



# Course Specification

(Bachelor)

Course Title: English Readings in Business Administration -1

Course Code: MGT121

Program: Bachelor of Business Administration

Department: Business Administration

College: College of Business Administration

Institution: Majmaah University

Version: 3

Last Revision Date: 14/6/1445 H





## Table of Contents

|   |   |
|---|---|
| <b>A. General information about the course:</b> .....                                       | 3 |
| <b>B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods</b> ..... | 4 |
| <b>C. Course Content</b> .....  | 4 |
| <b>D. Students Assessment Activities</b> .....  | 5 |
| <b>E. Learning Resources and Facilities</b> .....   | 5 |
| <b>F. Assessment of Course Quality</b> .....  | 5 |
| <b>G. Specification Approval</b> .....  | 6 |



## A. General information about the course:

### 1. Course Identification

1. Credit hours: (3 )

#### 2. Course type

A.  University  College  Department  Track  Others

B.  Required  Elective

3. Level/year at which this course is offered: ( 2<sup>nd</sup> level)

#### 4. Course general Description:

This course uses English as the medium of instruction in teaching management in general and the foundations and concepts of business administration in particular, by presenting an integrated concept and framework for the principles of business administration that includes the foundations and elements of the administrative process used in organizations such as: planning, decision-making, organization, coordination, leadership, motivation and incentives...etc.

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

ENG101-MGT111

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

#### 7. Course Main Objective(s):

This course aims at helping students obtain the English Language Proficiency required for Business Administration. It provides the students with an understanding of basic management principles and the interdependence of industry, commerce and production. Moreover, this course provides the students with knowledge in respect of functions of management, management techniques and leadership qualities as well as the structure of companies that is presented in English language

### 2. Teaching mode (mark all that apply)

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



| No | Mode of Instruction | Contact Hours | Percentage |
|----|---------------------|---------------|------------|
|    | • E-learning        |               |            |
| 4  | Distance learning   |               |            |

### 3. Contact Hours (based on the academic semester)

| No           | Activity          | Contact Hours |
|--------------|-------------------|---------------|
| .1           | Lectures          | 45            |
| .2           | Laboratory/Studio |               |
| .3           | Field             |               |
| .4           | Tutorial          |               |
| .5           | Others (specify)  |               |
| <b>Total</b> |                   | 45            |

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

| Code       | Course Learning Outcomes   | Code of PLOs aligned with program | Teaching Strategies                       | Assessment Methods                                   |
|------------|--|-----------------------------------|---|--|
| <b>1.0</b> | <b>Knowledge and understanding</b>   |                                   |   |  |
| 1.1        | Understanding the concept of management, manager and organization that written or verbally expressed in English language.                                    | K1                                | Lectures, Group Discussions, Case Studies | Quizzes, Midterm, Continuous assessment, Final exam. |
| 1.2        | Recognizing administrative functions (planning, organizing, decision-making, directing, controlling) that written or verbally expressed in English language. | K2                                | Lectures, Group Discussions, Case Studies | Quizzes, Midterm, Continuous assessment, Final exam. |
| 1.3        | Locating and understanding the relevant and useful information and ideas in business texts and materials.  | K2                                | Lectures, Group Discussions, Case Studies | Quizzes, Midterm, Continuous assessment, Final exam. |
| <b>2.0</b> | <b>Skills</b>  |                                   |   |  |





| Code       | Course Learning Outcomes  | Code of PLOs aligned with program | Teaching Strategies   | Assessment Methods                                   |
|------------|---|-----------------------------------|---|--|
| 2.1        | Ability to describe – in English language- management theories and practices in short sentences.              | S2                                | Lectures, Group Discussions, Problem Solving, Case Studies  | Quizzes, Midterm, Continuous assessment, Final exam. |
| 2.2        | Ability to clearly express – in English language- views on different topics taught in this course.            | S2                                | Lectures, Group Discussions, Problem Solving, Case Studies  | Quizzes, Midterm, Continuous assessment, Final exam. |
| 2.3        | Ability to write – in English language- a short simple paragraph about a job that student would like to have. | S2                                | Lectures, Group Discussions, Problem Solving, Case Studies. | Quizzes, Midterm, Continuous assessment, Final exam. |
| <b>3.0</b> | <b>Values, autonomy, and responsibility</b>   |                                   |   |  |
| 3.1        |   |                                   |   |  |
| 3.2        |   |                                   |   |  |
| ...        |   |                                   |   |  |

### C. Course Content

| No           | List of Topics  | Contact Hours |
|--------------|---|---------------|
| 1            | Introduction to Management, Leadership and Administration | 3             |
| 2            | Scope of Management                                       | 3             |
| 3.           | Management Functions.                                     | 6             |
| 4.           | Careers in Business                                       | 3             |
| 5.           | Business Environment                                      | 3             |
| 6.           | Leadership Styles   | 6             |
| 7.           | Markets and Marketing                                     | 6             |
| 8.           | Product Development and Design.                           | 3             |
| 9.           | The Global Marketplace: Multinational Corporations.       | 6             |
| 10.          | Business and Technology: Computer Application             | 3             |
| 11.          | Management and Human Resources Development.               | 3             |
| <b>Total</b> |   | <b>45</b>     |





## D. Students Assessment Activities

| No  | Assessment Activities *  | Assessment timing (in week no) | Percentage of Total Assessment Score |
|-----|--|--------------------------------|--------------------------------------|
| 1.  | Continuous assessment (Effective participation, Quizzes, presentations, Assignments) | Throughout the semester        | 20                                   |
| 2.  | First Midterm Exam   | 7th                            | 20                                   |
| 3.  | Second Midterm Exam  | 11th                           | 20                                   |
| 4.  | Final Exam   | 13th                           | 40                                   |
| ... |  |                                |                                      |

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

## E. Learning Resources and Facilities

### 1. References and Learning Resources

|                                 |  |
|---------------------------------|--|
| <b>Essential References</b>     | Bill Mascull, Business Vocabulary in Use: Elementary to Preintermediate, Cambridge University, 2010.   |
| <b>Supportive References</b>    | 1- Marianne McDougal Arden Barbara Tolley Dowling, Business Concepts For English Practice, Heinle ELT, 2 edition (November 10, 1992).<br>2- Management: Global Edition, Stephen P. Robbins & Mary Coulter Pearson, London 2021<br>3- Management- Bartol.- K. M Publisher.- 2009. |
| <b>Electronic Materials</b>     | Saudi Digital Library  |
| <b>Other Learning Materials</b> |  |

### 2. Required Facilities and equipment

| Items   | Resources              |
|---|------------------------|
| <b>facilities</b><br>(Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) | Classrooms             |
| <b>Technology equipment</b><br>(projector, smart board, software)                         | Smart board, Projector |
| <b>Other equipment</b><br>(depending on the nature of the specialty)                      |                        |

## F. Assessment of Course Quality

| Assessment Areas/Issues   | Assessor           | Assessment Methods |
|---------------------------|--------------------|--------------------|
| Effectiveness of teaching | Students           | Direct             |
| Effectiveness of          | Course Coordinator | Direct             |



| Assessment Areas/Issues                     | Assessor           | Assessment Methods |
|---|--------------------|--------------------|
| Students assessment                         |                    |                    |
| Quality of learning resources               | Lecturers-Students | Direct             |
| The extent to which CLOs have been achieved | Quality Unit       | Direct & Indirect  |
| Other                                       |                    |                    |

**Assessors** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

### G. Specification Approval

|                           |                         |
|---------------------------|-------------------------|
| <b>COUNCIL /COMMITTEE</b> | <b>DEPARTMENT BOARD</b> |
| <b>REFERENCE NO.</b>      | <b>16</b>               |
| <b>DATE</b>               | <b>14-6-1445 H</b>      |

