|  |  |
| --- | --- |
| **Course Title:** | **Modern Business Models** |
| **Course Code:** | **BUS232** |
| **Program:** | **Bachelor of Science in Information Systems** |
| **Department:** | **Information Systems** |
| **College:** | **Faculty of Computing and Information Technology** |
| **Institution:** | **Northern Border University, Rafha** |

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# A. Course Identification

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Credit hours: | | | | **2** | | | | | | | | | | | | |
| 2. Course type | | | | | | | | | | | | | | | | |
| **a.** | University | |  | | College | | |  | Department | | | | Χ | Others |  |  |
| **b.** | | Required | | | | X | Elective | | |  |  | | | | | |
| 3. Level/year at which this course is offered: | | | | | | | | | | | | Level 7/ Year 3 | | | | |
| 4. Pre-requisites for this course (if any)**:**  BUS222 - Introduction to Modern Management | | | | | | | | | | | | | | | | |
| 5. Co-requisites for this course(if any)**:**  Nil | | | | | | | | | | | | | | | | |

## 6. Mode of Instruction (mark all that apply)

| **No** | **Mode of Instruction** | **Contact Hours** | **Percentage** |
| --- | --- | --- | --- |
| **1** | **Traditional classroom** | 30 | 100% |
| **2** | **Blended** |  |  |
| **3** | **E-learning** |  |  |
| **4** | **Distance learning** |  |  |
| **5** | **Other** |  |  |

## 7. Contact Hours (based on academic semester)

|  |  |  |
| --- | --- | --- |
| **No** | **Activity** | **Contact Hours** |
| **1** | **Lecture** | 30 |
| **2** | **Laboratory/Studio** |  |
| **3** | **Tutorial** |  |
| **4** | **Others** (specify) |  |
|  | **Total** | 30 |

# B. Course Objectives and Learning Outcomes

|  |
| --- |
| 1. Course Description This course is designed to gives students an idea about modern business models. It gives the basic concepts of design, build, and employ business models with a focus on IT impact on these models. The course explains the decision methods for selecting appropriate models for the realization of the target and how to move from the current model to the target model. This course also covers the assets of feasibility studies and evaluation of business opportunities and the relationship of information technology in this process. |
| 2. Course Main Objective |
| This course teaches students about the basic concepts of design, build, and employ business models with focus on information Technology. |

## 

## 3. Course Learning Outcomes

| **CLOs** | | **Aligned****PLOs** |
| --- | --- | --- |
| 1 | **Knowledge and Understanding:** |  |
| 1.1 | Define the process and characteristics of the business models and learn the difference between these models in a specific environment. | K2 |
| 1.2 | Name the institutions and the selection of appropriate business models that are compatible with the general objectives and plans of the institutions. | K2 |
| 1.3 | Describe a shift from the traditional communication model to electronic form plans. | K2 |
| 1.4 | List how to work in teams and study business opportunities. | K2 |
| **2** | **Skills:** |  |
| **3** | **Values:** |  |
| 3.1 | Analyze the ethical issues and critique the feasibility studies and business plan. | V1 |

# C. Course Content

|  |  |  |
| --- | --- | --- |
| **No** | **List of Topics** | **Contact Hours** |
| 1 | Basics of business models | 4 |
| 2 | Choice of business models and strategies for institutions. | 4 |
| 3 | Alignment between the organization and the business model followed | 2 |
| 4 | Evaluating business opportunities | 4 |
| 5 | Principles of preparation of feasibility studies and business plans | 2 |
| 6 | The shift from traditional business models into electronic business model | 2 |
| 7 | E-governance institutions | 2 |
| 8 | Business flow | 2 |
| 9 | Re-engineering and change management of organization systems | 6 |
| 10 | Behavior of individuals (customers and employees) under the E-work | 2 |
| **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 | Define the process and characteristics of the business models and learn the difference between these models in a specific environment. | * Class / Group discussion * Observation * Concept Maps | * Writing * Oral |
| 1.2 | Study the institutions and the selection of appropriate business models that are compatible with the general objectives and plans of the institutions. |
| 1.3 | Build a shift from the traditional communication model to electronic form plans. |
| 1.4 | Discuss how to work in teams and study business opportunities. |
| **2.0** | **Skills** | | |
| **3.0** | **Values** | | |
| 3.1 | Analyze the ethical issues and critique the feasibility studies and business plan. | - Brain storming  - Case studies  - Teamwork | - Performance  - Observation |

## 2. Assessment Tasks for Students

| **#** | **Assessment task\*** | **Week Due** | **Percentage of Total Assessment Score** |
| --- | --- | --- | --- |
| **1** | Quiz-1 | 2 | 5 |
| **2** | Quiz-2 | 4 | 5 |
| **3** | Assignment-1 | 8 | 7.5 |
| **4** | Assignment-2 | 10 | 7.5 |
| **5** | Oral questions | 1-11 | 5 |
| **6** | Midterm exam | 6 | 20 |
| **7** | Project | 9 | 10 |
| **8** | Final exam | 13 | 40 |

**\*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:** |
| Every instructor has an announced office hours’ schedule. All students are encouraged to visit the concerned teacher according to the schedule. Students can also use Email address or Blackboard System to seek help or book an appointment. |

# F. Learning Resources and Facilities

## 1.Learning Resources

|  |  |
| --- | --- |
| **Required Textbooks** | Kotler, P., & Armstrong, G. (2020). Principles of Marketing [RENTAL EDITION] (18th Edition) (18th ed.). Pearson. |
| **Essential References Materials** |  |
| **Electronic Materials** | 1. Blackboard System: <https://lms.nbu.edu.sa/> 2. Northern Border University Electronic Library:   <https://www.nbu.edu.sa/AR/Deanships/Library_Issues>   1. Saudi Digital Library (SDL): <https://portal.sdl.edu.sa/english/> |
| **Other Learning Materials** | Nil |

## 2. Facilities Required

| **Item** | **Resources** |
| --- | --- |
| **Accommodation**  (Classrooms, laboratories, demonstration rooms/labs, etc.) | * Classroom |
| **Technology Resources**  (AV, data show, Smart Board, software, etc.) | * Data Show (Projectors) in Classroom. |
| **Other Resources**  (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list) | Nil |

# G. Course Quality Evaluation

| **Evaluation**  **Areas/Issues** | **Evaluators** | **Evaluation Methods** |
| --- | --- | --- |
| Effectiveness of teaching and assessment. | Students | Indirect |
| Quality of learning resources | Students | Indirect |
| Extent of achievement of course learning outcomes | Faculty | Direct |

**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** | Information Systems Department Council |
| **Reference No.** | 9 |
| **Date** | 21/02/2022 |