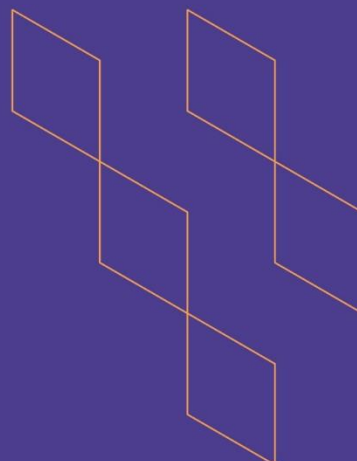




T-104
2022

Course Specification



Course Title: Principles of Aquaculture management
Course Code: APAC1605
Program: Aquaculture Technology
Department:
College: Applied College
Institution: Umm Al-Qura University
Version: 2
Last Revision Date: December 2024



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A. General information about the course:

Course Identification

1. Credit hours: 2 hours

2. Course type

a. University ☐ College ☐ Department ☒ Track ☐ Others ☐

b. Required ☒ Elective ☐

3. Level/year at which this course is offered:

1st Semester

4. Course general Description

This course provides students with basic theories and functions of management. It also defines aquaculture business, operation, and management. It introduces the key factors to successful aquaculture business. It familiarizes students with the business components in aquaculture. Moreover, it discusses the marketing challenges that face the aquaculture industry. This course raises the awareness to the strategies to developing a business plan for aquaculture. Finally, it discusses managing labor in addition to introducing the best practices and recent developments in aquaculture.

5. Pre-requirements for this course (if any):

None

6. Co- requirements for this course (if any):

None

7. Course Main Objective(s)

- ❖ Be aware of basic theories and functions of management.
- ❖ Be aware of the overall aquaculture business process.
- ❖ Gain insight on the key factors that have been the keys to the significant and sustained growth of the aquaculture industry.
- ❖ Identify applicable strategies that can be used in improving the present business condition.
- ❖ Improve aquaculture business-mindedness.

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom		90%
2.	E-learning		10%



2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30 h
2.	Laboratory/Studio.	
3.	Field	
4.	Tutorial	
	Total	30 h

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Gain Knowledge in aquaculture business process and success.	K1	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
1.2	Understand the keys to Successful Investments in Aquaculture.	K1	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
1.3	Be familiar with aquaculture business Components.	K1	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
1.4	Be familiar with aquaculture marketing Challenges.	K3	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
1.5	Develop A business plane for aquaculture.		-Lectures -Discussions	-Oral presentations





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
			-Presentations	-Quizzes -Assignments -Final exam
1.6	Define management theories	K2	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
1.7	Describe the role of management in all fields	K3	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
1.8	Identify the essentials of team management	K2	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
2.0	Skills			
2.1	Describe the factors to successful aquaculture business.	S4	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
2.2	To discuss strategies that can improve aquaculture management and operation.	S1	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
3.0	Values, autonomy, and responsibility			
3.1	Developing oral presentations.	V1	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
				-Final exam
3.2	Communicating personal ideas and thoughts.	V2	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
3.3	Work independently and as part of a team to finish some assignments.	V3	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam
3.4	Communicate results of work to others	V2	-Lectures -Discussions -Presentations	-Oral presentations -Quizzes -Assignments -Final exam

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Management and Organizations	2
2.	Management History	2
3.	Organizational structure and design	2
4.	Leading People and Organizations.	2
5.	Definition of Success in an Aquaculture Business Context Risk management challenges.	2
6.	Keys to Successful Investments in Aquaculture • Aquaculture is management- intensive business.	4
7.	Aquaculture Business Components.	4





8.	Marketing Challenges.	4
9.	Developing A business plane for aquaculture. • Strategic goals and objectives. •Marketing plane.	4
10.	Managing labor	2
11.	Best Practices and recent Developments in Aquaculture Pre-harvest, harvest, and post-harvest processes.	2
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Participation		10%
2.	Periodical Exam(s)	3	10%
3.	Reflection and Reports	5	10%
4.	Mid Term Exam	7	20%
5.	Final Exam	16	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)



E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	<ul style="list-style-type: none"> - Aquaculture economics and financing : management and analysis / Carole R. Engle. – 1st ed. ISBN 978-0-8138-1301-1. 2010 - Economics of aquaculture production. Extension Bulletin No. 107. National Agricultural Extension and Research Liaison Services Ahmadu Bello University Zaria, 2000 - Stephan Robbins, Mary Coulter. 2017. Management. 14th edition Pearson ISBN-13: 978-0134527604
Supportive References	
Electronic Materials	<p>https://www.tandfonline.com/toc/uaqm20/current https://www.taylorfrancis.com/books/mono/10.1201/9781003075165/economics-aquaculture-howard-clonts-curtis-jolly https://www.researchgate.net/publication/37629426_Aquaculture_Economics_and_Marketing_An_Overview#fullTextFileContent</p>
Other Learning Materials	Multi- media associated with the textbook and the relevant websites

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms are already provided with data show.
Technology equipment (projector, smart board, software)	Projectors
Other equipment (depending on the nature of the specialty)	



F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect: regular surveys to evaluate teaching effectiveness and course relevance Direct: CLO's assessment
Effectiveness of student's assessment	Peer review	Direct: Annual review of course content by faculty members and external experts
Quality of learning resources	Students	Indirect: regular surveys to evaluate quality of learning resources
The extent to which CLOs have been achieved	Peer review	Direct: Annual review of course content by faculty members and external experts
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)





G. Specification Approval Data

COUNCIL /COMMITTEE	Umm Al-Qura University Council
REFERENCE NO.	851141114462/190390
DATE	446/11/22

