

Business Environment in KSA

Code: ADMN-314

Course Name: Business Environment in KSA

Course Type: Core

Pre-Requisite:

Concentration

Course Level:

Year 1:	<input type="checkbox"/>	Semester 1	<input type="checkbox"/>	Semester 2	<input type="checkbox"/>	Summer Semester
Year 2:	<input type="checkbox"/>	Semester 1	<input type="checkbox"/>	Semester 2	<input type="checkbox"/>	Summer Semester
Year 3:	<input type="checkbox"/>	Semester 1	<input type="checkbox"/>	Semester 2	<input type="checkbox"/>	Summer Semester
Year 4:	<input type="checkbox"/>	Semester 1	<input type="checkbox"/>	Semester 2	<input type="checkbox"/>	Summer Semester

Course Description:

This course basically covers the study of various environmental forces/factors which affect the working of an organisation. It also provides a comprehensive study of Saudi Arabia economy.

Objectives:

1. To acquaint the students about the significance of Business Environment
2. To make them understand the different forms of Business Environments.

Learning Outcomes:

After going through with this course, a student can easily recognise the different environmental factors which may affect the working of an organisation. They would be in a position to take better decisions.

Skills to be developed throughout the Course:

Students will develop their analytical and oral communication skills via case study work carried out in seminar sessions. Information technology and written communication skills will be developed when completing the written assignment which will also test student's creative skills and their abilities to present theoretical information in practical situations.

Students are encouraged to make use of IT facilities particularly web sites to support research and reading.

Learning Resources:

1. Text Books

<u>Author</u>	<u>Title</u>	<u>Publisher</u>	<u>Year</u>
Sonia El-Kahal	Business in the Asia Pacific	Oxford University Press	2007
HBP	Harvard Business Review on Business and the Environment	McGraw Hill Publications UK ISBN: 1578512336	LATEST
Les Hamilton & Phil Webster.	The International Business Environment.	Oxford University Press	2009
MCGEE	Heads Up - Using Real-Time Business Information to Know First and Act Faster	McGraw Hill Publications UK ISBN: 1591392993	2008

Delivery and Teaching Strategy: (Lecture, Online, Physical, blended, self directed through CD, web based courses and DVD)

Methods of Instruction: It would be based on Lecture, demonstration and assignment review. Questions are encouraged and participation is expected.

Assessment Strategy:

- a. First Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- b. Second Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- c. Attendance, Participation & Assignment: 10 Marks
- d. Final Exam: 50 Marks
- e. Total: 100 Marks

Syllabus Change Policy: This syllabus is a guide for the course and is subject to change with advanced notice.

Course Contents:
UNIT -1 Business Environment: Meaning and Importance.
UNIT -2 Dimensions of Business Environment: Economic, Social, Legal, Ecological and Technological.
UNIT -3 Economic Environment in Kingdom of Saudi Arabia: Impact of Govt. policy changes on business and industry.