

ATTACHMENT 2 (g)

Course Report

Kingdom of Saudi Arabia

The National Commission for Academic Accreditation & Assessment

APEC 421 – Cooperative Marketing

**COURSE REPORT
Second Semester 1434/1435**

Assim Aboalsamh
Instructor

Course Report

For guidance on the completion of this template refer to the NCAAAA handbooks or the NCAAAA Accreditation System help buttons.

Institution : King Saud University	Date of Course Report : 3/8/1435
College/ Department: College of Food and Agriculture Sciences / Agricultural Economics	

A. Course Identification and General Information

1. Course title	Cooperative Marketing	Code #	APEC 421	Section #	17429	
2. Name of course instructor :	Assim Aboalsamh	Location:	Riyadh			
3. Year and semester to which this report applies:	1434/1435 , Second semester					
4. Number of students starting the course?	<input type="text" value="1"/>	Students completing the course?	<input type="text" value="1"/>			
5. Course components (actual total contact hours and credits per semester):						
	Lecture	Tutorial	Laboratory	Practical	Other:	Total
Contact Hours	42	N/A	N/A	N/A	N/A	42
Credit	N/A	N/A	N/A	N/A	N/A	3 Credits

B. Course Delivery

1. Coverage of Planned Program			
Topics Covered	Planned Contact Hours	Actual Contact Hours	Reason for Variations if there is a difference of more than 25% of the hours planned
Cooperative marketing: Concept, Origin, definition and objectives.	6	6	N/A
Economic and social benefits of Coop-marketing.	3	3	N/A
The role of cooperative marketing in solving agricultural marketing problems.	3	3	N/A
Marketing coops; types, organization, management and funding.	6	6	N/A
Economic feasibility of marketing coops.	6	6	N/A
Laws and legislations pertaining to cooperatives in Saudi Arabia.	6	6	N/A
Evaluation and comparing other countries experiences in coop-marketing.	6	6	N/A
The role of coop-marketing in Ag. Development in Saudi Arabia	6	6	N/A
Total	42 hours	42 hours	

<p>2. Consequences of Non Coverage of Topics For any topics where the topic was not taught or practically delivered, comment on how significant you believe the lack of coverage is for the course learning outcomes or for later courses in the program. Suggest possible compensating action.</p>		
Topics (if any) not Fully Covered	Effectuated Learning Outcomes	Possible Compensating Action
N/A	N/A	N/A

3. Course learning outcome assessment.

	List course learning outcomes	List methods of assessment	Summary analysis of assessment results
1	Knowledge of economic and social importance of cooperative marketing in marketing agricultural products.	Written test Quizzes (2) Home work (2)	The students passed the midterm exams and quizzes also homework discussion showed that the student acquired sufficient knowledge of coop-marketing concept
2	Identifying the benefits of coop-marketing to producers and consumers.	Written test Quizzes (2) Home work (2)	The students passed tests, quizzes and home works
3	Cognitive skills: comparison between marketing coops and other marketing entities such as cooperation and individuals.	Field report Class discussion	The student prepared a report based on a field trip to a multipurpose marketing cooperative in Irguah
4	Communication, information technology, numerical.	Field report and discussion of findings	Student gained skills in preparing and evaluating marketing cooperatives managerial structure and performance

<p>Summarize any actions you recommend for improving teaching strategies as a result of evaluations in table 3 above.</p> <p style="text-align: center;">none</p>

4. Effectiveness of Planned Teaching Strategies for Intended Learning Outcomes set out in the Course Specification. (Refer to planned teaching strategies in Course Specification and description of Domains of Learning Outcomes in the National Qualifications Framework)

List Teaching Methods set out in Course Specification	Were these Effective?		Difficulties Experienced (if any) in Using the Strategy and Suggested Action to Deal with Those Difficulties.
	No	Yes	
Lecture		✓	none

Note: In order to analyze the assessment of student achievement for each course learning outcome, student performance results can be measured and assessed using a KPI, a rubric, or some grading system that aligns student work, exam scores, or other demonstration of successful learning.

C. Results

1. Distribution of Grades

Letter Grade	Number of Students	Student Percentage	Explanation of Distribution of Grades
A	1	100%	N/A
B	-	-	
C	-	-	
D	-	-	
F	-	-	
Denied Entry	-	-	
In Progress	-	-	
Incomplete	-	-	
Pass	1		
Fail	-	-	
Withdrawn	-	-	

2. Analyze special factors (if any) affecting the results:

N/A

3. Variations from planned student assessment processes (if any) (see Course Specifications).

None

a. Variations (if any) from planned assessment schedule (see Course Specification)

Variation	Reason
N/A	N/A

b. Variations (if any) from planned assessment processes in Domains of Learning (see Course Specification)	
Variation	Reason
N/A	N/A

4. Student Grade Achievement Verification (eg. cross-check of grade validity by independent evaluator).	
Method(s) of Verification	Conclusion
N/A	

D. Resources and Facilities

1. Difficulties in access to resources or facilities (if any) None	2. Consequences of any difficulties experienced for student learning in the course. N/A
---	--

E. Administrative Issues

1 Organizational or administrative difficulties encountered (if any) None	2. Consequences of any difficulties experienced for student learning in the course. N/A
--	--

F Course Evaluation

1 Student evaluation of the course (Attach survey results report)
a. List the most important recommendations for improvement and strengths the following information are used to improve quality of teaching in APEC 421: <ol style="list-style-type: none"> 1. Continuous updating of cooperation and marketing information. 2. Continue the process of applying the lectures in the field of coop-marketing. 3.

<p>b. Response of instructor or course team to this evaluation</p> <p style="text-align: center;">N/A</p>
<p>2. Other Evaluation (e.g. by head of department, peer observations, accreditation review, other stakeholders)</p> <p>Evaluation of the department head is still in progress.</p>
<p>a. List the most important recommendations for improvement and strengths</p> <p>Evaluation of the department head is still in progress.</p>
<p>b. Response of instructor or course team to this evaluation</p> <p>response to the evaluation will be provided once the department head shares his findings.</p>

G. Planning for Improvement

1. Progress on actions proposed for improving the course in previous course reports (if any).			
Actions recommended from the most recent course report(s)	Actions Taken	Results	Analysis
None	N/A	N/A	N/A

2. List what actions have been taken to improve the course (based on previous CR, surveys, independent opinion, or course evaluation).

3. Action Plan for Improvement for Next Semester/Year

Actions Recommended	Intended Action Points and Process	Start Date	Completion Date	Person Responsible
Draw attention to problems facing cooperative marketing in Saudi Arabia and how to tackle them	Include reports , case studies and researches	The beginning of the semester	End of the semester	Assim A. Aboalsamh

Name of Course Instructor: Assim A. Aboalsamh

Signature: _____ Date Report Completed: 3/8/1435

Program Coordinator: Dr.Alaa A. Kotb

Signature: _____ Date Received: 3/8/1435