Course Report of

# Management & Marketing HUMx21– Spring 2019

**University:** Ain Shams **Faculty:** Engineering

# Basic Information

## Title and code:

Management & Marketing - HUMx21\_MEP

## Program on which the course is given:

Mechanical Power Engineering

* 1. **Year / Level of program(s)** 2018-2019 / 3rd year Mechanical Power Engineering Students.

## Units / Credit Hours:

|  |  |  |
| --- | --- | --- |
| i. | Lecture: | 2 |
| ii. Tutorial / Practical: 1 | | |
| iii. Total: 3 | | |

1. **Names of lecturers contributing to the delivery of the course:**

Dr. Mohamed H. Gabr

Dr. Asmaa Ramadan Elsayed

**Course coordinator:** Dr. Mohamed H. Gabr

**External evaluator:** -------------

1

# Statistical Information

No of students attending the course: 198

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Number** | **Percentage (%)** |
| **Students completing the course** | |  |  |
| **Results** | Passed |  |  |
| Failed |  |  |
| **Grading of successful students** | **Percentage** | **Number** | **Percentage (%)** |
| Excellent | |  |  |
| Very Good | |  |  |
| Good | |  |  |
| Passed | |  |  |
| Weak | |  |  |
| Very weak | |  |  |

# Professional Information

## 1- Course Teaching:

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| **No** | **Course Content** | **Lecture**  **(hours)** | **Tutorial**  **(hours)** | **Total** |
| **1** | Engineering and management, what is an organization | **2** | **2** | **4** |
| **2** | Managerial levels and manager functions | **4** | **2** | **6** |
| **3** | Managerial skills, Maslow’s hierarchy of needs | **2** | **2** | **4** |
| **4** | Strategic management & strategic planning | **2** | **1.5** | **3.5** |
| **5** | Market & marketing definition, | **2** | **1.5** | **3.5** |
| **6** | Marketing mix | **2** | **1** | **3** |
| **7** | Market targeting and planning | **2** | **1** | **3** |
| 8 | Opportunity and marketing research | **2** | **1** | **3** |
|  | **Total** | **18** | **12** | **30** |

**Topics taught as percentage of the content specified:**

**ʘ > 90%** **70% - 90%**

**< 70%**

# Reasons in details for not teaching any topic:

**If any topics were taught which are not specified, give reasons in details:**

## None

* 1. **Teaching and learning methods:**

Lectures



Practical training/laboratory

Seminar / workshop

Class activity 

# Case study:

Other assignments/homework

If teaching and learning methods were used other than, those specified, list and give reasons

Prepare a market research for a selected marketing problem

# Student assessment:

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| --- | --- |
| **Method of assessment** | **Percentage of total** |
| Assignments | 7 % |
| Written midterm exam | 20 % |
| Participation in class | 6% |
| Written final exam | 67% |
| Total | 100% |

**Members of examination committee:**

Dr. Mohamed H. Gabr

Dr. Asmaa Ramadan Elsayed

# Role of the external evaluator

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# Facilities and teaching materials:

Totally adequate

Adequate to some extent 

Inadequate

## List any inadequacies

* 1. **Administrative constraints**

**List any difficulties encountered**

None - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

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# Student evaluation of the course

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| **Comments** | **Response of Course team** |
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# Comments from external evaluator(s)

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| **Comments** | **Response of Course team** |
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# Course enhancement:

**Progress on actions identified in the previous year's action plane:**

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| **Action** | **State whether or not completed and give reasons for any non-completion** |
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* 1. **Action plan**

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| **Actions required** | **Completion date** | **Person responsible** |
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