

Course Title:	FIELD EXPERIENCE SPECIFICATION
Course Code:	MKT1360
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

MKT - Field Experience Specifications

Institution: Dar Al Uloom University	Date of Report:
College: Business Administration	Department: Marketing
Program: BA	Track (if any):NA

A. Field Experience Course Identification and General Information

1. Field experience course title and code Cooperative Training – MKT1360			
2. Credit hours (if any): 6 Cr.			
3. Level or year of the field experience. Student must complete 90 Credit-hour before start he/she can proceed with the cooperative training.			
4. Dates and times allocation of field experience activities. a. Dates: One semester only. b. Times: (5 days/week) X (8:00 – 15:00)			
5. List names, addresses, and contact information for all field experience locations.			
	Name and Address of the Organization	Name of Contact Person	Contact Information (email address or mobile)
a.	STC	Naif Algazlan	0114435207
b.	SABB	Alhanoof Sultan	0112764178
c.	Fawaz Alhokar & co	Werner Ian	0114350000/707
d.	Alakria Saudi Real state co	Rayan Alorainy	0553233686
e.	Dania Air Control Systems Factory	Mohsen Almageed	0114536081
f.	SmarTec	Hatem Ishaqat	0114007395
g.	House Electronics & industrial Machinery co	Abdulaziz Alunayan	0112473028
h.	Pioneers Consultant Co	Abd Akrahman Altayer	055003421
i.	Cura	Abdulmajeed Alessa	0114536283
j.	J.WT	Talal Jarkas	0114633336

B. Learning Outcomes

Learning Outcomes for Field Experience in Domains of Learning, Assessment Methods and Teaching Strategy

Program Learning Outcomes, Assessment Methods, and Teaching Strategy work together and are aligned. They are joined together as one, coherent, unity that collectively articulate a consistent agreement between student learning and teaching.

CLOs	SAQF Learning Domains and Learning Outcomes	Aligned PLOs	Teaching Strategies	Assessment Methods
1.0	Knowledge			
1.1	Enhance the understanding of the marketing theories and concepts.	K2	-Orientation about the work environment. -Assign a real marketing issues and cases.	Final report writing Oral exam. Field visit report KSTest
1.2	Identify the application of the academic concepts and theories learnt in real work life.	K4		
1.3	Explore the work systems and environment in practice before graduation.	K1		
2.0	Skills			
2.1	Apply learnt marketing strategies in different field situations.	S2	Encourage coop training student to make initiatives and suggest solutions.	Final report writing Field mentor evaluation
2.2	Recommend solutions based on learnt marketing tools.	S1		
3.0	Competencies			
3.1	Show respect for the work place rules and conditions.	C1	Attendance reports	Field mentor evaluation. Field visit report
3.2	Work independently and as part of a team by communicating results of work to team members	C2	COOP students' performance within groups	
3.3	Use of computer and software for analyzing and data processing.	C4	Reports writing	Final report writing Field mentor evaluation
3.4	Demonstrate written and oral communication skills appropriate for business situations.	C5		

C. Description of Field Experience Activity

1. Describe the major student activities taking place during the field experience.

Cooperative Training provides the student with a platform for reflecting critically and constructively on the link between his/her college coursework and real business conducts. The student will be working as an intern in a business unit related to his field of study and will be assigned various tasks that have to be completed under supervision of both a field mentor (company side) and COOP advisor (college side). Upon completion of a one-semester 28 weeks of coop training, the student will be required to submit and present a final report detailing tasks performed and experiences gained to an academic committee.

2. List required assignments, projects, and reports.

Below, the activities required in each period are explained in detail:

The semester preceding the coop

All students who plan to take the coop should complete the following steps during the semester just before their coop:

- Register online for the coop during pre-registration.
- Attend the coop orientation lecture to know about the coop training and required forms to be filled and requirements to pass the coop successfully.
- Ensure that s/he has the coop package which contains coop guide and required forms.
- Fill the Coop Applicants Information Form (A-1).
- Prepare his/ her CV (A-2)
- If you are planning to do the coop in a company of your choice, then fill the (Finding Coop Opportunity form (A-3)
- If you want the coop coordinator to find you an opportunity a company for training, fill the Student's commitment in the Chosen Companies by the DAU COOP Form (A-4)

During the coop

- The student should ask the field mentor to sign and submit Student's Commencement Notice form (D-1)
- The student should follow the training plan (D-2).
- Coop students will a progress reports (form A-5), students of (137 study plan): 3 reports must be sent: by the end of the 3rd week, 7th week, and last week in the COOP training. All COOP students will submit their progress reports by email to their respective coop advisor. **The hardcopy of the report should be signed by the field mentor.**
- By the med and last week, the coop student should remind his field mentor to fill out the evaluation form (D-4) **(Electronic hyperlink will be sent by the COOP coordinator).**
- If for any reason you will be absent from the training company for more than 3 days you should inform your COOP advisor.
- If for any reason you decided not to continue the coop, you will need to contact your academic advisor to drop the course.
- The student will need to submit a detailed final report about his work in the company. Thus, it is recommended the student starts writing it from the first week of the coop training program while the details are still fresh.

After the coop

After finishing the coop, the coop students need to do the following during the semester after coop:

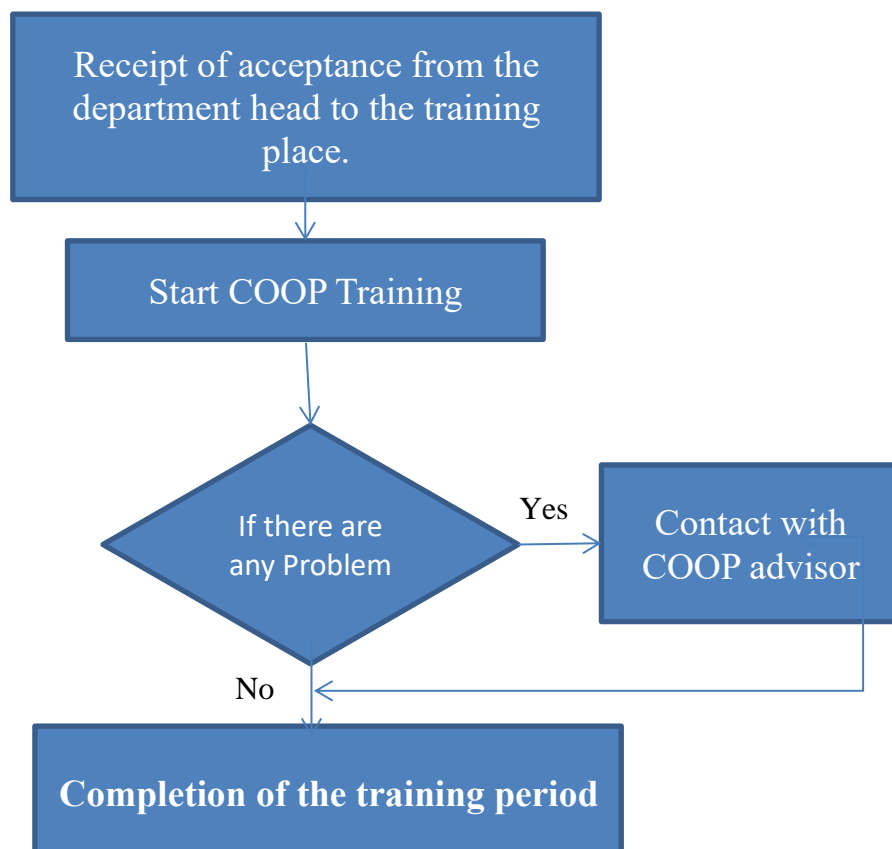
- Fill out the survey form on myLMS about their coop experience.

- Prepare a draft copy of the coop final report then contact their coop advisor and discuss it with him/her. **(Suggested time during the first 2 weeks of the semester)**
- Submit the final report incorporating the advisor's comments.
- Prepare a presentation describing your coop and submit the PPT file. Suggested presentation duration 30 minutes plus 10 minutes for questions and answers. (appendix B).

3. Follow up with students. What arrangements are made to collect student feedback?

- COOP students always in contact with his /her COOP advisor for any feedback or needed support.
- COOP advisor must at least make two field visits to the student training workplace.
- The students fill up the COOP experience survey by the end of his/her COOP training.

4. Insert a field experience flowchart for responsibility and decision-making (including a provision for conflict resolution).



5. Responsibilities.

	Student	Field Mentor	Program COOP advisor and COOP Coordinator	Department
Planning Activities				
a. Student activities.		✓	✓	
b. Learning experiences.			✓	
c. Learning resources		✓		
d. Field site preparations		✓	✓	
e. Student guidance and support		✓	✓	✓
Supervision Activities				
a. transport to and from site.	✓			
b. Demonstrate learning outcome performance.	✓		✓	
c. Completion of required tasks, assignments, reports, and projects.	✓	✓	✓	✓
d. Field site – safety.		✓		
e. Student learning activities.	✓	✓	✓	
b. Providing learning resources		✓		
c. Administrative (attendance)	✓	✓	✓	
Assessment Activities				
a. Student learning outcomes		✓	✓	✓
b. Field experience				✓
c. Field Mentor	✓			✓
d. Program COOP advisor and Coordinator	✓			✓
e. Field site	✓		✓	
f. Learning resources	✓			

b. Explain the student assessment process.

	Evaluation criteria	Grades	LO	
1	The employer	Student's Performance evaluation (electronic form)/ 30	2.1	
			2.2	
			3.2	
2	The student	Evaluation for Reports (E-1)/ 20	3.3	
			Evaluation of Presentation (E-2)/ 15	1.2
				Overall acquired knowledge and skills (KSTest)/ 10
3	Coop Advisor	Monthly attendance reports/ 5	3.1	
			Coop advisor visit report (s)/ 20	3.4
				3.1
	Total/ 100		

c. Explain the resolution of differences process (If the field teaching staff and the program faculty and teaching staff share responsibility for student assessment, what process is followed for resolving differences between them?)

No chance for this conflict because each participant in COOP student evaluation will give his/her evaluation then the average will be taken as student grade.

D Planning and Preparation

1. Identification of Field Locations

List Requirements for Field Site Locations (IT, equipment, labs, rooms, housing, learning resources, clinical)	List Safety Standards	List Specialized Criteria
a. Suitable office	Same standards applied in the work place.	Marketing activities
b. Adequate facilities in needed.		

Explain the decision-making process used to determine appropriate field experience locations.

- 1- Offering marketing opportunity internship.
- 2- Financial compensation (preferable).
- 3- Good reputation in internship.
- 4- Easy to communicate.

2. Identification of Field (Mentor) Staff and Supervisors

List Qualifications	List Responsibilities	List Training Required
<p>a. The field mentor The field mentor is a professional in the field of the student's major assigned by the employer.</p>	<p>The role of field mentor is ensuring adequate professional development of an assigned COOP student. It is expected that the mentor will facilitate implementation of the student COOP plan. The mentor will be mainly in charge of the following tasks:</p> <ul style="list-style-type: none"> • Fill the Student's Commencement Form (D-1) and send it to the coop coordinator within the first week. • Set a training plan (D-2) with coordination with the student COOP advisor no later than the second week and ensure that the student follows the plan provided. • Fill the Student Attendance Form (D-3) by the end of the month and send it to the coop advisor. • Fill the student's Performance Evaluation Form (D-4) and send it to the coop advisor by the end of week 28 (Electronic hyperlink will be sent by the COOP coordinator). • Ensure that the progress reports (A-5) provided by the student are prepared accurately. The mentor needs to read and sign the report before the student submits it to his COOP advisor. • Fill the student's Final Performance Evaluation Form (D-5) during the final week of the training and then send it to the coop advisor. 	<p>N/A</p>

<p>b. The coop advisor is a faculty member in the student's academic program with expertise in the subject of the coop assignment.</p>	<p>The advisor will guide the coop student during the full period of the coop assignment. The advisor should provide assistance to the student while in training in the coop program. In particular, his role is to:</p> <ul style="list-style-type: none"> • Visit the student at the coop location at least twice during the student 28 weeks of the COOP and fill Student's Coop Advisor Visit Report (C-1) (Electronic hyperlink will be sent by the COOP coordinator). • Ensure a timely start and end of the training program for each coop student • Ensure the implementation of the work assignment by reviewing the training plan (D-2). • Communicate with the student field mentor to adjust the training plan if needed. • Review the progress reports (A-5) prepared by the students and send feedback to them within a week of submission. • Guide the student in writing and compiling the final coop report in a professional format. It is required that the advisor will have frequent meetings with his advisee during the period of writing the report (the semester that follows the coop). • Ask the department for coop Examining Committee panel to evaluate the Student COOP final report and presentation. • Attend and evaluate the student's presentation. • Submit grades for progress reports and the final report to the Head of the department for approval. 	
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<p>c. The Coop Coordinator is in charge of</p>	<p>The Coop Coordinator is in charge of:</p> <ul style="list-style-type: none"> • Contacting the companies to solicit coop positions for the following semester. • Providing all necessary information required for the placement of all for employment candidates in the coop Program. • Maintaining a regular liaison with the participating employer and with the student mentor through the channels authorized by the employer. 	
<p>Explain the decision-making process used to determine appropriate field staff and supervisors.</p> <p>Already described in the previous part.</p>		

3. Identification of Students

List Pre-Requisite Requirements	List Testing Requirements	List Special Training Required
COOP training plan	Final report Presentation	Field mentor Evaluation form. COOP advisor field visit evaluation.
<p>Explain the decision-making process used to determine that a student is prepared to enroll in field experience activities.</p> <p>Student must complete 90 Credit-hour before start he/she can proceed with the cooperative training.</p>		

4. Safety and Risk Management.

List Insurance Requirements	List Potential Risks	List Safety Precautions Taken	List Safety Training Requirements
<p>Apply same Health and Safety procedures for COOP training students as offered for the company existing employees.</p>			
<p>Explain the decision-making process used to protect and minimize safety risks.</p> <p>The COOP advisor will make sure that all the Health and Safety procedures are applied for the COOP students (male /Female) during his/her field visit to the COOP student workplace.</p>			

5. Resolution of Differences in Assessments. If supervising staff in the field location and faculty from the institution share responsibility for student assessment, what process is followed for resolving any differences between them?

No chance for any conflict between student *field mentor* and *coop advisor* because the grading system as follow:

- 1) A clear Description for the role of *field mentor* and *coop advisor*.
- 2) Field mentor evaluation = 30% of COOP grade (based on Form No. D4 and student weekly reports)
- 3) Coop advisor evaluation = 70% (Form C-2, Form E-1, and E-2).

E. Evaluation of the Field Experience

1. Describe the evaluation process and list recommendations for improvement of field experience activities by:

a. Students

Describe evaluation process

- Student coop experience survey.
- Analyze the survey.
- Report the results to the Head of the department and list of recommendations.

b. Supervising staff in the field setting (**Field Mentor**)

Describe evaluation process

- Fill in a evaluation form to assess the student performance.
- Analyze the survey.
- Report the results to the Head of the department and list of recommendations.

c. Supervising faculty from the institution (**Coop Advisor**)

Describe evaluation process

- Fill in a questionnaire to assess the Summer Training.
- Analyze the survey.
- Report the results to the Head of the department and list of recommendations.

e. Others—(e.g. graduates, independent evaluator, etc.) (**The Coop Examining Committee**)

Describe evaluation process

The examining committee will comprise the coop advisor as the chairman and two faculty members from the student's academic department. The examining committee evaluates the student's coop report and presentation and will report the grade to the Head of the department for approval.

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

