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| *Course report of* | |
| Introduction to Marketing –HUMx21 – Fall 2020 | |
| University: Ain Shams | Faculty: Engineering |

## Basic Information

1. Title and code:

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| Introduction to Management and Marketing – HUMx21 |

1. Department Offering the Course:

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| --- | --- |
| |  | | --- | | Design and Production Engineering | |

1. Year/Level of programs:

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| --- |
| 3rd year Design and Production Engineering Program (Level 3) |

1. Units/Credit Hours

|  |  |
| --- | --- |
| ( i ) Lecture : | 2 |

|  |  |
| --- | --- |
| ( ii ) Tutorial/Practical : | 1 |

|  |  |
| --- | --- |
| ( iii ) Total : | 3 |

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

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| --- | --- |
|  | Prof.Dr. Eng. Nahid Hussein Afia Abdel Halim  Dr. Mohamed El-Beheiry  Dr. Ismail Hafez |

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| Course coordinator: | Prof.Dr. Eng. Nahid Hussein Afia Abdel Halim |

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| External evaluator: | N/A |

## Statistical Information

Not Available Yet

## Professional Information

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| --- | --- | --- | --- | --- | --- |
| **No** | **Course Content** | **Lecture** | **Tutorials** | **Total** | Lecturer |
| **1** | Introduction to marketing | **2** | **2** | **4** | Prof.Dr. Nahid H. Afia |
| **2** | Market segmentation positioning | **4** | **2** | **6** | Prof.Dr. Nahid H. Afia |
| **3** | Marketing plan | **2** | **2** | **4** | Prof.Dr. Nahid H. Afia |
| **4** | Marketing mix: product& pricing | **6** | **2** | **8** | Prof.Dr. Nahid H. Afia |
| **5** | Marketing mix: place& promotion | **6** | **2** | **8** | Prof.Dr. Nahid H. Afia |
| **6** | Introduction to Management | **3** | **1** | **4** | Dr. Mohamed Elbeheiry |
| **7** | Managerial processes, levels, roles and skills. | **4** | **2** | **6** | Dr. Mohamed Elbeheiry |
| **8** | The human Element in Management | **1** | **1** | **2** | Dr. Mohamed Elbeheiry |
| **9** | Introduction to organization structures and responsibility, accountability and delegation | **2** | **1** | **3** | Dr. Mohamed Elbeheiry |
|  | **Total Hours** | **30** | **15** | **45** |  |

1. **Course Teaching:**

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

**>90 % x 70-90 % <70%**

**Reasons in detail for not teaching any topic**

1. **Teaching and learning methods:**

Online Lectures: **X**

Practical training/ laboratory:

Seminar/Workshop:

Class Activity: **(Tutorials)**  **X**

Teams Link: <https://teams.microsoft.com/l/team/19%3acc7b96b4ab284727be6d8ab70ede1470%40thread.tacv2/conversations?groupId=e743f324-f7be-4f71-86c8-275f1361119a&tenantId=ad2a8324-bef7-46a8-adb4-fe51b6613b24>

Microsoft Team Samples:

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1. **Student assessment:**

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| --- | --- |
| **Method of assessment** | **Percentage of total** |
| Written examination | 95% |
| Oral examination | 0 % |
| Practical/laboratory work | 0 % |
| Other assignments/class work | 5 % |

*Only one Quiz is performed as the TA got COVID-19 and the semester is reduced by one week, this quiz is replaced by the assignments.*

**Members of examination committee**

**Prof.Dr.Eng. Nahid Hussein Afia Abdel Halim**

**Dr.Eng. Mohammed El Beheiry**

**Role of external evaluator**

N/A

1. **Facilities and teaching materials:**

Totally adequate

Adequate to some extent **X**

Inadequate

List any inadequacies: NA

1. **Administrative constraints:**

List any difficulties encountered

**NA**

1. **Student evaluation of the course:**

*All evaluation items are above 60% except the lab item 58% and the course has no lab work.*

**Response of Course Team**

List any criticisms

**Comments from external evaluator(s): Response of course team**

………**N/A** ………………. …………………………….

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1. **7. Action Plan**

*No action as this is the last time this course will be taught due to changes in the bylaws.*