



Curriculum for B.Sc. program in Business Administration

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Course Description

This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, demonstrating whether he/she has made the most of the available learning opportunities. They must be match to the description of the program.

1. Educational Institution	Shatt Al-Arab University Administration and economic-college			
2. Scientific Department / Center	Business Administration			
3. Course name/coded	Principles of Business Administration / BA1201			
4. Programme(s) to which it contributes	Business Administration – 1 st Stage			
5. Available forms of attendance	Lecture			
6. Semester/Year	1/9/2024			
7. Number of study hours (total)	200 hours	Number of hours per week		
		theoretical	practical	Total
		4	1	8
8. Date of preparation of this description	1/9/2024			
9. Course Objectives: 1. Defining the concept of management and business: - Understanding the nature of management as a science and an art. - Identifying the business environment and its internal and external fac -2. Understanding the basic administrative functions: - Planning - Organizing - Directing - Controlling 3- Identify the fields and functions of business administration: Marketing - Finance - Human Resources - Production and Operations 4- Preparing students to understand the modern business environment.				

10. Course Outcomes and Teaching Methods, Learning and Evaluation

A- Cognitive Objectives

- A1- Identify the basic concepts and terminology of the Fundamentals of Business Administration course.
- A2- Understand the basic management functions (planning, organizing, directing, and controlling) and their role in achieving objectives.
- A3- Explain the relationship between the internal and external business environment and its impact on managerial decision-making.
- A4- Apply theoretical management concepts to practical situations through case studies or realistic simulations.

B - Course Skill Objectives

B1 - Apply management concepts to practical situations and cases in the business environment.

B2 - Analyze real-life case studies related to planning, organizing, leadership, and decision-making.

B3 - Prepare reports and practical assignments that demonstrate how to use management tools in administrative problems.

B4 - Work within teams to implement projects or applied tasks related to management, and deliver professional presentations on management topics using PowerPoint.

Teaching and learning methods

- 1- Interactive theoretical lectures.**
- 2- Presentations by the instructor and students.**
- 3- Case studies and discussions.**
- 4- Practical workshops.**
- 5- Guided class discussions.**
- 6- Individual and group assignments.**

Evaluation Methods

1- Midterm Exam

2- Individual/Group Assignments and Reports

3- Case Studies/Presentations

4- Classroom Interaction and Participation

5- Final Exam

Affective and Value-Based Objectives

A1- Enhancing the spirit of discipline and commitment in performing administrative tasks and responsibilities.

A2- Developing a spirit of teamwork and cooperation in the classroom and group projects.

A3- Instilling ethical values in the business environment, such as integrity, transparency, justice, and mutual respect.

A4- Promoting respect for other opinions and acceptance of diverse opinions and backgrounds within t.

Teaching and learning methods

Evaluation Methods

. D - General and transferable skills (other skills related to employability and personal development).

D1 - Effective communication skills.

D2 - Teamwork skills.

D3 - Problem-solving and decision-making skills.

D4 - Time management and organizationa

11. Course Structure

Al , Week	Hours	Required Learning Outcomes	Name of the unit and/or subject	Method of education	Evaluation Method
1	5	Student's understanding and comprehension of the subject	Administrative regulation	Theoretical Lectures Case Study Discussion	Oral exams and questions
2	5	Student's understanding and comprehension of the subject	Basic principles of organization and communication	Theoretical Lectures Case Study Discussion	Oral exams and questions
3	5	Student's understanding and comprehension of the subject	leadership and direction	Theoretical Lectures Case Study Discussion	Oral exams and questions
4	5	Student's understanding and comprehension of the subject	Incentive and motivation	Theoretical Lectures Case Study Discussion	Oral exams and questions
5	5	Student's understanding and comprehension of the subject	Administrative control	Theoretical Lectures Case Study Discussion	Oral exams and questions
6	5	Student's understanding and comprehension of the subject	Business organizations jobs (production and operations management)	Theoretical Lectures Case Study Discussion	Oral exams and questions
7	5		Midterm Exam		

8	5	Student's understanding and comprehension of the subject	Marketing management	Theoretical Lectures Case Study Discussion	Oral exams and questions
9	5	Student's understanding and comprehension of the subject	Human Resource Management	Theoretical Lectures Case Study Discussion	Oral exams and questions
10	5	Student's understanding and comprehension of the subject	financial management	Theoretical Lectures Case Study Discussion	Oral exams and questions
11	5	Student's understanding and comprehension of the subject	research and development		Oral exams and questions
12	5	Student's understanding and comprehension of the subject	Managing creativity and organizational change	Theoretical Lectures Case Study Discussion	Oral exams and questions
13	5	Student's understanding and comprehension of the subject	Performance appraisal and quality management	Theoretical Lectures Case Study Discussion	Oral exams and questions
14	5	Student's understanding and comprehension of the subject	Quantitative Planning Tools	Theoretical Lectures Case Study Discussion	Oral exams and questions

15	5	Student's understanding and comprehension of the subject	Strategic management	Theoretical Lectures Case Study Discussion	Oral exams and questions

12. Infrastructure

1 Required textbook	1- Management and Business / Dr. Saleh Mahdi Al-Ameri and Dr. Taher Mohsen Al-Mansouri 2- Principles of management with a focus on business administration / Dr. Muhammad Khalil Al-Shamma
2 Key references (sources)	Scientific journals and reports concerned with business administration Business .
a. Recommended books and references (scientific journals, reports,....)	Scientific journals and reports concerned with business administration
b. Electronic references, websites	. Business management websites

13-Course improvement Plan

- 1- Updating content
- 2- Developing teaching methods
- 3- Improving assessment tools
- 4- Student feedback
- 5- Reviewing learning outcomes
- 6- Integrating life skills and the labor market

Curriculum Skills Diagram

Kindly, place a mark in the boxes correspondent to the individual learning outcomes from the evaluated programs

Learning outcomes required from the program																			
General and transferable skills (other skills related to employability and personal development)				Emotional and Value Objectives				Program Skill Objectives				Cognitive Objectives				Core or Elective	Course Name	Course Code	Year / Level
D4	D3	D2	D1	C4	C3	C2	C1	B4	B3	B2	B1	A4	A3	A2	A1				
/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	C	Principles of Business Administration	BA1201	second



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