectively running their departments.	Lecture,	Written exams/written test
1.3	Interpret the importance of the employee relation functions and its impact on business performance and HRM function.	Lecture.	Written exams/written test
1.4	Illustrate how employee relation functions, practices and decisions like affect business performance.	Lecture,	Written exams/written test
2.0	Skills		
2.1	Apply the HRM theories and strategies in real life situations to solve the managerial problems related to employee relation.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Use the employee relation techniques and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluate employee relations policies, procedures and plans in different areas and how they aligned with organizations mission and HRM strategy.	Lecture, practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of employee relation functions by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Conduct internal analysis and research to assess the organizational environment obstacles and how it affects the working environment.	Lecture, practical work, group work.	Practical work. Group project.
3.2	Behave ethically in different employee relations roles and responsibilities.	Lecture, group work.	Written exam, individual work.
3.3	Using IT technologies to communicate effectively.	Blackboard activities.	Practical report, individual activity.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• شرح نظام العمل و العمال السعودي الجديد (٢٠١٥) د. منير فريد الدمكي ، الرياض ، مكتبة الشقري والتوزيع ، جدة ، ط٢ ، ٢٠٠٩ • Armstrong, Handbook Of Human Resource Practice, last edition 2018.(For English track).
Essential References Materials	ARMSTRONG, HANDBOOK OF HUMAN RESOURCE PRACTICE, last edition 2018.(For English track). • نظام العمل السعودي الصادر بالمرسوم الملكي رقم م / ٥١ وتاريخ ١٤٢٦/٨/٢٢ وقرار مجلس الوزراء رقم ١٤٢٦/٨/٢٢ بتاريخ ١٤٢٦/٨/٢٢ مراجع ثانوية إدارة الموارد البشرية ، أ.د. مدني عبد القادر عاتقي ، خوارزم العلمية للنشر
Electronic Materials	• KFU main library data sources and references. • Others materials provided by the book's author. • International Journal of HRM.
Other Learning Materials	• Students' handout materials. • Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms •
Technology Resources (AV, data show, Smart Board, software, etc.)	• Data show /Smart board.

Item	Resources
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Small Business Management
Course Code:	0602-305
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

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A. Course Identification

1. Credit hours: 3			
2. Course type			
a.	University ☐	College ☐	Department ☒
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered: Third Year, Level 3			
4. Pre-requisites for this course (if any): Principles of Management.			
5. Co-requisites for this course (if any): • None.			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100
2	Blended	-	-
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course 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.

2. Course Main Objective

- 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.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	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
1.2	Discussing the modern strategies, policies, practices and methods that used by Entrepreneurs to effectively running their small businesses.	k.2
1.3	Interpreting the importance of the small business organizations and its impact on business performance and country's GDP.	k.3
1...	Illustrating how Entrepreneurial functions and decisions like introducing new product or services, promotions, branding, packing, etc affect business performance.	k.4
2	Skills :	
2.1	Applying the Entrepreneurial theories and strategies in real life situations to solve the managerial problems.	s.3
2.2	Using the Entrepreneurial techniques, strategies and skills in real life situations.	s.3
2.3	Evaluating Entrepreneurial strategies, policies, procedures and plans in different areas like pricing, promotion, packing, and how they aligned with organizations mission.	s.2
2...	Measuring the effectiveness of Entrepreneurial functions by using the modern research methods.	s.1
3	Values:	
3.1	Enable Behaving ethically in different Entrepreneurs roles and responsibilities.	v.1
3.2	Enable students with the skill of internal analysis, external analysis, and research to match organizational environmental factors with entrepreneurship strategies	v.2

C. Course Content

No	List of Topics	Contact Hours
1	Course introduction	۳
2	Entrances to the study of entrepreneurial	۳
3	strategies Entrepreneurial	۳

4	Legal forms of small Business	۳
5	Feasibility study for small Business	۳
6	Managing financing in small Business	۳
7	Small business strategic planning	۳
8	Risk management and insurance in small enterprises	۳
9	Small business procurement management	۳
10	Inventory management and needs planning In small Business	۳
11	Small Business electronic	۳
12	Pricing in small Business	۳
13	Promotion and advertising in small Business	۳
14	Social responsibility for small Business	۳
15	The Family Business	
Total		۴۰

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	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.	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.	Lecture.	Written exams/written test
...	Interpreting the importance of the small business organizations and its impact on business performance and country's GDP.	Lecture.	Written exams/written test
	Illustrating how Entrepreneurial functions and decisions like introducing new product or services, promotions, branding, packing, etc affect business performance.	Lecture	Written exams/written test

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.0	Skills		
2.1	Applying the Entrepreneurial theories and strategies in real life situations to solve the managerial problems.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Using the Entrepreneurial techniques, strategies and skills in real life situations.	Lecture Case studies	Project report, oral presentation.
...	Evaluating Entrepreneurial strategies, policies, procedures and plans in different areas like pricing, promotion, packing, and how they aligned with organizations mission.	Lecture practical work.	Practical report, individual activity.
	Measuring the effectiveness of Entrepreneurial functions by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Behaving ethically in different Entrepreneurs roles and responsibilities.	Lectures, classroom discussions, practical work, case studies.	Written exams, oral presentation, individual activity assessment, group activity assessment.
3.2	Enable students with the skill of internal analysis, external analysis, and research to match organizational environmental factors with entrepreneurship strategies	Lectures, classroom discussions, group work, case studies.	Assignment, individual activity assessment, group activity assessment.
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%
	Total		100%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	إدارة المشروعات الصغيرة- د. مظهر العائلي، د. شوقي جواد، د. حسين أرشيد، د. هيثم حجازي- دار صفاء للنشر والتوزيع - عمان - ٢٠١٨م
Essential References Materials	كاسر ناصر المنصور، إدارة المشروعات الصغيرة، دار الحماد للنشر، عمان، الأردن، ٢٠١٨ (طلاب المسار العربي). - Longenecker, G.m Justin, et al. (2018). Small Business Management: Launching and Growing Entrepreneurial Ventures. Last Edition. Stanford. - 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	KFU main library data sources and references. - Others materials provided by the book's author. - Journal of Small Business Management.
Other Learning Materials	- Students' handout materials. - Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Quality Management
Course Code:	0602-310
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

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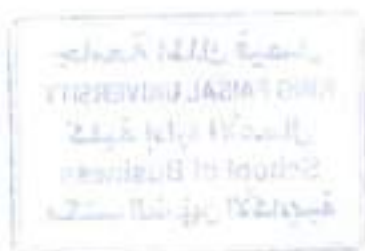


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1. Learning Resources	6
2. Facilities Required.....	7
G. Course Quality Evaluation	7
H. Specification Approval Data	7

A. Course Identification

1. Credit hours: 3			
2. Course type			
a.	University ☐	College ☐	Department ☒ Others ☐
b.	Required ☒	Elective ☐	
3. Level/year at which this course is offered: Third Year , Level 5			
4. Pre-requisites for this course (if any):			
Operations Management.			
5. Co-requisites for this course (if any):			
None.			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course 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.

2. Course Main Objective

- 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.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explaining the concepts, functions and theories of total quality management in business organizations.	K.1
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	Skills :	
2.1	Applying the quality management concepts, theories and strategies within the environment of business organizations.	S.1
2.2	Using the key quality management techniques and skills in real life situations.	S.2
2.3	Using the communication skills, teamwork and information technology in the field of quality management.	S.3
2.4	Measuring the effectiveness of quality management activities by using effective performance indicators.	S.4
3	Values:	
3.1	Enabling students with acting ethically and integrity, taking responsibility for self-learning.	V.1
3.2	Practicing self-evaluation, and making logical decisions when carrying out the functions, roles and responsibilities of quality management.	V.2

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	3 hours
9	Quality Costs	3 hours
10	Continuous Improvement	3 hours
11	Application of Total Quality Management	6 hours
12	Statistical Quality Control	6 hours
13	Quality Management Awards	3 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explaining the concepts, functions and theories of total quality management in business organizations.	Lectures, classroom discussions.	Written exams, assignments.
1.2	Discussing the suitable strategies, practices and methods that used by quality managers to effectively run their departments.	Lectures, classroom discussions.	Written exams, assignments.
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.	Lectures, classroom discussions.	Written exams, assignments.
1.4	Illustrating how quality functions and decisions like product development, understanding customer needs and requirements, using statistical quality control etc affect business performance.	Lectures, classroom discussions.	Written exams, assignments.
2.0	Skills		
2.1	Applying the quality management concepts, theories and strategies within the environment of business organizations.	Lectures, practical work, group work.	Written exams, practical report, oral presentation, group project assessment.
2.2	Using the key quality management techniques and skills in real life situations.	Lectures, case studies, group work.	Oral presentation, group project assessment.
2.3	Using the communication skills, teamwork and information technology in the field of quality management.	Lectures, practical work.	Practical report, individual assessment, group activity assessment.
2.4	Measuring the effectiveness of quality management activities by using effective performance indicators.	Lectures, practical work.	Practical report, individual assessment, activity assessment.

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.0	Values		
3.1	Enabling students with acting ethically and integrity, taking responsibility for self-learning.	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 quality management.	Lectures, classroom discussions, practical work, case studies.	Assignment, individual activity assessment, group activity assessment.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• 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، مزيد عبد الحسين الفضل، ويوسف حجيم الطائي، (٢٠١٨)، دار الوراق للنشر والتوزيع، عمان. • إدارة الجودة الشاملة، عواطف إبراهيم الحداد، (٢٠١٨)، دار الفكر للنشر والتوزيع، عمان. • إدارة الجودة الشاملة، (٢٠١٨)، رعد عبدالله الطائي، وعيسى قدامة، دار اليازوري للنشر والتوزيع، عمان.
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Essential References Materials	- 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.
Electronic Materials	- KFU main library data sources and references. - Others materials provided by the book's author. - Journal of Supply Chain Management.
Other Learning Materials	- Students' handout materials. - Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Department Council
Reference No.	4 th meeting, First semester: 1441/1442

Date	30/9/2020-13/2/1442 Hijri
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Course Specifications

Course Title:	Principles of Supply Chain
Course Code:	0602-302
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

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كلية إدارة الأعمال
School of Business
مكتب الشؤون الأكاديمية

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A. Course Identification

1. Credit hours:		3	
2. Course type			
a.	University ☐	College ☐	Department ☒ Others ☐
b.	Required ☒	Elective ☐	
3. Level/year at which this course is offered: Third Year, Level 5			
4. Pre-requisites for this course (if any): Principles of Management Principles of Management.			
5. Co-requisites for this course (if any): • Quantitative Methods.			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

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 relationship, 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.

2. Course Main Objective

- 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.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	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	Discussing the modern strategies, policies, practices and methods that used by supply chain managers to effectively running their departments.	k.2
1.3	Interpreting the importance of the supply chain functions and its impact on business performance.	k.3
1.4	Illustrating how supply chain functions and decisions like selecting suppliers, demand forecasting, transportation, etc affect business performance.	k.4
2	Skills :	
2.1	Applying the supply chain theories and strategies in real life situations to solve the managerial problems.	s.3
2.2	Using the supply chain techniques, strategies and skills in real life situations.	s.3
2.3	Evaluating supply chain strategies, policies, procedures and plans in different areas like pricing, promotion, product, packing, and how they aligned with organizations mission.	s.2
2.4	Measuring the effectiveness of supply chain functions by using the modern research methods.	s.1
3	Values:	
3.1	Conduct an internal analysis, external analysis and research to match the organizational environmental factors with supply strategies.	v.1
3.2	Behaving ethically in different supply chain roles and responsibilities.	v.3
3.3	Using IT technologies to communicate effectively.	v.2

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to supply chain.	3 hours
2	Supply Chain Management: An Overview	3 hours
3	Role of Logistic in Supply Chains	3 hours

4	Global Dimensions of Supply Chain	3 hours
5	Supply Chain Relationships	3 hours
6	Supply Chain Performance Measurement and Financial Analysis	3 hours
7	Demand Management	3 hours
8	Order Management and Customer Service	3 hours
9	Order Management and Customer Service	3 hours
10	Managing Inventory in the Supply Chain	3 hours
11	Transportation – Managing the Flow of the Supply Chain	3 hours
12	Distribution – Managing Fulfillment Operations	3 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explaining the Supply chain's functions, concepts, strategies, theories as well as how supply chain managers deal in different managerial situations.	Lecture.	Written exams/written test
1.2	Discussing the modern strategies, policies, practices and methods that used by supply chain managers to effectively running their departments.	Lecture,	Written exams/written test
1.3	Interpreting the importance of the supply chain functions and its impact on business performance.	Lecture.	Written exams/written test
1.4	Illustrating how supply chain functions and decisions like selecting suppliers, demand forecasting, transportation, etc affect business performance.	Lecture,	Written exams/written test
2.0	Skills		
2.1	Applying the supply chain theories and strategies in real life situations to solve the managerial problems.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Using the supply chain techniques, strategies and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluating supply chain strategies, policies, procedures and plans in different areas like pricing, promotion, product, packing, and how they aligned with organizations mission.	Lecture, practical work.	Practical report, individual activity.

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.4	Measuring the effectiveness of supply chain functions by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Competence		
3.1	Conduct an internal analysis, external analysis and research to match the organizational environmental factors with supply chain strategies.	Lecture, practical work, group work.	Practical work. Group project.
3.2	Behaving ethically in different supply chain roles and responsibilities.	Lecture, group work.	Written exam, individual work.
3.3	Using IT technologies to communicate effectively.	Blackboard activities.	Practical report, individual activity.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	إدارة سلاسل التوريد، (٢٠١٨)، عبد الستار العلي، وخبيل الكنعاني، الطبعة الأخيرة، دار المسيرة للنشر والتوزيع والطباعة، عمان، الأردن. (طلاب المسار العربي).
Essential References Materials	• Coyle, J., John. et al. (2013). Supply Chain Management A Logistic Perspective. 9th Edition. Mason. - Chartered Supply Chain printing materials..(For English track).
Electronic Materials	• KFU main library data sources and references. • Others materials provided by the book's author. • Journal of HR management.
Other Learning Materials	• Students' handout materials. • Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Principles of Management
Course Code:	0602-101
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

جامعة الملك فيصل
KING FAISAL UNIVERSITY
كلية إدارة الأعمال
School of Business
مكتب الشؤون الأكاديمية

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G. Course Quality Evaluation	7
H. Specification Approval Data	7

A. Course Identification

1. Credit hours:	
2. Course type	
a.	University ☐ College ☐ Department ☒ Others ☐
b.	Required ☒ Elective ☐
3. Level/year at which this course is offered: First Year , Level I	
4. Pre-requisites for this course (if any): None	
5. Co-requisites for this course (if any): None	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

Examines 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.

2. Course Main Objective

- To provide the theoretical, conceptual framework of management theories and history.
- To equip students with the essential knowledge and skills in management field as well as managerial activities, functions and practices.
- To enable students to behave ethically when practicing managerial roles and functions.

- To enable students to assess and evaluate management decisions as well as responsibilities effectively by using different evaluation tools.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	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
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, entrepreneurship, social responsibility and ethical knowledge affect business performance.	k.4
2	Skills :	
2.1	Apply the management theories and strategies in real life situations to solve the managerial problems.	s.1
2.2	Use the management techniques and decision-making skills in real life situations.	s.2
2.3	Evaluate management policies in different areas like social responsibilities programs, ethical practices and management procedures that used by business organizations.	s.3
2.4	Conduct internal analysis and research for the organizational culture, environment and management functions.	s.4
2.5	Using IT technologies to communicate effectively.	s.5
3	Values:	
3.1	Demonstrating integrity, professional and academic ethics.	v.1
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.	v.2
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

C. Course Content

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

9	Communication	3 hours
10	Controlling	3 hours
11	Business ethics/ Social responsibility/ Entrepreneurship	6 hours
12	Functions of the organization	3 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	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.	Lecture.	Written exams/written test
1.2	Discuss the modern strategies, policies, practices and methods that used by managers to effectively running their organizations.	Lecture,	Written exams/written test
1.3	Interpret the importance of the management functions and its impact on business performance.	Lecture.	Written exams/written test
1.4	Illustrate how decision-making, understanding business environment, management techniques, modern management practices, entrepreneurship, social responsibility and ethical knowledge affect business performance.	Lecture,	Written exams/written test
2.0	Skills		
2.1	Apply the management theories and strategies in real life situations to solve the managerial problems.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Use the management techniques and decision-making skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluate management policies in different areas like social responsibilities programs, ethical practices and management procedures that used by business organizations.	Lecture, practical work.	Practical report, individual activity.
2.4	Conduct internal analysis and research for the organizational culture, environment and management functions.	Lecture, practical work, group work.	Practical work. Group project.
2.5	Using IT technologies to communicate effectively.	Blackboard activities.	Practical report, individual activity.
3.0	Values		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.1	Demonstrating integrity, professional and academic ethics.	Lecture, group work.	Written exam, individual work.
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.	Lecture, group work.	Written exam, individual work.
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.	Lecture, group work.	Written exam, individual work.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	3 rd week	5%
2	Quiz#2	9 th week	5%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Participation, case studies and class activities.	13 th week	20%
6	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	الإدارة والاعمال (٢٠١٨)، صالح العامري وطاهر الغالبي، دار وائل للنشر والتوزيع عمان. الطبعة الأخيرة. (طلاب المسار العربي).
Essential References Materials	Stephen P Robins (2018) Mary Coulter: Management, Tenth edition, Pearson International Edition. (For English track).
Electronic Materials	• KFU main library data sources and references. • Others materials provided by the book's author. • Journal of management.

Other Learning Materials	• Students' handout materials. • Materials on the blackboard.
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2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	• College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	• Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Performance & Rewards Management
Course Code:	0602-315
Program:	Bachelor in Business Administration
Department:	Human Resources
College:	College of Business Administration
Institution:	King Faisal University

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D. Teaching and Assessment	5
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2. Assessment Tasks for Students	خطأ! الإشارة المرجعية غير معرفة.
E. Student Academic Counseling and Support	6
F. Learning Resources and Facilities.....	6
1. Learning Resources	6
2. Facilities Required.....	7
G. Course Quality Evaluation	7
H. Specification Approval Data	8

A. Course Identification

1. Credit hours: 45			
2. Course type			
a.	University ☐	College ☐	Department ☒ Others ☐
b.	Required ☒	Elective ☐	
3. Level/year at which this course is offered: Third Year, Level 6			
4. Pre-requisites for this course (if any): Human Resources Planning			
5. Co-requisites for this course (if any):			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	40	100
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

Examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in performance management & reward field and its main topics such as assessment, performance models, rewarding strategies as well as dealing with cases of studies related to performance and reward functions. Formulating plans as well as applying the essential performance management and reward 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.

2. Course Main Objective

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

3. Course Learning Outcomes

CLOs		Aligned-PLOs
1	Knowledge and Understanding :	
1.1	Explain the performance and reward management functions, concepts and theories as well as how HR managers deal in different managerial situations related to performance and reward management.	K1
1.2	Discuss the modern strategies, policies, practices and methods that used by P&R managers to effectively running their departments.	K2
1.3	Interpret the importance of the performance and reward management functions and its impact on business performance and HRM function.	K3
1.4	Illustrate how performance and reward management functions, practices and decisions like affect business performance.	K4
2	Skills	
2.1	Apply the performance and reward management theories and strategies in real life situations to solve the managerial problems.	S1
2.2	Use the performance and reward management techniques and skills in real life situations.	S2
2.3	Evaluate performance and reward management policies, procedures and plans in different areas and how they aligned with organizations mission and HRM strategy.	S3
2.4	Measuring the effectiveness of performance and reward management functions by using the modern research methods.	S4
3	Values	
3.1	Behave ethically in different performance and reward management roles and responsibilities.	V1
3.2	Using IT technologies to communicate effectively.	V2

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to performance & rewards	3 hours
2	The Formulation of Performance Management	3 hours
3	Performance Management Systems	3 hours

4	Analyzing and Assessing Performance	6 hours
5	Performance Management Models	3 hours
6	Managing Organizational performance	6 hours
7	Developing Performance Management	3 hours
8	An Overview of Reward Management	6 hours
9	Performance and Rewards	3 hours
10	Motivation and Reward	3 hours
11	Talent Management and Reward	3 hours
12	The Ethical Approach to Reward and Performance	3 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the performance and reward management functions, concepts and theories as well as how HR managers deal in different managerial situations related to performance and reward management.	Lecture.	Written exams/written test
1.2	Discuss the modern strategies, policies, practices and methods that used by P&R managers to effectively running their departments.	Lecture,	Written exams/written test
1.3	Interpret the importance of the performance and reward management functions and its impact on business performance and HRM function.	Lecture.	Written exams/written test
1.4	Illustrate how performance and reward management functions, practices and decisions like affect business performance.	Lecture,	Written exams/written test
2.0	Skills		
2.1	Apply the performance and reward management theories and strategies in real life situations to solve the managerial problems.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Use the performance and reward management techniques and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluate performance and reward management policies, procedures and plans in different areas and how they aligned with organizations mission and HRM strategy.	Lecture, practical work.	Practical report, individual activity.

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.4	Measuring the effectiveness of performance and reward management functions by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Behave ethically in different performance and reward management roles and responsibilities.	Lecture, group work.	Written exam, individual work.
3.2	Using IT technologies to communicate effectively.	Blackboard activities.	Practical report, individual activity.

2. Assessment Tasks for Students

S.no	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	9 th week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%

* Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• الكتاب المقرر: د. ابراهيم محمد لمحاسبة، إدارة وتقييم الأداء الوظيفي بين النظرية والتطبيق، دار جرير للنشر والتوزيع، عمان، 2013 • مراجع إضافية: ○ د. داوود معمر، منظمات الأعمال، الحوافز والمكافآت، دار الكتاب الحديث، القاهرة، ٢٠٠٦ ○ د. محمد عبد الحميد عبد الرحمن، الحوافز والولاء التنظيمي في المنظمات، منشورات جامعة الفاتح، طرابلس، ٢٠١٠
Essential References Materials	• Armstrong, Michal. (2018). Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance. 4th Edition. London.

	Armstrong, Michal. (2018). Armstrong's Handbook of Rewards Management Practice: Improving Performance through Rewards. 4th Edition. London..(For English track).
Electronic Materials	- KFU main library data sources and references. - Others materials provided by the book's author. - International Journal of HRM.
Other Learning Materials	- Students' handout materials. - Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Organizational Behavior Course Title:	
0602-207	
Business Administration Program:	
Management	
School of Business College:	
King Faisal University	

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School of Business
مكتب الشؤون الأكاديمية

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A. Course Identification

1. Credit hours:			
2. Course type			
a.	University ☐	College ☐	Department ☒ Others ☐
b.	Required ☒	Elective ☐	
3. Level/year at which this course is offered:			
4. Pre-requisites for this course (if any):			
- Level/year at which this course is offered: Second Year , Level 4 - Human Resource Management.			
5. Co-requisites for this course (if any):			
None			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course 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.

2. Course Main Objective

- 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.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explaining the OB concepts, theories as well as how they relate to the organization performance and business effectiveness.	k.1
1.2	Discussing the modern strategies, policies, practices related to OB field and used by managers to run their departments and manage people at work effectively.	k.2
1.3	Interpreting the importance of the OB theories and its impact on business performance when applying effectively.	k.3
1.4	Illustrating how OB theories like learning, motivation, conflict, etc affect business performance.	k.4
2	Skills :	
2.1	Applying the OB theories and concepts in real life situations to solve the managerial problems as well as to deal with people at work.	s.3
2.2	Using the OB techniques, strategies and skills in real life situations.	s.3
2.3	Evaluating OB theories in different areas like learning, motivation and working group and how they aligned with organizations mission.	s.2
2.4	Measuring the effectiveness of OB applications by using the modern research methods.	s.1
3	Values:	
3.1	Showing leadership skills at work.	v.1
3.2	Behaving ethically in different management roles and responsibilities.	v.2
3.3	Using IT technologies to communicate effectively for the business purposes.	v.3
3...		

C. Course Content

No	List of Topics	Contact Hours
1	An introduction to organizational behavior.	3 hours
2	Stages of organizational behavior development.	3 hours
3	Personality	6 hours
4	Recognition	3 hours
5	Learning	3 hours
6	Attitudes	3 hours
7	Motivation	3 hours
8	Work groups.	3 hours
9	Organizational conflict.	3 hours
10	Leadership & organizational communication	3 hours
11	Power & Authority.	3 hours
12	Organization's culture & ethics	3 hours
13	Organizational creativity and innovation.	3 hours
Total		40

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explaining the OB concepts, theories as well as how they relate to the organization performance and business effectiveness.	Lecture.	Written exams/written test
1.2	Discussing the modern strategies, policies, practices related to OB filed and used by managers to run their departments and manage people at work effectively.	Lecture,	Written exams/written test
1.3	Interpreting the importance of the OB theories and its impact on business performance when applying effectively.	Lecture.	Written exams/written test
1.4	Illustrating how OB theories like learning, motivation, conflict, etc affect business performance.	Lecture,	Written exams/written test
2.0	Skills		
2.1	Applying the OB theories and concepts in real life situations to solve the managerial problems as well as to deal with people at work.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Using the OB techniques, strategies and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluating OB theories in different areas like learning, motivation and working group and how they aligned with organizations mission.	Lecture, practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of OB applications by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Showing leadership skills at work.	Lecture, practical work, group work.	Practical work. Group project.
3.2	Behaving ethically in different management roles and responsibilities.	Lecture, group work.	Written exam, individual work.
3.3	Using IT technologies to communicate effectively for the business purposes.	Blackboard activities.	Practical report, individual activity.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%

* Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• السلوك التنظيمي، محمد ربيع زنتي، 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، ٢٠١٨م. (الطبعة الأخيرة)
Essential References Materials	• Behavior management in organizations, Jernbeig(Jerald),Paroon(Robert),(2018)-Last edition. • (For English track). • David A.Buchanan and Andrzej A.Huczynski , Organizational Behavior , last version. • Robbins etl, Organizational behavior, last version .
Electronic Materials	• KFU main library data sources and references. • Others materials provided by the book's author. • Journal of OB.
Other Learning Materials	• Students' handout materials. • Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Marketing Strategy
Course Code:	0602-410
Program:	Business Administration (Marketing)
Department:	Management
College:	College of Business
Institution:	King Faisal University

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THE UNIVERSITY OF CHICAGO
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CHICAGO, ILL. 60637

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A. Course Identification

1. Credit hours:			
2. Course type			
a.	University ☐	College ☐	Department ☐
b.	Required ☒	Elective ☐	Others ☒ Marketing
3. Level/year at which this course is offered:			
4. Pre-requisites for this course (if any): Strategic Management			
5. Co-requisites for this course (if any): None			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. Topics: forecasting and contextual possibilities, product-market definition, relationships with channels of distribution, relationships with customers, competitive analysis, financial models for marketing strategists, portfolio models, strategic assessment of offerings, marketing strategy implementation systems. This course requires that students have a strong foundation of marketing knowledge gained from Introduction to Marketing (in particular a knowledge of market segmentation).

2. Course Main Objective

Developing students' knowledge and skills in the Marketing Strategy.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Understand principals of the marketing Strategy.	K1
1.2	Understand developments and shifts in knowledge and theories related to strategic marketing.	K2
1.3	Think strategically about marketing issues and provide recommendations.	K3
1.4	Discuss the impact of strategic marketing on organization performance	K4
2	Skills :	
2.1	Develop marketing strategy process through a plan with focus on skill development.	S1
2.2	Determine how to segment the market	S2
2.3	Analyzes and evaluates the performance of strategic marketing plans.	S3
2.4	Realize the inter-relationship between marketing and other business subjects and functions	S4
3	Values:	
3.1	Develop a dynamic and systemic view of marketing planning and think strategically and carry responsibility for assigned work in Marketing strategy.	V1
3.2	Demonstrate academic ethics and integrity in different operation roles and responsibilities.	V2
3.3	Use IT technology to communicate effectively.	V3
3.4	Appreciate the need for strategic marketing thinking in modern business environments.	V4

C. Course Content

No	List of Topics	Contact Hours
1	The Framework for Marketing Management	6
2	Developing Marketing strategy	6
3	Designing the Marketing Tactics 1	9
4	Designing the Marketing Tactics 2	6
5	Managing Growth	6
6	Marketing toolbox	6
7	Topics in Marketing strategy	6
Total		45 hours

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Understand principals of the marketing Strategy	- Lectures - Using examples and case studies to ensure students understanding of knowledge	- Home works - Project - Exams

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.2	Understand developments and shifts in knowledge and theories related to strategic marketing		• Home work • Project • Exams
1.3	Think strategically about marketing issues and provide recommendations		
1.4	Discuss the impact of strategic marketing on organization performance.	• Visiting websites and utilizing related YouTube videos	
2.0	Skills		
2.1	Develop marketing strategy process through a plan with focus on skill development	• Lectures • Using examples and case studies to ensure students understanding of knowledge • Visiting websites and utilizing related YouTube videos	• Practical work • Project • Exams
2.2	Determine how to segment the market		
2.3	Analyzes and evaluates the performance of strategic marketing plans		
3.0	Values		
3.1	Carry responsibility for assigned work in Marketing strategy	Watching recorded lectures, and attending live lectures	• Practical work • Project
3.2	Work effectively within a team	Developing a marketing strategy process through a plan)	
3.3	Use IT effectively to build strategic marketing plans		
3.4	Appreciate the need for strategic marketing thinking in modern business environments.	• Lectures • Using examples and case studies to ensure students understanding of knowledge • Visiting websites and utilizing related YouTube videos	• Practical work • Project

2. Assessment Tasks for Students

#	Assessment task [*]	Week Due	Percentage of Total Assessment Score
1	Assignments	Weeks 3, 6 and 9	10%
2	Project	Week 6-14	20%
3	Mid-term exam 1	Week 4	20%
4	Mid-term exam 2	Week 9	20%
5	Final exam	Week 16	30%



*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- Contact through blackboard and university's email
- 1 • Office hours which are announced for students

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	البكري، ثامر، استراتيجيات التسويق، دار اليازوري العلمية، ٢٠١٨ الغامدي، عبدالرحيم علي جعفر، التسويق الاستراتيجي، النظرية والتطبيق مدخل اتخاذ القرارات، 2015 Chernev A., Strategic Marketing Management - The Framework, 10th Edition, Cerebellum Press, 2019.
Essential References Materials	Aaker A. D. & Moorman C., Strategic Market Management 11 Edition, Wiley, 2018. Evans Jr. & Brian T., The Marketing Strategies Book: 101 Awesome Marketing Strategies You Can Use To Grow Your Business, BT web Group, 2018.
Electronic Materials	• E-contents materials • Internet websites related to Marketing Strategy in the kingdom of Saudi Arabia
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Class U.
Technology Resources (AV, data show, Smart Board, software, etc.)	Blackboard
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	No need

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching	Students	Questionnaire (course evaluation)
Effectiveness of students' assessment	Faculty from the "Management Dep."	Evaluation of students' performance (exams and project)
	Students	Questionnaire (course evaluation)
Extent of achievement of course learning outcomes	The course instructor	Evaluation of students' performance (course report)
	Students	Questionnaire
Quality of learning resources	The course instructor	Course report

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

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Knowledge Management
Course Code:	0602-203
Program:	Business administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

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A. Course Identification

1. Credit hours: 03 Hours	
2. Course type	
a. University ☐ College ☐ Department ☒ Others ☐	
b. Required ☒ Elective ☐	
3. Level/year at which this course is offered: Forth level	
4. Pre-requisites for this course (if any): Human Resource Management	
5. Co-requisites for this course (if any): NA	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	

B. Course Objectives and Learning Outcomes

1. Course Description Training of students on the analyse the operations organization and knowledge discovery in business organizations and provide students with practical cases about problems and solutions to the issues of knowledge management.
2. Course Main Objective ➤ 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.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	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
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.4
2	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.	s.3
2.2	Using the knowledge management techniques, strategies and skills in real life situations.	s.3
2.3	Evaluating knowledge management theories, strategies and applications and how they aligned with organizations mission.	s.2
2.4	Measuring the effectiveness of knowledge management applications by using the modern research methods.	s.1
3	Values:	
3.1	Conduct a scientific research about knowledge management strategies, metrics and knowledge sharing tools and evaluate its effectiveness.	v.1
3.2	Behaving ethically in different management roles and responsibilities.	v.3
3.3	Using IT technologies to communicate effectively.	v.2
3.4		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to knowledge management in theory and practice.	3 hours
2	The Knowledge management cycle.	3 hours
3	Knowledge management models.	6 hours
4	Knowledge capture and codification.	3 hours
5	Knowledge sharing and communities.	3 hours
6	Knowledge application.	3 hours
7	The role of organizational culture	3 hours
8	Knowledge management tools	3 hours
9	knowledge management strategy and metrics	3 hours
10	Knowledge management team.	3 hours
11	Introduction to knowledge management in theory and practice.	3 hours
12	The Knowledge management cycle.	3 hours

13	Knowledge management models.	3 hours
14	Knowledge capture and codification.	3 hours
15	Knowledge sharing and communities.	3 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	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.	Lecture.	Written exams/written test
1.2	Discussing the key strategies, tools, applications related to knowledge management filed how managers use it at work effectively.	Lecture,	Written exams/written test
1.3	Interpreting the importance of the knowledge management theories, strategies, applications and its impact on business performance when applying effectively.	Lecture.	Written exams/written test
1.4	Illustrating how knowledge management theories, strategies, applications, etc affect business performance.	Lecture,	Written exams/written test
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.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Using the knowledge management techniques, strategies and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluating knowledge management theories, strategies and applications and how they aligned with organizations mission.	Lecture, practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of knowledge management applications by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Conduct a scientific research about knowledge management strategies,	Lecture, practical work, group work.	Practical work. Group project.

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	metrics and knowledge sharing tools and evaluate its effectiveness.		
3.2	Behaving ethically in different management roles and responsibilities.	Lecture, group work.	Written exam, individual work.
3.3	Using IT technologies ethically to communicate effectively.	Blackboard activities.	Practical report, individual activity.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	(طلاب المسار العربي) د. ممدوح عبد العزيز رفاعي، الإدارة الاستراتيجية للمعرفة، ٢٠١٨ سعد غالب ياسين ادارة المعرفة (المفاهيم، النظم، التقنيات)، دار المسيرة للطباعة والنشر، ٢٠١٨ (طلاب المسار الإنجليزي) 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.
Essential References Materials	
Electronic Materials	KFU main library data sources and references. Others materials provided by the book's author Journal of knowledge management.
Other Learning Materials	Students' handout materials. Materials on the blackboard

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	International Business Management
Course Code:	0602-303
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University



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A. Course Identification

1. Credit hours: 3			
2. Course type			
a.	University ☐	College ☐	Department ☒
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered: Third Year , Level 5			
4. Pre-requisites for this course (if any): Principles of Management.			
5. Co-requisites for this course (if any):			
• Organizational Behavior.			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course 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.

2. Course Main Objective

- 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.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	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	Discussing the modern strategies, policies, practices and methods that used by international managers to effectively running their businesses.	k.2
1.3	Interpreting the importance of the working internationally and its impact on business performance and country's GDP.	k.3
1.4	Illustrating how international business operations and decisions like introducing new markets, international competition, cultural factors, environmental risks, etc affect business performance.	k.4
2	Skills :	
2.1	Applying the international business practices and strategies in real life situations to solve the managerial problems.	s.1
2.2	Using the international business techniques, strategies and skills in real life situations.	s.2
2.3	Evaluating international business strategies, policies, procedures and plans in different areas like HRM, Marketing, Finance, and how they aligned with organizations mission.	s.3
2.4	Measuring the effectiveness of international business functions by using the modern research methods.	s.4
3	Values:	
3.1	Enabling students with acting ethically and integrity, taking responsibility for self-learning.	V.1
3.2	Practicing self-evaluation, and making logical decisions when carrying out the functions, roles and responsibilities of International Business Management .	V.2
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to the course	3 hours

2	What is international business: the concept, nature and the fields?	6 hours
3	International business in the light of globalization and World Trade Organization (WTO).	3 hours
4	The balance of payments and currency exchange rates and their relationship to international business.	3 hours
5	Foreign investment: its types, theories and political risks.	6 hours
6	The social and cultural environment of international business.	3 hours
7	The financial environment for international business (financial Markets, monetary markets, regional / international financial institutions).	3 hours
8	Organization strategy in international business.	3 hours
9	Strategic management in multinational companies.	3 hours
10	Human resources development in international business.	6 hours
11	Financial and accounting management in international business.	3 hours
12	International marketing (free zones, e. commercial).	3 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explaining the international business functions, concepts, strategies, and theories as well as how international managers deal in different managerial situations like HRM, Marketing etc.	Lecture.	Written exams/written test
1.2	Discussing the modern strategies, policies, practices and methods that used by international managers to effectively running their businesses.	Lecture.	Written exams/written test
1.3	Interpreting the importance of the working internationally and its impact on business performance and country's GDP.	Lecture.	Written exams/written test
1.4	Illustrating how international business operations and decisions like introducing new markets, international competition, cultural factors, environmental risks, etc affect business performance.	Lecture.	Written exams/written test
2.0	Skills		
2.1	Applying the international business practices and strategies in real life situations to solve the managerial problems.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Using the international business techniques, strategies and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.3	Evaluating international business strategies, policies, procedures and plans in different areas like HRM, Marketing, Finance, and how they aligned with organizations mission.	Lecture, practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of international business functions by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Enabling students with acting ethically and integrity, taking responsibility for self-learning.	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 International Business Management.	Lectures, classroom discussions, practical work, case studies.	Assignment, individual activity assessment, group activity assessment.
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	إدارة الأعمال الدولية، د/ علي عباس ، دار الحامد ، عمان ، الطبعة الأخيرة، ٢٠١٨
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	مدخل إلى إدارة الأعمال الدولية، أ.د أحمد عبد الرحمن أحمد، دار المريخ، الطبعة الأخيرة ٢٠١٨. (طلاب المسار العربي).
Essential References Materials	International Business : Strategy , Management and new realities , S. Tamer, Gray Knight. (For English track).
Electronic Materials	- KFU main library data sources and references. - Others materials provided by the book's author. - Journal of International Business Management.
Other Learning Materials	- Students' handout materials. - Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Human Resource Planning
Course Code:	0602-209
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

جامعة الملك فيصل
KING FAISAL UNIVERSITY
كلية إدارة الأعمال
School of Business
مكتب الشؤون الأكاديمية

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A. Course Identification

1. Credit hours:			
2. Course type			
a.	University ☐	College ☐	Department ☒ Others ☐
b.	Required ☒	Elective ☐	
3. Level/year at which this course is offered: Third Year , Level 5			
4. Pre-requisites for this course (if any): Human Resource Management			
5. Co-requisites for this course (if any): None			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

The course examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in human resource planning (HRP) field and its main functions such the development of human resource strategy, strategic HRP, manpower planning, HR demand and supply forecasting and estimation as well as dealing with cases of studies related to HRP functions. Formulating plans as well as applying the essential HRP 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.

2. Course Main Objectives

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

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain the HRP's functions, concepts and theories as well as how HR managers deal in different managerial situations related to HRP.	K1
1.2	Discuss the modern strategies, policies, practices and methods that used by HRP managers to effectively running their departments.	K2
1.3	Interpret the importance of the HRP functions and its impact on business performance and HRM function.	K3
1.4	Illustrate how HRP functions, practices and decisions are linked to the overall strategy of the organization and affect business performance.	K4
2	Skills :	
2.1	Apply the HRP theories and strategies in real life situations to solve the managerial problems.	S1
2.2	Use the HRP techniques and skills in real life situations.	S2
2.3	Evaluate HRP policies, procedures and plans in different areas and how they aligned with organizations mission and HRM strategy.	S3
2.4	Measuring the effectiveness of HRP functions by using the modern research methods.	
3	Values:	
3.1	Making logical decisions related to the different areas of HRP which are supported by evidence and objective criteria.	V1
3.2	Demonstrate academic ethics and integrity in different operation roles and responsibilities.	V2
3.3	Behave ethically in different HRP roles and responsibilities.	V3
3.4	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	V4

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to human resource planning.	3 hours
2	Strategic planning and human resource planning.	3 hours
3	HRM strategy development.	3 hours
4	Strategic factors affecting human resource planning.	6 hours
5	Job analysis and design.	6 hours
6	Human resource demand forecasting	6 hours
7	Human resource supply Estimates.	3 hours

8	Strategic succession planning.	6 hours
9	Resourcing strategy	6 hours
10	Human Resource Auditing	3 hours
Total		45 hours

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the HRP's functions, concepts and theories as well as how HR managers deal in different managerial situations related to HRP.	Lecture.	Written exams/written test
1.2	Discuss the modern strategies, policies, practices and methods that used by HR managers to effectively running their departments.	Lecture.	Written exams/written test
1.3	Interpret the importance of the HRP functions and its impact on business performance and HRM function.	Lecture.	Written exams/written test
1.4	Illustrate how HRP functions, practices and decisions like affect business performance.	Lecture.	Written exams/written test
2.0	Skills		
2.1	Apply the HRP theories and strategies in real life situations to solve the managerial problems.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Use the HRP techniques and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluate HRP policies, procedures and plans in different areas and how they aligned with organizations mission and HRM strategy.	Lecture, practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of HRP functions by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Values:		
3.1	Making logical decisions related to the different areas of HRP which are supported by evidence and objective criteria.	Lecture, practical work, group work.	Practical work. Group project.
3.2	Demonstrate academic ethics and integrity in different operation roles and responsibilities.	Lecture, group work.	Written exam, individual work.
3.3	Behave ethically in different HRP roles and responsibilities.	Blackboard activities.	Practical report, individual activity.

3.4	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	Lecture, group work.	Group project.
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2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	During semester	10%
2	Mid-term exam#1	7 th week	20%
3	Mid-term exam#2	11 th week	20%
4	Case studies, project and assignments.	During semester	20%
•	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• Belcourt, M., & McBey, K. (2018). Strategic human resource planning (7th ed.). Toronto, ON: Nelson Education. (For English track). • منى عبد القادر علاقي، إدارة الموارد البشرية، خوارزم للنشر والتوزيع، جدة، ٢٠١٨. (طلاب المسار العربي)
Essential References Materials	• Sekhri, Arun, Human Resource Planning and Audit, Global Media, Mumbai, INDIA, 2018 • مؤيد الفضل و يوسف حليم سلطان الطائي إدارة الموارد البشرية + مدخل إستراتيجي متكامل ٢٠١٦
Electronic Materials	• KFU main library data sources and references. • Others materials provided by the book's author. • Journal of HR management.
Other Learning Materials	• Students' handout materials. • Materials on the blackboard

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Class U.
Technology Resources (AV, data show, Smart Board, software, etc.)	Blackboard
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	No need

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Human Resource Management	
0602-102	
Business Administration	
Management	
School of Business	
King Faisal University	



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A. Course Identification

1. Credit hours:			
2. Course type			
a.	University ☐	College ☐	Department ☐
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered: First year/ Level Two (2)			
4. Pre-requisites for this course (if any): Principle of Management			
5. Co-requisites for this course (if any): N/A			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course 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 team work will be significantly improved.

2. Course Main Objective

- ☐ 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 analyse and refelet 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 indepth understanding of which are crucial for ensuring the success of managing human resources.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain the HRM's concepts, functions and theories as well as how managers deal in different managerial situations.	K1
1.2	Discuss the modern strategies, polices, practices and methods that used by HR managers to effectively running their departments.	K2
1.3	Interpret the importance of the HRM functions and its impact on business performance.	K3
1.4	Illustrate how HR functions and decisions like selection, recruitment, training, and other activities affect business performance.	K4
2	Skills :	
2.1	Apply the HRM theories and strategies in real life situations to solve the managerial problems.	S1
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	Values:	
3.1	Conduct internal analysis and research to assess the organizational environment obstacles and HRM functions performance.	V1
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	3 hours
4	Planning of human Resources	3 hours
5	Recruitment and selection	3 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	6 hours
11	Labour relations	6 hours
12	The human Resources Management of the leading companies	6 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	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.	Lecture	Written exams
1.2	Discuss the modern strategies, policies, practices and methods that used by HR managers to effectively running their departments.	Lecture	Written exams
1.3	Interpret the importance of the HRM functions and its impact on business performance.	Lecture	Written exams
1.4	Illustrate how HR functions and decisions like selection, recruitment, training, and other activities affect business performance.	Lecture	Written exams
2.0	Skills		
2.1	Apply the HRM theories and strategies in real life situations to solve the managerial problems.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Use the HRM techniques and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluate HRM policies, procedures and plans in different areas like selection, recruitment, training, performance management and how they aligned with organizations mission.	Lecture, practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of HRM functions by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Conduct internal analysis and research to assess the organizational environment obstacles and HRM functions performance.	Lecture, practical work, group work.	Practical work. Group project.
3.2	Behave ethically in different HRM roles and responsibilities.	Lecture, group work.	Written exam, individual work.
3.3	Using IT technologies to communicate effectively.	Blackboard activities.	Practical report, individual activity.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz1	2 nd week, to be determined	10%
2	Quiz2	6 th week, to be determined	10%
3	Mid-term exam1	4 th -9 th week, to be determined	20%
4	Mid-term exam2	8 th -7 th week, to be determined	20%
5	Final exam	12 th -15 th week, to be determined	30%
6	Class participation activities	15 th week,	10%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- Contact through blackboard and university's email
- Academic Counseling Systems which allows direct contact and reports between students and their academic counselor.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	مدني عبد القادر علاقي، ادارة الموارد البشرية، خوارزم للنشر والتوزيع، جدة، ٢٠١٨. (طلاب المسار العربي).
Essential References Materials	• Gary Dessler, (2018): Human Resource Management, Last/Ed, (For English track).
Electronic Materials	• KFU main library data sources and references. • Others materials provided by the book's author. • Journal of HR management.
Other Learning Materials	• Students' handout materials. • Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	• College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	• Distance learning Via Blackboard
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	• Following up through blackboard the collective work and group activities .

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Students faculty	Class room 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	Course review / course report
Students academic counselling and support.	Program coordinator	Course evaluation survey
Course quality management.	Course faculty	Course report review

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

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Resource Information Systems
Course Code:	0606-405
Program:	Bachelor in Business Administration (Human Resources track)
College:	Management
College:	of Business Administration
University:	King Faisal University

جامعة الملك فيصل
KING FAISAL UNIVERSITY
كلية إدارة الأعمال
School of Business
مكتب الشؤون الأكاديمية

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A. Course Identification

1. Credit hours: 45			
2. Course type			
a.	University ☐	College ☐	Department ☐
b.	Required ☒	Elective ☐	Others track
3. Level/year at which this course is offered:			
Fourth Year , Level 7			
4. Pre-requisites for this course (if any): Human Resource Management			
5. Co-requisites for this course (if any):			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

Examines the theoretical, conceptual framework, essential concepts, theories, and practices of major topics in human resource information systems (HRIS) field and its main components such as database, applications, systems need analysis as well as dealing with cases of studies related to HRIS functions. Formulating plans as well as applying the essential HRIS 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

2. Course Main Objective

- Describe the benefits of a HRIS and why it is an important tool to effectively manage an organization's human resources.
- Explain the key steps involved in selecting, designing and implementing a HRIS;
- Explore the different applications within a HRIS and how they are utilized to enhance the HR functions

3. Course Learning Outcomes

CLOs		Aligned-PLOs
1	Knowledge and Understanding :	
1.1	Explain the HRIs functions, concepts and theories as well as how HR managers deal in different managerial situations related to HRIs.	k.1
1.2	Discuss the modern strategies, policies, practices and methods that used by HRD managers to effectively running their departments.	k.2
1.3	Interpret the importance of the HRIs functions and its impact on business performance and HRM function.	k.3
1.4	Illustrate how HRIs functions, practices and decisions like affect business performance.	k.4
2	Skills :	
2.1	Apply the HRIs theories and strategies in real life situations to solve the managerial problems.	s.3
2.2	Use the HRIs techniques and skills in real life situations.	s.3
2.3	Evaluate HRIS policies, procedures and plans in different areas and how they aligned with organizations mission and HRM strategy.	s.2
2.4	Measuring the effectiveness of HRIs functions by using the modern research methods.	s.1
3	Values:	
3.1	Respect the assessment of the constraints of the organizational environment and how they affect the function of the human resource information system.	V.1
3.2	Act ethically in the various roles and responsibilities of the HRIS.	V.3
3.3	Respect the security and confidentiality of information controls	V.2

C. Course Content

No	List of Topics	Contact Hours
1	Human Resource Information System and its benefits	3 hours
2	Database Concepts and Applications in HRIS	3 hours
3	Systems Considerations in the Design of an HRIS	3 hours
4	Human Resource Information Systems Needs Analysis	3 hours
5	System Design and Acquisition	3 hours
6	HR Metrics and Workforce Analytics	3 hours

7	Cost Justifying Human Resource Information Systems	3 hours
8	Implementation and Maintenance of the HRIS	6 hours
9	Job Analysis and Human Resource Planning	3 hours
10	Recruitment, Selection and Human Resource Planning	3 hours
11	Training, Development and HRIS Applications	3 hours
12	Performance Management, Compensation and the HRIS	3 hours
13	Information Security and Privacy in HRIS	3 hours
14	The Future of Human Resource Information Systems	3 hours
Total		30

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the HRIs functions, concepts and theories as well as how HR managers deal in different managerial situations related to HRIs.	Lecture.	Written exams/written test
1.2	Discuss the modern strategies, policies, practices and methods that used by HRD managers to effectively running their departments.	Lecture.	Written exams/written test
1.3	Interpret the importance of the HRIs functions and its impact on business performance and HRM function.	Lecture.	Written exams/written test
1.4	Illustrate how HRIs functions, practices and decisions like affect business performance.	Lecture.	Written exams/written test
2.0	Skills		
2.1	HR Metrics and Workforce Analytics	Apply the HRIs theories and strategies in real life situations to solve the managerial problems.	Lecture, Practical work
2.2	Cost Justifying Human Resource Information Systems	Use the HRIs techniques and skills in real life situations.	Lecture, Case studies
2.3	Implementation and Maintenance of the HRIS	Evaluate HRIs policies, procedures and plans in different areas and how	Lecture, practical work.

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
		they aligned with organizations mission and HRM strategy.	
2.4	Measuring the effectiveness of HRIs functions by using the modern research methods.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Respect the assessment of the constraints of the organizational environment and how they affect the function of the human resource information system.	Lecture, practical work, group work.	Practical work. Group project.
3.2	Act ethically in the various roles and responsibilities of the HRIS.	Lecture, group work.	Written exam, individual work.
3.3	Respect the security and confidentiality of information controls	Blackboard activities.	Practical report, individual activity.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6		16 th week	30%
7	Final exam		100%
	Total		

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	طلاب المسار العربي: نظم المعلومات للموارد البشرية، أ.د عاطف جابر طه، ٢٠١٤م، الدار الأكاديمية للعلوم القاهرة، مصر
Essential References Materials	Integrating a Human Resource Information System: A Module with Case , James E. Bartlett, II, Ph.D., and Michelle E. Bartlett, M.S. SHRM. Human Resource Information Systems, Risks and Controls , Australian National Audit Office
Electronic Materials	- All university's data base available in the main library. - Official websites of the organizations studied by students. - Website for Dessler text : http://wps.prenhall.com/bp_dessler_fnhrm_1
Other Learning Materials	All Electronic sites related to the subject

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Fundamentals of Scientific Research
Course Code:	0602-222
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

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School of Business
مكتب الشؤون الأكاديمية

King Fahd University
School of Business
Jeddah, Saudi Arabia
Jeddah 21513, Saudi Arabia

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A. Course Identification

1. Credit hours: 1			
2. Course type			
a.	University ☐	College ☐	Department ☒
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered:			
4. Pre-requisites for this course (if any):			
5. Co-requisites for this course (if any):			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	15	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	15
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	15

B. Course Objectives and Learning Outcomes

1. Course Description

Examines 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, as 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.

2. Course Main Objective

- 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.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explaining the main steps in the methodology of scientific research as well as research models.	k.1
1.2	Discussing the main tools of scientific research as well as the research models and how managers use it at work effectively.	k.2
1.3	Interpreting the importance of the Scientifics research methods and its impact on business performance when applying effectively.	k.3
1...	Illustrating how scientific research methods, tools, strategies, applications, etc affect business performance.	k.4
2	Skills :	
2.1	Applying the scientific research methods in real life situations to solve the managerial problems as well as to deal with people at work.	s.1
2.2	Using the scientific research techniques, strategies and skills in real life situations.	s.2
2.3	Evaluating the scientific research methods, tools, strategies and applications and how they aligned with organizations mission.	s.3
2...	Measuring the effectiveness of scientific research models, tools and applications continually.	s.4
3	Values:	
3.1	Enabling students with acting ethically and integrity, taking responsibility for professional development and self-learning.	V 1
3.2	Practicing self-evaluation, and making logical decisions when carrying out the functions, roles and responsibilities of quality management.	V 1
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to scientific research	1 hours
2	The nature of scientific research	1 hours
3	The nature of the Administrative and Economic Sciences	1 hours
4	Stages and types of scientific research	1 hours
5	Approach to induction and deduction introductions and results	1 hours
6	Formulating and testing hypotheses	1 hours
7	Research Methodology	1 hours
8	Data collection	2 hours

9	Questionnaire and interview and observation	2 hours
10	Test hypotheses	2 hours
11	The preparation of the report or thesis	1 hours
12	A general review of the decision	1 hours
Total		Total

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explaining the main steps in the methodology of scientific research as well as research models.	Lecture.	Written exams/written test
1.2	Discussing the main tools of scientific research as well as the research models and how managers use it at work effectively.	Lecture,	Written exams/written test
1.3	Interpreting the importance of the Scientifics research methods and its impact on business performance when applying effectively.	Lecture.	Written exams/written test
1.4	Illustrating how scientific research methods, tools, strategies, applications, etc affect business performance.	Lecture,	Written exams/written test
2.0	Skills		
2.1	Applying the scientific research methods in real life situations to solve the managerial problems as well as to deal with people at work.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Using the scientific research techniques, strategies and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluating the scientific research methods, tools, strategies and applications and how they aligned with organizations mission.	Lecture, practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of scientific research models, tools and applications continually.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Enabling students with acting ethically and integrity, taking responsibility for professional development and self-learning.	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	Lectures, classroom discussions, practical work, case studies.	Assignment, individual activity assessment.

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	responsibilities of quality management.		group activity assessment.
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%
7			
8			

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• أحمد حسين الرفاعي، مناهج البحث العلمي، تطبيقات إدارية واقتصادية، وائل للنشر، عمان، الأردن، ٢٠١٨ - (طلاب المسار العربي) • مناهج وأساليب البحث العملي، د. تحسين الطراونة، دار وائل للنشر والتوزيع، عمان، الأردن، ٢٠١٨
Essential References Materials	• Margret cargill. potric o,conner, Writing Scientific Research Articles: Strategy and Steps,edition2 Wiley-Blackwell, 2018.(For English track).
Electronic Materials	• KFU main library data sources and references. • Others materials provided by the book's author. • Journal of scientific knowledge management.
Other Learning Materials	• Students' handout materials. • Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	• College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	• Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course review / course report
Students academic counselling and support.	Program coordinator	Course evaluation survey
Course quality management.		Course report review
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report

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

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Digital Marketing
Course Code:	0602-329
Program:	Business administration (Marketing)
Department:	Management
College:	School of Business
Institution:	King Faisal University

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المجلس الأعلى
لإدارة الشؤون
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A. Course Identification

1. Credit hours: 03 Hours	
2. Course type	
a. University ☐ College ☐ Department ☐ Others Track	
b. Required ☒ Elective ☐	
3. Level/year at which this course is offered: Year 3 – Level 6	
4. Pre-requisites for this course (if any): E. Commerce	
5. Co-requisites for this course (if any): NA	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

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

Clarify the benefits for apply Digital marketing during put marketing Plan through get accurate data about customers.

This requirement will improve students' research, cognitive skill, teamwork and communications besides enhancing their managerial competencies.

2. Course Main Objective

- 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.



3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Identifying the basic concepts for Digital Marketing	k.1
1.2	Discussing changes in Marketing	k.2
1.3	Explaining the New applications and the impact on Marketing Mix.	k.3
1.4	Illustrating the Digital Marketing strategy	k.4
2	Skills :	
2.1	Measuring the effectiveness of using basic marketing concepts through apply new technology to reach customers	S.1
2.2	Evaluating applied Digital marketing strategy and related marketing plans	S.2
3	Values:	
3.1	Take responsibility and achieve Objectives	V.1
3.2	Behaving as member in team work	V.2
3.3	Respect the ethics of the digital marketing profession.	V.3
3.4		

C. Course Content

No	List of Topics	Contact Hours
Part 1: Fundamental Trends Sharpening Marketing		
1	Power shifts to the connected customers	6 hours
2	The paradox of marketing to connected customers breaking the myths of connectivity	3 hours
3	The influential digital subcultures	3 hours
4	Marketing 4.0 in the digital economy	3 hours
Part 2: New framework for marketing in the digital economy		
5	The new customer path	6 hours
6	Marketing productivity metrics	6 hours
7	Industry archetypes and best practices	3 hours
Part 3: Tactical marketing applications in the digital economy		
8	Human-centric marketing for brand attraction	3 hours
9	Content marketing for brand curiosity	3 hours
10	Omni channel marketing for brand commitment	3 hours
11	Engagement marketing for brand affinity	6 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.1	Identifying the basic concepts for Digital Marketing	Lecture, Visit Websites	Written exams/written test
1.2	Discussing changes in Marketing	Lecture, Visit Websites	Written exams/written test
1.3	Explaining the New applications and the impact on Marketing Mix.	Lecture, Visit Websites	Written exams/written test
1.4	Illustrating the Digital Marketing strategy	Lecture, Visit Websites	Written exams/written test
2.0	Skills		
2.1	Measuring the effectiveness of using basic marketing concepts through apply new technology to reach customers	Lecture, Practical work , Case Studies	Written exam, Practical report, group activity assessment, Project report, oral presentation.
2.2	Evaluating applied Digital marketing strategy and related marketing plans	Project report, oral presentation	Group activity assessment, Project report, oral presentation.
3.0	Values		
3.1	Take responsibility and achieve Objectives	Lecture, group work.	Written exam, individual work.
3.2	Behaving as member in team work	Blackboard activities.	Practical report, individual activity.
3.3	Respect the ethics of the digital marketing profession.	Blackboard activities	Group activity assessment, Project report, oral presentation

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Project 1	3 rd week	10%
2	Project 2	5 th week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	(طلاب المسار العربي) داميان ريان (ترجمة طلعت أسعد عبدالحميد)، التسويق الرقمي استراتيجيات التسويق في عصر الثورة الرقمية، مكتبة الشقري، ٢٠١٩. كونتر، فيليب، التسويق 4.0 : الانتقال من التسويق التقليدي إلى الرقمي، عمان ناشرون، ٢٠١٨. Marketing 4.0 Moving from Traditional to Digital by Philip Kotler, Published by John Wiley & sons, Inc., Hoboken, New Jersey (2017) - English Edition by Jarir Bookstore, Riyadh, KSA - Arabic Edition by Jabal Amman Publishers, Amman Jordan (2018)
Essential References Materials	
Electronic Materials	KFU main library data sources and references. Others materials provided by the book's author Journal of knowledge management.
Other Learning Materials	Students' handout materials. Materials on the blackboard

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Learning resources and facilities.	Students faculty	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Contemporary Issues in Marketing
Course Code:	0602-411
Program:	Business Administration (Marketing)
Department:	Management
College:	School of Business
Institution:	King Faisal University





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G. Course Quality Evaluation	6
H. Specification Approval Data	7

A. Course Identification

1. Credit hours: 3 hours	
2. Course type	
a. University ☐ College ☐ Department ☐ Others ☒ Marketing	
b. Required ☒ Elective ☐	
3. Level/year at which this course is offered: Year 4 - Level 7	
4. Pre-requisites for this course (if any): Digital Marketing	
5. Co-requisites for this course (if any): None	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

The course cover with modern trends and contemporary issues in marketing in line with the high 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.

2. Course Main Objective

- 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.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Identify and critically discuss the new trends and topics in the practical fields	K.1
1.2	Discuss the methods and strategies to the different marketing trends	K.2
1.3	Explain the Importance and the consequences of these transformations on the marketing strategy.	K.3
1.4	Discuss the effect of these strategies on Marketing	K.4
2	Skills :	
2.1	To be able to analyze and understand contemporary issues in marketing.	S.1
2.2	Design the different strategies to deal with challenges of these issues in marketing.	S.2
2.3	To apply efficiently the solutions with these issues on the benefit of organization and clients.	S.3
3	Values:	
3.1	Conduct and carry responsibility for the assigned work	V.1
3.2	Construct and communicate effectively within a team by using technologies	V.2
3.3	Demonstrate and show the respect of ethical issues on his work.	V.3

C. Course Content

No	List of Topics	Contact Hours
1	Social Responsibility and Marketing	6
2	Sustainability Competitive Advantage	3
3	Entrepreneurial Marketing	3
4	Marketing Innovation	6
5	Green Marketing	3
6	Environmental Sustainability and Marketing of Renewable Energy	3
7	Recycling	3
8	Green Building and Sustainable Entrepreneurship	3
9	Benchmarking	3
10	Communication and the management of digital marketing content	3
11	Artificial intelligence in Marketing	6
12	Marketing of influence	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Identify and critically discuss the new trends and topics in the practical fields	1. Lectures	

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.2	Discuss the methods and strategies to the different marketing trends	2. Discussion groups 3. Using examples and case studies to ensure students understanding of knowledge 4. Visiting websites and utilizing related YouTube videos	▪ Home works ▪ Business model for a project ▪ Exams
1.3	Explain the Importance and the consequences of these transformations on the marketing strategy.		
1.4	Discuss the effect of these strategies on Marketing		
2.0	Skills		
2.1	To be able to analyze and understand contemporary issues in marketing.	5. Lectures 6. Discussion groups 7. Using examples and case studies to ensure students understanding of knowledge 8. Problems learning based strategies 9. Visiting websites and utilizing related YouTube videos	▪ Home works ▪ Business model for a project ▪ Exams
2.2	Design the different strategies to deal with challenges of these issues in marketing.		
2.3	To apply efficiently the solutions with these issues on the benefit of organization and clients.		
3.0	Values		
3.1	Conduct and carry responsibility for the assigned work	10. Watching recorded lectures, 11. Discussion groups 12. and attending live lectures 14. Communicating with students. 15. Problems learning based strategies 16. Visiting useful websites and related YouTube videos.	▪ Homework ▪ Business model for a project ▪ Exams
3.2	Construct and communicate effectively within a team by using technologies		
3.3	Demonstrate and show the respect of ethical issues on his work.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	البكري، ثامر، قضايا معاصرة في التسويق، دار حامد للنشر والتوزيع، ٢٠١٤. Gbadamosi A., Contemporary Issues in Marketing: Principles and Practice, SAGE Publications Ltd, 2019.
Essential References Materials	Osama Abdelkader. (2014). Contemporary Issues in Marketing, (in Arabic
Electronic Materials	Internet websites related to contemporary issues in marketing
Other Learning Materials	-Philip Kotler ; Hermawan Kartajaya and Iwan Setiawan. (2017). Marketing 4.0 : Moving from Traditional to Digital, John Wiley & Sons, USA. -Laura Busche. (2017). Powering Content: Building a Nonstop Content Marketing Machine, Paperback, O'Reilly Media Edition.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Classroom 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Consumer Behaviour
Course Code:	0602-328
Program:	Business Administration (Marketing)
Department:	Department of Management
College:	College of Business
Institution:	King Faisal University



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A. Course Identification

1. Credit hours: 3	
2. Course type	
a. University ☐ College ☐ Department ☐ Others ☒ Marketing	
b. Required ☒ Elective ☐	
3. Level/year at which this course is offered: Year 3– Level 6	
4. Pre-requisites for this course (if any): Business Ethics	
5. Co-requisites for this course (if any): - None	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course 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.

2. Course Main Objective

The general purpose of this course is to provide the basic understanding of consumer behavior to allow the organizations to develop a better products and services to their consumers. Consumer Behavior explores how the examination and application of consumer behavior is central to the planning, development, and implementation of marketing strategies.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Understand the consumer behavior and its roles in shaping the organization marketing strategies.	K1
1.2	Outline the various elements that influence the consumer decision-making such as psychology, situational, social and cultural.	K2
1.3	Distinguish the main differences between consumption decision-making of consumes and organizations.	K3
1...		
2	Skills:	
2.1	Develop the right marketing tactics and strategies that affect consumers buying decisions.	S1
2.2	Developing the appropriate marketing mix to meet consumer needs and wants.	S2
2.3	analyzing the basics of consumer behavior concepts and how it shapes marketing strategies.	S3
2...		
3	Values:	
3.1	Demonstrating integrity, professional and academic ethics	V1
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
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.	V3
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Consumer Behavior	2
2	Consumer Behavior and Marketing Strategy	2
3	Internal factors affecting Consumer Behavior: Motivation and Affect	3
	Internal factors affecting Consumer Behavior: The Self and Personality	3
	Internal factors affecting Consumer Behavior: Perception, Learning and Memory	3
4	Attitudes and Persuasive Communications	3
5	External factors affecting Consumer Behavior (Culture-subcultures, Demographics, Social Status, Reference Groups, Family...)	1
6	Consumer Decision Making	1
7	Post-purchase Processes and Customer Satisfaction	2
8	Organizational Buyer Behavior	3
9	Consumer behavior and Market regulation, Marketing Ethics and Social Responsibility	3
10	Consumer Research & social media	2
11	The purchasing behavior of Saudi consumers	2
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Understand the consumer behavior and its roles in shaping the organization marketing strategies.	Classroom teaching, visiting websites and utilizing related videos	Written exam, assignments, project and presentations
1.2	Outline the various elements that influence the consumer decision-making such as psychology, situational, social and cultural.		
1.3	Distinguish the main differences between consumption decision-making of consumes and organizations.		
2.0	Skills		
2.1	Develop the right marketing tactics and strategies that affect consumers buying decisions.	Classroom teaching Case studies, visiting websites and utilizing related videos	Written exam, assignments, project and oral presentations
2.2	Developing the appropriate marketing mix to meet consumer needs and wants.		
2.3	analyzing the basics of consumer behavior concepts and how it shapes marketing strategies.		
3.0	Values		
3.1	Demonstrating integrity, professional and academic ethics	Assignments, Report writing, Presentations, and group discussions	Evaluation of presentations, class discussions and assessing team work norms
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.		
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.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	During the semester	10%
2	Mid-term exam#1	7 th week	15%
3	Mid-term exam#2	11 th week	15%
4	Case studies and class activities.	During the semester	30%
5	Final exam	16 th week	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- Contact through blackboard and university's email
- Office hours which are announced for students

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	الزعيبي علي، سلوك المستهلك مدخل وظيفي تطبيقي، دار الكتاب العربي، ٢٠١٨. Almajanni, R. and Ammar, N. (2020). <i>Consumer Behavior</i>, Publication of the Syrian Virtual University, Syrian Arab Republic, Published Under the License: Creative Commons Attributions. (Arabic Text Book) Hawkins, D. I., & Mothersbaugh, D. L. (2016). <i>Consumer behavior: Building marketing strategy</i>. Boston: McGraw-Hill Irwin., Mustafa Mohamed Abu Bakr (2015): <i>Consumer Behavior and Strategic Management of Marketing Activity in Contemporary Organization. Arabic Textbook</i>
Essential References Materials	Schiffman, L. G., & Wisenblit, J. L. (2018). <i>Consumer Behavior, Global Edition</i> . Harlow, United Kingdom: Pearson Education Limited.
Electronic Materials	• E-contents materials • KFU main library data sources and references. • Journal of consumer behavior https://onlinelibrary.wiley.com/journal/14791838
Other Learning Materials	Microsoft Word, Excel, Power Point

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	• College maintains a very high standard of safety and security arrangements. Providing the students with healthy educational environment with all possible latest and essential educational equipment's and supplies. • Lecture room with 25 to 60 student's accommodation
Technology Resources (AV, data show, Smart Board, software, etc.)	• Each lecture room is equipped with latest overhead projector and screens. • Computer labs are available for all students to use • Each faculty member is also provided with laptop Learning is also heavily computer based and each faculty member maintains his own blackboard where students can access to carry out various learning activities.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet connection available Online library access

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Business Research
Course Code:	0602-306
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

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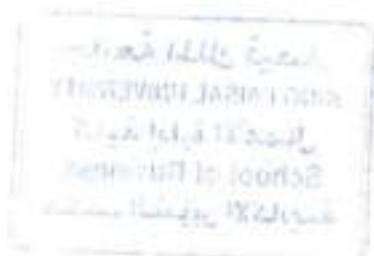


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1. Learning Resources	6
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A. Course Identification

1. Credit hours:*			
2. Course type			
a.	University ☐	College ☐	Department ☒ Others ☐
b.	Required ☒	Elective ☐	
3. Level/year at which this course is offered: Third Year, Level 6			
4. Pre-requisites for this course (if any):			
Statistical Analysis.			
5. Co-requisites for this course (if any):			
Fundamentals of Scientific Research.			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended	-	
3	E-learning	-	
4	Distance learning	-	
5	Other	-	

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

Examines the essential knowledge of business research like design of business research problems, sampling types and methods, and practices of research. It focuses on improving student's level of research's skills of formulating, designing and applying the main research's procedures in business cases, as 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.

2. Course Main Objective

- To provide the theoretical, conceptual framework and essential knowledge of business research field.
- To equip students with the essential skills in research methods and skills in scientific research field as well as its practical activities, functions and practices.

- To enable students to assess and evaluate business research methods, strategies and tools when introducing methods of working or management's decisions and problems.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explaining the main of business research as well as research models.	k.1
1.2	Discussing the main tools of business research as well as the research models and how managers use it at work effectively in real life	k.2
1.3	Interpreting the importance of the business research methods and its impact on business performance when applying effectively.	k.3
1...	Illustrating how business research methods, tools, strategies, applications, etc affect business performance.	k.4
2	Skills :	
2.1	Applying the business research methods in real life situations to solve the managerial problems as well as to deal with people at work.	s.3
2.2	Using the business research techniques, strategies and skills in real life situations.	s.3
2.3	Evaluating business research methods, tools, strategies and applications and how they aligned with organizations mission.	s.2
2...	Measuring the effectiveness of business research models, tools and applications continually.	s.1
3	Values:	
3.1	The student acquires the skill of evaluation and self-learning in making rational decisions through data collection, analysis and interpretation to solve the problem of business research.	v.1
3.2	Enable students to self-learn, act ethically and respect intellectual property and confidentiality in data collection.	v.2

C. Course Content

No	List of Topics	Contact Hours
1	General introductory to business research.	3 hours
2	Introduction to business research .	6 hours
3	Design of business research .	3 hours
4	The sources of data collection	6 hours
5	Research sampling	3 hours
6	Methods & ways of measuring the findings.	3 hours
7	Questionnaire design	6 hours
8	The nature of initial research .	3 hours
9	Data processing .	3 hours
10	Writing and presenting the findings .	6 hours
11	General review .	3 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explaining the main of business research as well as research models.	Lecture.	Written exams/written test
1.2	Discussing the main tools of business research as well as the research models and how managers use it at work effectively in real life.	Lecture	Written exams/written test
1.3	Interpreting the importance of the business research methods and its impact on business performance when applying effectively.	Lecture.	Written exams/written test
1.4	Illustrating how business research methods, tools, strategies, applications, etc affect business performance.	Lecture.	Written exams/written test
2.0	Skills		
2.1	Applying the business research methods in real life situations to solve the managerial problems as well as to deal with people at work.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Using the business research techniques, strategies and skills in real life situations.	Lecture Case studies	Project report, oral presentation.
2.3	Evaluating business research methods, tools, strategies and applications and how they aligned with organizations mission.	Lecture practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of business research models, tools and applications continually.	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	acquires students the skill of evaluation and self-learning in making rational decisions through data collection, analysis and interpretation to solve the problem of business research.	Lectures, classroom discussions, group work, case studies.	Written exams, oral presentation, individual activity assessment, group activity assessment.
3.2	Enable students to self-learn, act ethically and respect intellectual property and confidentiality in data collection.	Lectures, classroom discussions, practical work, case studies.	Assignment, individual activity assessment, group activity assessment.
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz #1	1 st week	10%
2	Quiz#2	3 rd week	10%
3	Mid-term exam#1	7 th week	20%
4	Mid-term exam#2	11 th week	20%
5	Case studies and class activities.	13 th week	10%
6	Final exam	16 th week	30%
	Total		100%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- 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.

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	أوما مسيكاران، تعريب اسماعيل علي بمسيوني، طرق البحث في الإدارة، مدخل لبناء المهارات البحثية، دار المريخ للنشر، الرياض، المملكة العربية السعودية، ، الطبعة الأخيرة، ٢٠١٨ - (طلاب المسار العربي)
Essential References Materials	• Donald.R.Cooper & Pamelas.S.Schindler," Buisness Research Methods"last edition, MC Grow-Hill international edition,Singapore ,2008., 2018.(For English track).
Electronic Materials	• KFU main library data sources and references. • Others materials provided by the book's author. • Journal of scientific knowledge management.
Other Learning Materials	• Students' handout materials. • Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	College classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show /Smart board.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Round chairs for the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course 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 teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Business Ethics
Course Code:	0602-402
Program:	Business Administration
Department:	Management
College:	School of Business
Institution:	King Faisal University

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F. Learning Resources and Facilities.....	6
1. Learning Resources.....	6
2. Facilities Required.....	6
G. Course Quality Evaluation	7
H. Specification Approval Data	7

A. Course Identification

1. Credit hours:			
2. Course type			
a.	University ☐	College ☐	Department ☐
b.	Required ☒	Elective ☐	Others ☐
3. Level/year at which this course is offered: Fourth year/ Level Seven (7)			
4. Pre-requisites for this course (if any): International Business Management			
5. Co-requisites for this course (if any): Small Business Management			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course 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, 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. This requirement will improve students' cognitive skill, teamwork and communications besides enhancing their managerial competencies.

2. Course Main Objective

- ☐ To provide the theoretical, conceptual framework and essential knowledge of ethical practices and ethical field.
- ☐ To equip students with the essential knowledge and skills in ethics field as well as its practical activities, functions and practices.
- ☐ To enable students to assess and evaluate ethical behaviors, practices, applications, strategies and tools when introducing methods of working or management's decisions of knowledge and an indepth understanding of which are crucial for ensuring the success of managing human resources.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explaining the ethical concepts, theories as well as how they relate to the organization performance and business effectiveness.	K1
1.2	Discussing the key issues related to ethics faced and how managers use it at work effectively.	K2
1.3	Interpreting the importance of the ethical theories, strategies, applications and its impact on business performance when applying effectively.	K3
1.4	Illustrating how ethics theories, strategies, applications, etc affect business performance.	K4
2	Skills :	
2.1	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
2.2	Using the ethical techniques, strategies and skills in real life situations.	S2
2.3	Evaluating ethics theories, strategies and applications and how they aligned with organizations mission.	S3
2.4	Measuring the effectiveness of ethics applications by using the modern research methods.	S4
3	Values:	
3.1	Conduct a scientific research about ethical behaviors, ethical culture and ethical policies and evaluate its effectiveness.	V1
3.2	Behaving ethically in different management roles and responsibilities.	V2
3.3	Using IT technologies to communicate effectively.	V3

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	3 hours
3	Discipline and Career Commitment	3 hours
4	Ethical Problems within Organizations (Governance, Administrative Corruption, and Aggressive Behaviour)	9 hours
5	Ethics and Code of Conduct	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	3 hours
8	Communication Skills and Business ethics	3 hours
9	Internet and Business Ethics	3 hours
10	Business Ethics and Other Sciences	3 hours
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.1	Explaining the ethical concepts, theories as well as how they relate to the organization performance and business effectiveness.	Lecture.	Written exams/written test
1.2	Discussing the key issues related to ethics filed and how managers use it at work effectively.	Lecture,	Written exams/written test
1.3	Interpreting the importance of the ethical theories, strategies, applications and its impact on business performance when applying effectively.	Lecture.	Written exams/written test
1.4	Illustrating how ethics theories, strategies, applications, etc affect business performance.	Lecture,	Written exams/written test
2.0	Skills		
2.1	Applying the ethics theories and concepts in real life situations to solve the managerial problems as well as to deal with people at work.	Lecture, Practical work	Written exam, Practical report, group activity assessment.
2.2	Using the ethical techniques, strategies and skills in real life situations.	Lecture, Case studies	Project report, oral presentation.
2.3	Evaluating ethics theories, strategies and applications and how they aligned with organizations mission.	Lecture, practical work.	Practical report, individual activity.
2.4	Measuring the effectiveness of ethics applications by using the modern research methods..	Lecture, practical work.	Practical report, individual activity.
3.0	Values		
3.1	Conduct a scientific research about ethical behaviors, ethical culture and ethical polices and evaluate its effectiveness.	Lecture, practical work, group work.	Practical work. Group project.
3.2	Behaving ethically in different management roles and responsibilities.	Lecture, group work.	Written exam, individual work.
3.3	Using IT technologies to communicate effectively.	Blackboard activities.	Practical report, individual activity.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz 1	2 nd week, to be determined	10%
2	Quiz 2	6 th week, to be determined	10%
3	Mid-term exam 1	4 th -9 th week, to	20%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
		be determined	
4	Mid-term exam 2	8 th -7 th week, to be determined	20%
5	Final exam	12 th -15 th week, to be determined	30%
6	Class participation activities	15 th week,	10%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- Contact through blackboard and university's email
- Academic Counseling Systems which allows direct contact and reports between students and their academic counselor.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	طاهر محسن منصور الغالبي و صالح محمد محمد نالعامري، المسؤولية الاجتماعية وأخلاقيات الأعمال: الأعمال والمجتمع، دار وائل، عمان، الأردن، ٢٠١٨. (طلاب المسار العربي)
Essential References Materials	• Manuel G. Velasquez, Business Ethics concepts and cases, Pearson, seventh edition, 2018 • Ferrell O. C., Fraedrich John, Ferrell Linda, Business Ethics: Ethical Decision Making and Cases, South-Western Cengage Learning, 2010..(For English track).
Electronic Materials	• KFU main library data sources and references. • Others materials provided by the book's author. • Journal of Business Ethics.
Other Learning Materials	• Students' handout materials. • Materials on the blackboard.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	• College classrooms

Item	Resources
Technology Resources (AV, data show, Smart Board, software, etc.)	Distance learning Via Blackboard
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Following up through blackboard the collective work and group activities.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course objectives, content and learning outcomes.	Curriculum committee	Course review / course report
Effectiveness of teaching.	Faculty students	Class room 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	Course review / course report
Students academic counseling and support.	Program coordinator	Course evaluation survey
Course quality management.		Course report review

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

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

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



Course Specifications

Course Title:	Brand Management
Course Code:	0602-330
Program:	Business Administration (Marketing)
Department:	Department of Management
College:	School of Business
Institution:	King Faisal University

جامعة الملك فيصل
KING FAISAL UNIVERSITY
كلية إدارة الأعمال
School of Business
مكتب الشؤون الأكاديمية



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A. Course Identification

1. Credit hours:			
2. Course type			
a.	University ☐	College ☐	Department ☐
b.	Required ☒	Elective ☐	Others ☒ Marketing
3. Level/year at which this course is offered: Year 3 – Level 6			
4. Pre-requisites for this course (if any): Business Ethics			
5. Co-requisites for this course (if any): None			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended	-	-
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course helps marketing students to understand and recognized the importance of brand management in today business competition. The course covers the basic knowledge related to business's brand. The course aims to clarify the main concepts theories and strategies of brand management as well as identifying the sources of building a positive value for the business's brand, starting with brand awareness to the brand's associations, perceived brand quality and brand loyalty. It also aims to identify ways of selecting and building brand elements , brand promotion strategies and practicing with case studies

2. Course Main Objective

- To provide the theoretical, conceptual framework and essential knowledge of brand management.
- To equip students with the essential knowledge and skills in marketing management field generally and brand management area specifically as well as its managerial activities, functions and practices.

- To enable students to behave ethically when practicing branding functions, roles and responsibilities.
- To enable students to assess and evaluate marketing decisions related to brand management as well as duties effectively by using different evaluation tools.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain basic principles, concepts and theories related to brand management.	K1
1.2	Identify the most important theories of brand loyalty.	K1
1.3	Interpreting the the importance of brand management.	K3
1.4	Discussing the modern strategies, policies, practices and methods that used by marketing managers to effectively running their brands	K2
2	Skills :	
2.1	Applying the brand management theories and strategies in real life situations to solve the marketing problems.	S1
2.2	Using the brand management techniques, strategies and skills in real life situations.	S2
2.3	Evaluating brand management strategies, policies, procedures and plans in different marketing areas.	S3
2.4	Measuring the effectiveness of brand functions by using the modern research methods.	S3
3	Values:	
3.1	Conduct an internal analysis, external analysis and research to match the organizational environmental factors with brand's strategies.	V1
3.2	Behaving ethically in different branding roles and responsibilities.	V2
3.3	Using IT technologies to communicate effectively.	V3

C. Course Content

No	List of Topics	Contact Hours
1	Introduction	3
2	Brands and Brand Management	3
3	Developing a Brand Strategy	3
4	Customer-Based Brand Equity and Brand Positioning	3
5	Brand Value Chain	3
6	Choosing Brand Elements to Build Brand Equity	3
7	Designing Marketing Programs to Build Brand Equity	3
8	Integrating Marketing Communications to Build Brand Equity	3
9	Developing a Brand Equity Measurement and Management System	3
10	Measuring Sources of Brand Equity: Capturing Customer Mind-set	3
11	Measuring Outcomes of Brand Equity: Capturing Market Performance	3
12	Designing and Implementing Branding Architecture Strategies	3
13	Introducing and Naming New Products and Brand Extensions	3
14	Practical applications and case studies	3
15	Practical applications and case studies	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain basic principles, concepts and theories related to brand management.	Lecture	Written exams/written test
1.2	Identify the most important theories of brand loyalty.	Lecture	Written exams/written test
1.3	Interpreting the the importance of brand management.	Lecture	Written exams/written test
1.4	Discussing the modern strategies, policies, practices and methods that used by marketing managers to effectively running their brands.	Lecture	Written exams/written test
2.0	Skills		
2.1	Applying the brand management theories and strategies in real life situations to solve the marketing Problems.	Lecture, Practical work	Written exam, practical report, group activity assignments
2.2	Using the brand management techniques, strategies and skills in real life situations.	Lecture, Practical work	Written exam, practical report, group activity assignments
2.3	Evaluating brand management strategies, policies, procedures and plans in different marketing areas.	Lecture, Case studies	Project report, oral presentation
2.4	Measuring the effectiveness of brand functions by using the modern research methods.	Lecture, Case studies	Project report, oral presentation
3.0	Values		
3.1	Conduct an internal analysis, external analysis and research to match the organizational environmental factors with brand's strategies.	Lecture, practical work, group work	Practical work
3.2	Behaving ethically in different branding roles and responsibilities.	Lecture, group work	Group project
3.3	Using IT technologies to communicate effectively.	Blackboard activities	Written exam, individual work

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Participation, Individual and Group Assignments	Throughout the semester	10%
2	Project (Business Model for a Project)	Throughout the semester	10%
3	Quiz 1	Week 4	5%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
4	Quiz 2	Week 10	5%
5	Mid-term Exam 1	Week 6	20%
6	Mid-term Exam 2	Week 12	20%
7	Final Exam	End of the semester	30%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- Contact through blackboard and university's email.
- Office hours which are announced for students.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	- الزعبي علي، خريسات أحمد، إدارة العلامة التجارية، مدخل معاصر دار الكتاب العربي، ٢٠١٨. - Heding, T., Knudtzen, C.F. and Bjerre, M., 2015. Brand management: Research, theory and practice. Routledge. - Kelley, L., Sheehan, K. and Jugenheimer, D.W., 2015. Advertising media planning: a brand management approach. Routledge. - Atwal, G. and Williams, A., 2017. Luxury brand marketing—the experience is everything!. In Advances in luxury brand management (pp. 43-57). Palgrave Macmillan, Cham.
Essential References Materials	- Kevin, L. and KELLER, S., 2019. Strategic brand management: building, measuring, and managing brand equity. PEARSON. - Peter Cheverton, International brand management (Translated in Arabic by Dr Khaled Elamry) Elmarikh library, 2008.
Electronic Materials	- E-contents materials - Internet websites related to brand management and its ecosystem in the kingdom of Saudi Arabia. - ادارة العالمة التجارية العالمية، ٢٠٠٨ م، بيتر تشيفيرتون، ترجمة باعتماد/د. خالد العامري (متوفر لدى: مكتبة كنوز المعرفة، مكتبة المريخ) - Elliot ,Richard Rosenbaum, Percy, Larry & Pervan ,Simon (2015) Strategic Brand Management, 3rd Edition.
Other Learning Materials	- KFU main library data sources and references. - Others materials provided by the book's author.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	No need
Technology Resources (AV, data show, Smart Board, software, etc.)	Blackboard
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	No need

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching	Students	Questionnaire (course evaluation)
Effectiveness of students' assessment	- Faculty from the "Management Dep." or from the Entrepreneurship Center - Students	- Evaluation of students' performance (exams and project) - Questionnaire (course evaluation)
Extent of achievement of course learning outcomes	- The course instructor - Students	- Evaluation of students' performance (course report) - Questionnaire
Quality of learning resources	The course instructor	Course report

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

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Department Council
Reference No.	4 th meeting, First semester: 1441/1442
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