



Course Specifications

Course Title:	Introduction to Business (FOUNDATION)
Course Code:	BUS505
Program:	MBA
Department:	Department of Management
College:	College of Business Administration
Institution:	Prince Sultan University

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A. Course Identification

1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	<i>Final year or semester of the program.</i>
4. Pre-requisites for this course (if any):	<i>All Courses have to be taken prior to the course</i>
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	(per week) 3	100
2	Blended	0	
3	E-learning	0	
4	Correspondence	0	
5	Other	0	

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	0
3	Tutorial	0
4	Others (specify)	0
	Total	45
Other Learning Hours*		
1	Study	90
2	Assignments	10
3	Library	
4	Projects/Research Essays/Theses	90
5	Others (specify)	
	Total	190

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course is an introductory course and designed to introduce the students to the complex world of business and to provide students a broad background of the modern business in today's environment. We will study the component parts of business with an emphasis on assisting them in a business career. The topics include business environment, management

functions and leadership, communication and information system, production, manufacturing and marketing, financial management and management of human resources.

2. Course Main Objective

This course aims to:

- A. To recognise, explain and answer questions about business including functional areas, environments and trends.
- B. To read current materials, discuss facts and formulate opinions.
- C. To apply critical thinking skills.
- D. To relate course concepts to in-class and out-of-class discussions and writings.
- E. To identify how course concepts relate to your academic area of interest.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Understand important concepts and theories of business administration.	PLO 1
1.2	Recognize how these concepts and theories can help to understand various factors necessary for cultivating a business in global environments.	PLO 5
2	Skills:	
2.1	Analyze several types of business ownership and ways to start a small business organization.	PLO 1
2.2	Evaluate potential issues/effects of best management practices on business performance.	PLO 3
2.3	Show a teamwork output in the tasks given.	PLO 2.1 PLO 2.2
3	Competence:	
3.1	Put forward individual opinions and observations about theoretical and contemporary issues in business administration.	PLO 3 PLO 4

C. Course Content

No	List of Topics	Contact Hours
1	Business Environment	3
2	Business Ethics	3
3	Entrepreneurship, New Ventures and Business Ownership	3
4	The World (Global Context) Business Environment	3
5	Major exam 1	3
6	Business Management	3
7	Organizing the Business	3
8	Operations Management and Quality	3
9	Employee Behavior and Motivation	3
10	Leadership and Decision Making	3
11	Major exam 2	3
12	Human Resource Management and Labor Relations	3

13	Marketing Processes and Consumer Behavior	3
14	Introduction to development & pricing of products	3
15	Distributing and Promoting Products	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		
1.1	Understand important concepts and theories of business administration.	Direct Instruction which includes Lectures, Discussions, Case studies	In-class discussion Reading exercise Quizzes Major exams and other written tests
1.2	Recognize how these concepts and theories can help to understand various factors necessary for cultivating a business in global environments.		
2.0	Skills		
2.1	Analyze several types of business ownership and ways to start a small business organization.	Case-based teaching and discussion, In-class discussion & team activities using internet for information, Flipped teaching Videos, Digital library and online resources	Case studies, Group project, Class discussion Exams including majors and final exam Group project, Group presentation, Group case studies
2.2	Evaluate potential issues/effects of best management practices on business performance.		
2.3	Show a teamwork output in the tasks given.		
3.0	Competence		
3.1	Put forward individual opinions and observations about theoretical and contemporary issues in business administration.	Having class group Final project	Report Writing, Oral presentation, In Class discussion

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	In-class activity & Participation	On going	5%
2	Major Exam 1	7	20%
3	Major Exam 2	12	20%
4	TEAM PROJECT (written & presentation)	15~13	15%
5	Final Exam (Comprehensive Exam)	16	40%
	Total Assessment		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 :

During the daytime, each instructor has time for consultations and academic advice. It needs to be checked from instructor's schedule.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Business Essentials, Ebert R. J. and Griffin R. W., (2017), 11th Edition, Pearson Williams G. Nickels, James M. McHugh and Susan M. McHugh (2015), Understanding Business, 11th Edition. London: McGrawHill.
Essential References Materials	Refer to Nickels et al.'s chapter notes for other references.
Electronic Materials	Moodle, Refer to Nickels et al.'s book for electronic materials
Other Learning Materials	Refer to Nickels et al.'s book

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	<i>Suitable lecture room to accommodate the size of the students, LCD projector, strong bandwidth for internet connection</i>
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show, access to moodle and internet
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	NA

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
1. Strategies for Obtaining Student Feedback on Quality of Teaching	Students	<ul style="list-style-type: none"> Completion of anonymous online course evaluations Students ability to answer pop up quiz, concept check questions at the end of each lecture

Evaluation Areas/Issues	Evaluators	Evaluation Methods
		<ul style="list-style-type: none"> Students capacity and thorough analysis to apply the concepts to solve the case studies <p>Inquiring from the students best features of the course and any suggested strategies to improve the course</p>
2. Other Strategies for Evaluation of Teaching	Department Chair, peer colleagues	<p><i>Observations and assistance from colleagues, independent assessment of standards achieved by students, independent advice on assignment tasks, etc.</i></p> <p><i>Additional discussion with students, face-to-face meeting and via written feedback from students.</i></p>
3. Processes for Improvement of Teaching	Department Chair, instructor	<p><i>Access to resources, especially academic publications and textbooks supporting materials</i></p> <p><i>Feedbacks to students about their individual performance</i></p> <p><i>Workshops on teaching methods, review of recommended teaching strategies.</i></p>
4. Processes for Verifying Standards of Student Achievement	Department Chair, Quality Assurance committee, instructor	Course portfolio has student's assessments which are available for independent review.
5. Action Planning for Improvement	Instructor	Course specification reviewed annually, course outline reviewed each semester, and course syllabus reviewed each semester.

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	
Reference No.	
Date	