اعتماد
NCAAA

VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission

Course Specifications

Course Title:	Feasibility Studies & Projects Evaluation
Course Code:	16011826
Program:	Business Administration
Department:	Business Administration
College:	Business Administration
Institution:	AlBaha University (BU)

Table of Contents

A. Course Identification

1. **Credit hours:** 3 hours

2. **Course type**
a.   University ☐   College ☐   Department ☑   Others ☐
b.   Required ☑   Elective ☐

3. **Level/year at which this course is offered:** 8th Level/ 4th year

4. **Pre-requisites for this course** (if any)**:** None

5. **Co-requisites for this course** (if any)**:** None

6. Mode of Instruction

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	43	95%
2	**Blended**	2	5%
3	**E-learning**	-	-
4	**Correspondence**	-	-
5	**Other**	-	-

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	**Lecture**	45
2	**Laboratory/Studio**	-
3	**Tutorial**	-
4	**Others** (specify)	-
	Total	**45**
Other Learning Hours*		
1	**Study**	45
2	**Assignments**	30
3	**Library**	30
4	**Projects/Research Essays/Theses**	-
5	**Others** (specify) *online research*	15
	Total	**120**

B. Course Objectives and Learning Outcomes

1. **Course Description:**
This course is an introduction to a project or investment appraisal designed to develop student's ability to undertake complex feasibility studies. It comprises how to conduct the detailed feasibility study (marketing, technical, financing and financial). It also with includes evaluating the proposed projects and to choose among them.

2. **Course Main Objective:**
This course develops a student's ability to undertake complex feasibility studies. Students will learn these skills and techniques through performing various feasibility studies of differing size

and complexity. A feasibility study is designed to establish whether a project or initiative is worth the investment in time and money needed to get it off the ground. Of course, this includes the cost of developing the initiative, but it also looks at the availability of funding, both to initiate the project and to keep it going.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge:**	
1.1	**Identify** the crucial elements in the feasibility study and project selection.	K.3
1.2	**Recognize** the various aspects of marketing, technical, financing, project, economic and financial feasibility studies	K.3
2	**Skills:**	
2.1	**Apply** feasibility study and project evaluation tools and techniques in contemporary business environment.	S.1
2.2	**Analyze** various strategic factor relating to new business, new product or new market to achieve core competence.	S.2
2.3	**Evaluate** risk and solutions for the conduct of feasibility studies & project evaluation decision.	S.3
2.4	**Utilize** IT and quantitative analysis in decision making related to feasibility study & project evaluation.	S.4
3	**Competence:**	
3.1	**Demonstrate** effective written and oral communication skills relevant to feasibility studies & project evaluation	C.1
3.2	**Develop** the ability to self-appraise and generate a feasibility report and business plan.	C.3

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Feasibility study	6
2	Business ideas (Turning Dreams into Business) & Project Classification	9
3	Market & Marketing feasibility	9
4	Technical feasibility	3
5	Financial Analysis & Financing Plan	6
6	Managing Start-up cost	3
7	Project life Cycle	3
8	Project Evaluation/ Economic Feasibility Techniques	6
	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	**Identify** the crucial elements in the feasibility study and project selection.	• Lectures • Reading	• Quizzes • Exams • Homework,
1.2	**Recognize** the various aspects of marketing, technical, financing, project, economic and financial feasibility studies	• Lectures • Illustrative Examples	• Exams • Assignments
2.0	**Skills**		
2.1	**Apply** feasibility study and project evaluation tools and techniques in contemporary business environment.	• Lectures • Reading • Problem solving	• Exams • Homework • Assignments
2.2	**Analyze** various strategic factor relating to new business, new product or new market to achieve core competence.	• Lectures • Reading • Active Learning	• Exams • Homework,
2.3	**Evaluate** risk and solutions for the conduct of feasibility studies & project evaluation decision.	• Lectures • Problem solving • Active Learning	• Exams • Assignments • Homework,
2.4	**Utilize** IT and quantitative analysis in decision making related to feasibility study & project evaluation.	• Lectures • Active Learning	• Exams • Homework,
3.0	**Competence**		
3.1	**Demonstrate** effective written and oral communication skills relevant to feasibility studies & project evaluation	• Cooperative learning • Case Study	• Presentation • Assignments
3.2	**Develop** the ability to self-appraise and generate a feasibility report and business plan.	• Self-learning • Active Learning	• Assignments • Homework,

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz 1	4-5	5%
2	Midterm Examination	7-8	30%
3	Quiz 2	10-12	5%
4	Homework /Presentation/ Assignments	3-15	10%
5	Final Examination	17	50%

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:
The instructor will be available for student consultation and academic advice throughout the week in 9 hours per week as office hours. During this hour, the students are encouraged to visit their instructor for help and clarifying difficult concepts. Additional assistance by appointment only.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Chandra, P. (2014), "Projects: Planning, Analysis, Selection, Financing, Implementation and Review", McGraw-Hill Education
Essential References Materials	• Pimac (2008), General Guidelines for Preliminary Feasibility Studies (fifth edition). • Stevens, Robert R, (1982) "H*ow to prepare a feasibility study: a step-by-step guide including 3 model studies*", Prentice-Hall • Overton, R., (2007) '*Feasibility Studies Made Simple,"* Martin Book • Research Gate • Emaraldinsight • International Journal of Business and Social Science
Electronic Materials	https://www.mpmm.com/project-management-case-studies.php http://www.business-and-management.org/
Other Learning Materials	Basic Computer applications (like MS- office, media player, Google chrome) for enhanced knowledge & learning. Rafid application

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom can accommodate approximately twenty-five (25) students. The classroom is well equipped to accommodate the required number of students.
Technology Resources (AV, data show, Smart Board, software, etc.)	White Board & smart board. In addition, course communication and possible additional readings and links will be provided in Black-Board throughout the course.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet facilities and projectors

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of Teaching	▪ Students	Electronic questionnaire/ Survey (https://jodah.org/) that evaluates the quality of course (Indirect method)
	▪ Faculty	Quiz, Exam, Discussion, presentation, assignment/ Homework. (Direct)
	▪ Independent reviewers, ▪ Employers, ▪ Placement cell, ▪ Alumni Cell	Focus Group Discussions, Job Placement Data, Graduates Interviews, Alumni Surveys, and Employer Surveys
Effectiveness of Assessment	▪ Faculty ▪ Curriculum & Assessment Committee ▪ Accreditation Committee	Teacher Feedback Student Feedback Course Reports Annual Program Report (APR) Curriculum and Assessment Matrix
Achievement of Course Learning Outcomes (CLO)	▪ Faculty ▪ Quality Assurance Unit	Use of Curriculum and Assessment Matrix to assess all Course learning outcomes in excel. In Course Report, summary analysis of assessment results for each LO.
Quality of Learning Resources	Students Faculty Program leaders	Electronic questionnaire/ Survey (https://jodah.org/) that evaluates the quality of Learning resources (Indirect method)

H. Specification Approval Data

Program Coordinator	Dr. Abdella Kormie Dinga
Program Chair	Dr. Saleh Abdullah Alghamdi
Council / Committee	Business Administration Department Board Meeting
Reference No.	2nd Board Meeting 1441-1442
Date	24/12/2020