

Field Experience Specifications

Course Title:	Cooperative Training
Course Code:	MKT1360
Program:	Bachelor of Marketing
Department:	Marketing - MKT
College:	College of Business Administration
Institution:	Dar Al Uloom University

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A. Field Experience Identification

1. Credit hours: 6 Cr. Hours
2. Level/year at which this course is offered: Student must complete 116 Credit-hour before start he/she can proceed with the cooperative training.
3. Dates and times allocation of field experience activities. <ul style="list-style-type: none"> • Number of weeks: (16) week • Number of days: (5) day/week • Number of hours: (7) hours/day
4. Pre-requisites to join field experience (if any): 1321MKT/ MKT1322/ MKT1323/ MKT1324/ MGT1411/ MGT1412/ MGT1413/ MKT1411

B. Learning Outcomes, and Training and Assessment Methods

1. Field Experience Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explore the work systems and environment in practice before graduation.	K1
1.2	Identify the application of the academic concepts and theories learnt in real work life.	K2
1.3	Enhance the understanding of the marketing theories and concepts.	K4
2	Skills:	
2.1	Apply learnt marketing theories and principles in different field situations.	S1
2.2	Recommend solutions based on learnt marketing skills.	S2
2.3	Critically evaluate marketing knowledge and practices for better organizational performance.	S3
2.4	Apply knowledge of business concepts, quantitative analysis tools, and problem-solving methodologies in marketing situations.	S4
3	Values:	
3.1	Exhibit perseverance in achievement of professional tasks, building constructive relationships in the organization, and committing to professional ethics.	V1
3.2	Self-evaluate own performance, practice cognitive curiosity, and take logical managerial decisions.	V2
3.3	Work independently and as part of a team by communicating results of work to team members.	V3

2. Alignment of Learning Outcomes with Training Activities and Assessment Methods

Code	Learning Outcomes	Training Methods/Activities	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explore the work systems and environment in practice before graduation.	Orientation about the work environment, Assign a real marketing issues and cases	Final report writing, Oral exam, Field visit report, KSTest

Code	Learning Outcomes	Training Methods/Activities	Assessment Methods
1.2	Identify the application of the academic concepts and theories learnt in real work life.	Orientation about the work environment, Assign a real marketing issues and cases	Final report writing, Oral exam, Field visit report, KSTest
1.3	Enhance the understanding of the marketing theories and concepts.	Orientation about the work environment, Assign a real marketing issues and cases	Final report writing, Oral exam, Field visit report, KSTest
2.0	Skills		
2.1	Apply learnt marketing theories and principles in different field situations.	Encourage coop training student to make initiatives and suggest solutions	Final report writing, Field mentor evaluation
2.2	Recommend solutions based on learnt marketing skills.	Encourage coop training student to make initiatives and suggest solutions	Final report writing, Field mentor evaluation
2.3	Critically evaluate marketing knowledge and practices for better organizational performance.	Encourage coop training student to make initiatives and suggest solutions	Final report writing, Field mentor evaluation
2.4	Apply knowledge of business concepts, quantitative analysis tools, and problem-solving methodologies in marketing situations.	Encourage coop training student to make initiatives and suggest solutions	Final report writing, Field mentor evaluation
3.0	Values		
3.1	Exhibit perseverance in achievement of professional tasks, building constructive relationships in the organization, and committing to professional ethics.	Attendance reports, Reports writing	Field mentor evaluation, Field visit report, Final report writing
3.2	Self-evaluate own performance, practice cognitive curiosity, and take logical managerial decisions.	Reports writing	Final report writing, Field mentor evaluation
3.3	Work independently and as part of a team by communicating results of work to team members.	COOP students' performance within groups	Field mentor evaluation, Field visit report

3. Field Experience Learning Outcomes Assessment

a. Students Assessment Timetable

#	Assessment task*	Assessment timing (Week)	Percentage of Total Assessment Score
1	Student's Performance evaluation (electronic form - D4)		30
2	Evaluation for Reports (E-1)		20
3	Evaluation of Presentation (E-2)		15

#	Assessment task*	Assessment timing (Week)	Percentage of Total Assessment Score
4	Overall acquired knowledge and skills (KS. Test)		10
5	Monthly attendance reports -Form D-3		5
6	Coop advisor visit report (s) - Form C-1		20

*Assessment task (i.e., Practical test, oral test, presentation, group project, essay, etc.)

b. Assessment Responsibilities

#	Category	Assessment Responsibility
1	Teaching Staff	<p>The coop advisor is a faculty member in the student's academic program with expertise in the subject of the coop assignment. The advisor guides 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 COOP period and fill out Student's Coop Advisor Visit Report (Form 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 (Form D-2). •Communicate with the student field supervisor to adjust the training plan if needed. •Review the progress reports (Form 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/her COOP student during the period of writing the report (the semester that follows the coop). •Ask the department for a coop Examining Committee panel to evaluate the Student COOP final report (Form E-1) and presentation (Form E-2). •Attend and evaluate the student's presentation. •Submit grades for progress reports and the final report to the Head of the department for approval. •Fill out the student's Final Evaluation Form (Form C-2) during the final week of the training and then send it to the coop advisor.
2	Field Supervisor	<p>The field supervisor is a professional in the field of the student's major assigned by the employer. The role of field supervisor is to ensure adequate professional development of an assigned COOP student. It is expected that the field supervisor will facilitate the implementation of the student COOP plan. The field supervisor will be mainly in charge of the following tasks:</p> <ul style="list-style-type: none"> •Fill the Student's Commencement Form (Form D-1) and send it to the coop coordinator within the first week. •Set a training plan (Form D-2) with coordination with the student COOP advisor no later than the second week and ensure that the student follows the plan provided.

		<ul style="list-style-type: none"> •Fill out the Student Attendance Form (Form D-3) by the end of the month and send it to the coop advisor. •Fill out the student’s Performance Evaluation Form (Form D-4) and send it to the coop advisor by the end of a specified period (An electronic hyperlink will be sent by the COOP coordinator). •Ensure that the progress reports (Form A-5) provided by the student are prepared accurately. The field supervisor needs to read and sign the report before the student submits it to his COOP advisor.
3	Others (specify)	<p>The employer has a major role in promoting the success of the training program. To achieve this goal, the employer is expected to provide the following:</p> <ul style="list-style-type: none"> •The employer should coordinate with the student COOP advisor to develop a training plan reflecting the field experience learning outcomes during the COOP period. It needs to be related to the student's academic field of study. •The coop student should be assigned to a professional in his field of study (field supervisor), who will be responsible for making the student’s training program meaningful and effective. •The coop student should be treated like any other employee in the organization. •If the COOP student does not show up to work either on time or at all, the field supervisor should inform the University, so that corrective action can be taken. Absence should be reflected in the evaluation reports. •If the coop student does not perform well or his performance does not meet the employer’s standard then the field supervisor should contact the COOP student advisor so that corrective action is taken. •Students should be encouraged and allowed to prepare technical reports and conduct oral presentations during the training period. •The employer should allow and encourage visits by the coop advisor.
4	Coop Examining Committee	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.

C. Field Experience Administration

1. Field Experience Locations

a. Field Experience Locations Requirements

Suggested Field Experience Locations	General Requirements*	Special Requirements**
MKT Department	The same standards applied in the workplace.	<ul style="list-style-type: none"> • MKT specialist • Separate MKT Department
Customer relationship Department	The same standards applied in the workplace.	<ul style="list-style-type: none"> • MKT specialist • Separate MKT Department

Sales Department	The same standards applied in the workplace.	<ul style="list-style-type: none"> • Sales Department with specialist staff
Research and Development Department	The same standards applied in the workplace.	<ul style="list-style-type: none"> • Research and Development specialist • Separate MKT Department
Planning Department	The same standards applied in the workplace.	<ul style="list-style-type: none"> • MKT Planning specialist • Separate MKT Department
Public Relation Department	The same standards applied in the workplace.	<ul style="list-style-type: none"> • Public Relation specialist • Separate MKT Department
Crisis Management Department	The same standards applied in the workplace.	<ul style="list-style-type: none"> • Crisis Management specialist • Separate MKT Department
E-Commerce and Social Media Department	The same standards applied in the workplace.	<ul style="list-style-type: none"> • Employees insurance specialist • Separate MKT Department

*Ex: provides information technology ,equipment ,laboratories ,halls ,housing ,learning sources ,clinics etc.

**Ex: Criteria of the training institution or related to the specialization, such as: safety standards, dealing with patients in medical specialties, etc.

b. Decision-making procedures for identifying appropriate locations for field experience

The Coop can be done in the public or private sector and national or international companies. The chairman of the MKT department of the COB through a Department Council approval set a list of criteria for the selection of field experience location, that include:

- 1- Offering MKT opportunity internship.
- 2- Financial compensation (preferable).
- 3- Good reputation in an internship.
- 4- Easy to communicate.
- 5- Training program offered to students

2. Supervisory Staff

a. Selection of Supervisory Staff

Selection Items	Field Supervisor	Teaching Staff
Qualifications	Academic Qualification Professional in MKT activities	Ph.D. and/or Master in MKT or Management
Selection Criteria	Willingness to make the student's training program meaningful and effective	Qualification Knowledge Interest and passion

b. Qualification and Training of Supervisory Staff

(Including the procedures and activities used to qualify and train the supervisory staff on supervising operations, implementing training activities, the follow-up and evaluation of students, etc.)

The teaching staff (Coop advisors) are faculty members who are experienced in teaching and learning processes. Once faculty members are assigned the role of supervising student-teachers they receive the information about the company, the location, the students and the schedules from the Coop Coordinator. They guide the coop student during the full period of the coop assignment. They should provide assistance to the student while in training in the coop program.

The coop coordinator is an administrator in DAU in charge of:

- 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.
- Guiding, problem-solving and providing the supervisors with the help they need.

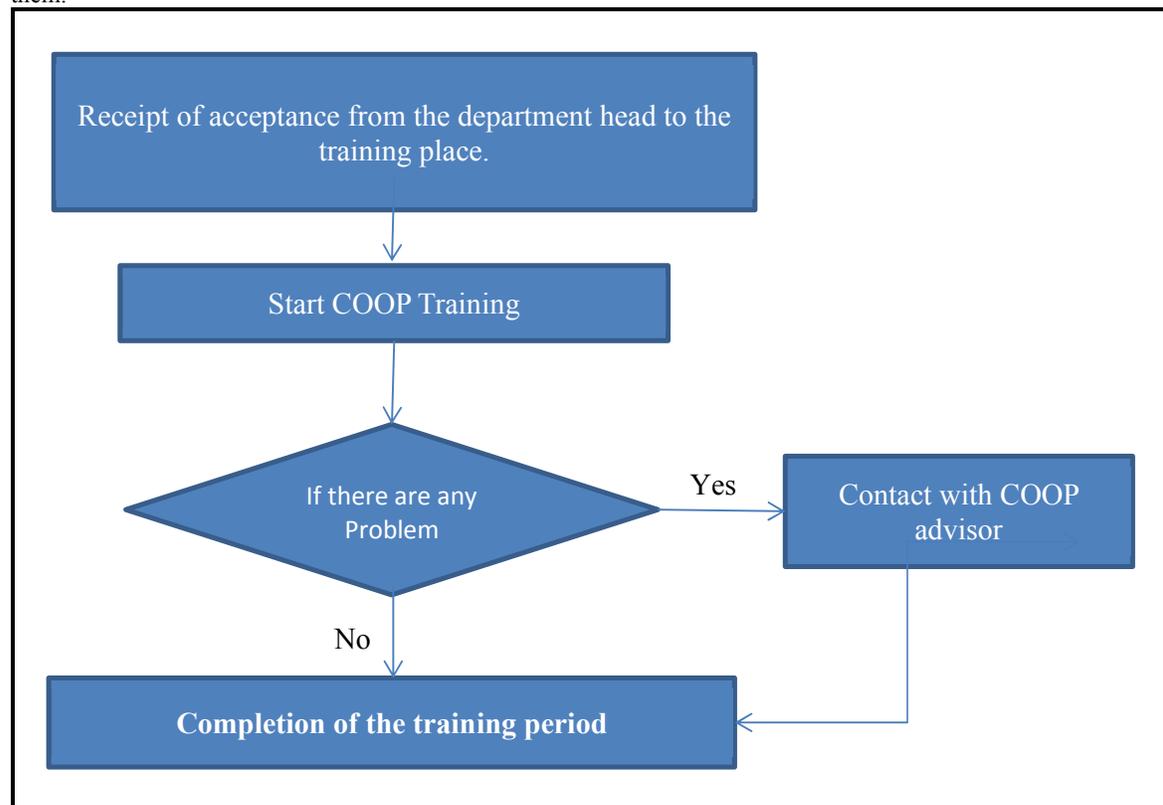
The field Supervisor is assigned by the employer as a professional in student’s field of study.

The field Supervisor should facilitate implementation of the student COOP plan.

3. Responsibilities

a. Field Experience Flowchart for Responsibility

including units, departments, and committees responsible for field experience, as evidenced by the relations between them.



b. Distribution of Responsibilities for Field Experience Activities

Activity	Department or College	Teaching Staff	Student	Training Organization	Field Supervisor
Selection of a field experience site	✓		✓	✓	

Activity	Department or College	Teaching Staff	Student	Training Organization	Field Supervisor
Selection of supervisory staff	✓			✓	
Provision of the required equipment		✓		✓	✓
Provision of learning resources	✓			✓	
Ensuring the safety of the site				✓	✓
Commuting to and from the field experience site			✓		
Provision of support and guidance		✓			✓
Implementation of training activities (duties, reports, projects,					✓
Follow up on student training activities		✓			✓
Adjusting attendance and leave				✓	✓
Assessment of learning outcomes	✓	✓		✓	✓
Evaluating the quality of field experience		✓	✓		✓
Others (specify)					

4. Field Experience Implementation

a. Supervision and Follow-up Mechanism

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 (Form A-2)
- If coop students are planning to do the coop in a company of your choice, then fill the (Finding Coop Opportunity form (A-3)
- If coop students 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:

All students during the coop should complete the following tasks:

- The student should ask the field supervisor to sign and submit Student's Commencement Notice form (D-1)
- The student should follow the training plan (Form D-2).
- Coop students will a progress reports (Form A-5): 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 supervisor.
- By the med and last week, the coop student should remind his field supervisor to fill out the evaluation form (D-4) (Electronic hyperlink will be sent by the COOP coordinator).
- If for any reason coop student will be absent from the training company for more than 3 days you should inform your COOP advisor.
- If for any reason coop student decides not to continue the coop, he/she 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 (A-6) 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.

Student Performance Evaluation:

The coop student's performance will be evaluated through the following:

- Company evaluation: Every student will be evaluated during coop period by the field mentor.
- Coop advisor visit reports: Every student should expect at least two visits from his/her COOP advisor.
- Progress reports: Each student must submit the required progress reports on time. The report should be submitted through email to her/his coop advisor. Hard copies of all reports should be signed by the student field mentor and stamped with the employer's official stamp. These hard copies can be submitted to the coop advisor after the student finishes her/his coop and returns to DAU.
- Knowledge and Skills Test (KST): COOP student must perform the knowledge and skills test (KST) electronically with his/her COOP advisor. Coop student can apply for the test before finishing his/her coop training. It is mandatory before setting the appointment of the final report presentation. The aim of this test, to measure the overall student acquired specialized knowledge and skills during his/her learning journey. Student should achieve at least 6.5 out of 10 otherwise s/he will retake it after two weeks.
- Final report: Each student must submit a final report describing the coop work. Students should consult their coop advisors regarding the content of the report. The final report must be submitted as early as possible in the semester immediately following the coop training period. The advisor will evaluate the coop final report and may make corrections and request adjustments to the report. Three hard copies of revised final report should be submitted to the coop advisor for examination committee.

- Presentation:** Every student must give a presentation on coop training to the examining committee. To set the appointment of the presentation, student should submit the following:
 - ✓ COOP orientation certificate.
 - ✓ The KSTest report.

The presentation will be judged by the examining committee. Date and time of the oral presentation will be decided by the Head of the department after coordination with the examining committee members.

b. Student Support and Guidance Activities

The College heavily supports coop training activities particularly the following two -
a. Student Support: The coop training unity at COB provides students with opportunities to do the coop training in a public or private organization.

b. Student Guidance: The coop training unity at COB regularly conduct workshops on career counseling and guidance for coop students to make coop training procedures easy for coop students and to answer all questions about any matter that they might face during the coop.

c. Cooperative Program Booklet: from the start of the coop training, the student receives a cooperative program booklet containing all information about the roles of all stakeholders concerned by the coop training (employer, university, field supervisor, teaching staff, coop coordinator, coop examining committee, and student) and all forms used before, during and after the training coop.

5. Safety and Risk Management

Potential Risks	Safety Actions	Risk Management Procedures
N/A	N/A	N/A

G. Training Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
- Coop student's opinion about Training Organization, Field Supervisor, and Coop Advisor - Effectiveness of field experience programs in developing students' skills.	Coop Students	- LMS survey. - Analyze the survey. - Report the results to the Head of the department and list of recommendations.
Evaluation of coop students' skills and values	Field Supervisor	- Fill in a questionnaire to assess the coop Training. - Analyze the survey. Report the results to the Head of the department and list of recommendations.
- Coop student's performance - Coop student's personal characteristics	Training Organization	- Fill in a questionnaire to assess the coop Training. - Analyze the survey. Report the results to the Head of the department and list of recommendations.

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Evaluation of coop students' knowledge, skills, and values	MKT Department	<ul style="list-style-type: none"> - Percentage of MKT learning outcomes achieved in cooperative learning reflects the success of the coop work by acquisition of practical skills (KPI) - Analyze the KPI - Report the results to the Head of the department and list of recommendations.

Evaluation areas (e.g., Effectiveness of Training and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Supervisory Staff, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

E. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.
Date	27/09/2022