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**College of Administrative and Financial Sciences**

**STUDY PLAN PROJECT**

**Master of Digital Marketing**

**January 2025**

**Introduction**

The MBA (DM) program helps to reinforce leaners’ skills in business and in administration and to develop administrative skills relevant to the changing digital work environment. The program is designed to meet the needs of professional career in business administration in digital environment. The program asserts the involvement of learners’ in a new mode of learning and achievement based on a blended mode (traditional and distance learning) covering a wide range of employment domains in modern digital landscapes.

In the name of God, the most gracious, the most merciful.

**Department of Business Administration Head's Word**

We praise God, and seek His help and guidance, pray, and greet the most honorable of creation and messengers, our prophet Muhammad, may God bless him and grant him peace.

Management science is applied to all aspects of our lives to achieve desired goals. Therefore, the Department of Business Administration at the College of Administrative and Financial Sciences focuses on theoretical fundamentals and updated global practices, which in turn refine students’ skills and develop their knowledge by qualifying students to contribute, innovate, and develop in the field of business administration with its theory and classifications that are included in the business administration program. Starting from the fundamentals of administration through projects management, operations management, developing strategies, and tools to help in marketing science practices, and do not forget quality control and behaviors that must be followed inside and outside organizations, whether profit or non-profit organizations. Finally, the program includes technology management and knowledge management to make the appropriate decisions and use its tools. Also, how to manage small businesses and entrepreneurship within their various types, due to the importance of those topics correlated to the Kingdom’s Vision 2030 and its impact on the local economy. To prepare students and adapt them to the Saudi market and apply the theories and knowledge they have acquired through the business administration program over the four years, students apply and practice what they have learned in intensive cooperative training at the end of the bachelor’s program to empower them achieving their practical goals in the future. In addition, there are three master's programs in cooperation with Colorado University to meet the market need to expand students' horizons of in-depth and focused knowledge in the field of business administration. God grants success,

Head of Business Department

Dr. Majed A. Helmi

**The Importance and Reasons for Creating the Program**

This specialized program has been designed to prepare the young graduates to adapt with the digital transformation of the domestic and international businesses. SEU developed this MBA in response to the rapid growth of e-commerce, social media, and online engagement. It is the first of its kind in the region and one of only a handful of advanced degrees in digital marketing in the world. Moreover, it is the first MBA-level program in the region to be accredited by the Digital Marketing Institute (DMI). Keeping Saudi Vision 2030 in mind, this program includes many futuristic courses to address the future needs of Saudi digital economy. This program uniquely blends business, leadership, and digital marketing skills to prepare students for today’s fast-paced global economy.

This program aims at enabling learners to:

**Program Objectives**

1. Develop a strategic marketing plan that integrates all communications—from advertising to tweeting—into a seamless marketing campaign.
2. Apply consumer decision-making models that create or enhance the customer journey.
3. Use websites, search engine strategies, social media platforms, and mobile apps to drive engagement, increase brand value, and creatively market to a broad set of consumers.
4. Apply digital marketing analytics to accurately assess digital marketing efforts' effectiveness to contribute to the organization’s financial and marketing goals.

#  Mission

It is simple and twofold:

1. We are committed to educating and developing leaders who can create maximum value for the stakeholders and society through the enterprises' digital transformation.
2. We are equally committed to producing digital entrepreneurs who can help achieve the futuristic vision of a digital-cum-knowledge economy.

 The (MBA) (Digital Marketing) program contains 12 courses, 3 credit hours for each course spread over 4 semesters.

**Duration of Study in the Program**

**Program Learning Outcomes**

* Demonstrate a knowledge of management theories and skills to organizational challenges in a global context.
* Apply knowledge of leadership theory to marketing strategies, both traditional and digital challenges, to increase organizational effectiveness.
* Demonstrate the application of effective communication and research skills.
* Apply core marketing strategies, both traditional and digital, and communication theories and skills, to support management decision-making.
* Create unified, holistic digital marketing campaigns based on the integration of theory, management, and digital marketing techniques.
* Design an organizational culture that values digital marketing innovation and uses strategies, new approaches, and emerging technologies to drive economic performance.
* Select appropriate ethical behaviors and best practices for strategic planning, design and organizational sustainability.

#  Career Opportunities for Graduates of the Program

This specialized program in Business Administration Qualifies graduates that are capable of operating in various managerial positions including but not limited to:

* General Manager
* Marketing Analyst & AI specialist
* Digital Marketing Manager
* Content Marketing Manager & Strategist
* Social Media Manager
* Advertising Manager
* Public Relations Manager
* SEO/SEM Manager & Specialist

#  Saudi Electronic University Mission, Vision and Goals

**Mission**

Providing high-quality flexible education that utilizes technology and modern teaching methods to all segments of society, and contributing to the production, dissemination, and utilization of knowledge to achieve social, cultural, and economic development.

**Vision**

Lead the utilization of technology in education to contribute to national development.

**Goals**

1. Provide outstanding education to empower learners to achieve their academic and professional aspirations.
2. Build a leading regional role in e-learning.
3. Grow in digital innovation and Techpreneurship.
4. Enhance engagement with communities across the Kingdom.
5. Achieve fiscal sustainability and expenditure efficiency.

**College of Business Administration Mission, Vision, and Goals**

**Mission**

Providing qualitative and distinguished programs in various fields of administrative and financial sciences using the latest educational technologies and modern learning styles to graduate qualified students with administrative and financial skills and knowledge to contribute to achieving economic, cultural, and social development.

**Vision**

The college of business administration aims to be a pioneer in the field of teaching administrative and financial sciences at the local and regional levels using modern educational techniques.

**Goals**

1. Providing distinguished programs to enable learners to achieve their academic and professional ambitions in administrative and financial sciences.
2. Qualitative contribution to achieving excellence and a culture of innovation in the art and science of management.
3. Providing learners with skills and knowledge of high quality and efficiency while using the latest educational technologies and modern learning styles.
4. Developing scientific research in administrative and financial sciences.
5. Obtaining local and international academic accreditations.
6. Strengthening local and international communication and partnerships with specialized bodies in the field of administrative and financial sciences.
7. Activating community service by providing consultations, programs, workshops, seminars, and training and educational meetings.

**MBA (DM) Program’s Alignment with the Institutional Mission and Goals**

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| 1. Mission
 | **SEU Mission** |
| **Providing high-quality, flexible education which utilizes technology and modern teaching methods to all segments of society,**  | **and contributing to the production, dissemination, and utilization of knowledge**  | **to achieve social, cultural, and economic development.** |
|  **Program Mission** | We are committed to educating and developing leaders who can create maximum value for the stakeholders and society through the enterprises' digital transformation. | x |  |  |
| We are equally committed to producing digital entrepreneurs who can help achieve the futuristic vision of a digital-cum-knowledge economy. |  | x | x |

1. Goals

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| --- | --- | --- | --- | --- | --- |
|  | **SEU Goal 1** | **SEU Goal 2** | **SEU Goal 3** | **SEU Goal 4** | **SEU Goal 5** |
| Develop a strategic marketing plan that integrates all communications—from advertising to tweeting—into a seamless marketing campaign. | x |  |  |  |  |
| Apply consumer decision-making models that create or enhance the customer journey. |  | x |  |  |  |
| Use websites, search engine strategies, social media platforms, and mobile apps to drive engagement, increase brand value, and creatively market to a broad set of consumers. |  |  | x |  |  |
| Apply digital marketing analytics to accurately assess digital marketing efforts' effectiveness to contribute to the organization’s financial and marketing goals. |  |  |  |  | x |

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| **Graduate Attributes:** |
| Graduate attributes are the academic abilities, personal qualities and transferable skills which all students will have the opportunity to develop as part of their SEU- MBA (Digital Marketing) experience.1. Analyze complex digital marketing issues using a local as well as global perspectives.
2. Develop quantitative, analytical and strategic thinking skills with the help of advanced analytics.
3. Focus on creativity and innovation for successful digital marketing campaigns.
4. Hone the digital skills needed for communication through digital platforms.
5. Demonstrate an advanced understanding of digital marketing theories and practices.
6. Stay updated with the advantage of digital literacy.
7. Get a grip on the use of social media in executing digital marketing strategies.
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#  Admission Requirements

**-**Bachelor's degree from an MOE-recognized university. If the certificate is obtained from abroad, it must be accredited according to the equivalency program provided by the Ministry of Education (MOE).

- Applicant's cumulative GPA in the bachelor’s degree should not be less than (2.00 out of 4.00 or 3.00 out of 5.00) or its equivalent based on the available seats and shortlisting results. The College Council may waive this condition provided that the applicant's GPA is not less than (1.5 out of 4.00 or 2.5 out of 5.00) or its equivalent based on the available seats and shortlisting results.

- Submit the result of one of the approved English language tests:

- IELTS-Academic only: with a score of no less than 5

- STEP: with a score of no less than 76

- TOEFL\_IBT: with a score of no less than 45.

- SEU graduates are exempted from this condition provided that their bachelor’s program was taught in English, and a with a cumulative GPA of no less than (3.5 out of 4.00) or higher.

- Students who have obtained a bachelor’s degree from universities in countries where the native language is English\* and the universities are recognized by the Ministry of Education are exempted.

\* USA - Canada – UK - Australia - New Zealand.

- The validity period of the approved English language tests:

- TOEFL\_IBT: 2 Years

- STEP: 3 Years

- IELTS Academic only: 3 Years

- Applicants need to submit only one English language test.

- The applicant must be a Saudi or non-Saudi (residing within the Kingdom of Saudi Arabia with a valid Iqama)

- Applicants who have been initially accepted, are required to pay the full amount of first semester tuition to get final admission.

#  Admission Steps

* Access the [Admission Portal](https://info.seu.edu.sa/) and review the admission requirements and academic programs available for applicants in the university branches in the Kingdom of Saudi Arabia.
* Check the timeline for the admission phase to know the start and closing dates of the application portal, the results announcement date, and the deadline for announcing admission results.
* Fill in the required information accurately through the application link.
* Ensure the completion of the admission application.
* Select the study program carefully and confirm the order of preferences (if applicable).
* Monitor the application status in the Admission Portal regularly.
* Admission is based on competitive selection according to admission criteria, seat availability, and the ranking of preferences among applicants after the specified electronic application period.
* The applicant is required to pay the fees and complete the remaining procedures to obtain the final admission after the announcement of preliminary admission results.

#  Program Study Plan

 The (MBA) (DM) program contains 12 courses, 3 credit hours for each course spread over 4 semesters. The program is only offered in English.

# Program Structure by Requirement

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit hours** | **Pre-requisites** |
| **1** | ECN500 | Global Economics | 3 | N/A  |
| **2** | RES 500 | Academic Writing and Research Skills | 3 | N/A  |
| **3** | FIN500 | Principles of Finance | 3 | N/A  |
| **4** | MGT560 | Leadership Development | 3 | ECN500 & RES500  |
| **5** | MKT500 | Digital Marketing Management | 3 | ECN500 & RES500  |
| **6** | MGT510 | Strategy Planning | 3 | ECN500 & RES500  |
| **7** | MKT540 | Consumer behaviour and the Customer Journey | 3 | MKT500  |
| **8** | MKT560 | Online Marketing and Social Media Channels | 3 | MKT500  |
| **9** | MKT600 | Brand Management in a Digital World | 3 | MKT500  |
| **10** | MKT610 | IMC Meets Digital Campaign Planning | 3 | MKT540  |
| **11** | MKT640 | Digital Marketing Analytics | 3 | MKT540  |
| **12** | MKY 675 | Research Project | 3 | Completion of 27 hours  |
|  | Total  | 36  |  |  |

**Program Structure by Levels**

### First Year

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit Hours** | **Pre-Requisites** |
| **1** | ECN500  | Global Economics  | 3 | N/A  |
| **2** | RES 500 | Academic Writing and Research Skills  | 3 | N/A  |
| **3** | FIN500  | Principles of Finance  | 3 | N/A  |

### First Year

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit Hours** | **Pre-Requisites** |
| **1** | MGT560  | Leadership Development  | 3 | ECN500 & RES500  |
| **2** | MKT500  | Digital Marketing Management  | 3 | ECN500 & RES500 |
| **3** | MGT510  | Strategy Planning  | 3 | ECN500 & RES500 |

**Second Year**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit Hours** | **Pre-Requisites** |
| **1** | MKT560  | Online Marketing and Social Media Channels | 3 | MKT500 |
| **2** | MKT600  | Brand Management in a Digital World | 3 | MKT500  |
| **3** | MKT540  | Consumer behaviour and the Customer Journey | 3 | MKT500  |

**Second Year**

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| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit Hours** | **Pre-Requisites** |
| **1** | MKT610  | IMC Meets Digital Campaign Planning | 3 | MKT540  |
| **2** | MKT640  | Digital Marketing Analytics  | 3 | MKT540  |
| **3** | MGT 675  | Research Project  | 3 | Completion of 27 hours  |

#  Program Courses Descriptions

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| --- | --- |
| Course Title | Global Economics |
| Course Code | ECN500 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | Examine the theories of international trade and finance, and the influence and impact on management decisions and corporate agreements. Develop an understanding of international monetary issues, and the social, cultural, and governmental effects on the global business. |

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| --- | --- |
| Course Title | Academic Writing and Research Skills |
| Course Code | RES 500 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course will provide the students with the basics of academic writing and a broad introduction to the methodological foundations and tools to make research. The course covers the basics of academic writing for graduate level students and introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches. This course is designed to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem (basic or applied) and, using this understanding, develop and use an actionable research proposal. They will develop critical core competencies and skills required to carry out such an enquiry. These competencies and skills include defining research questions; Setting appropriate research objectives; Study design that incorporates research objectives and budgetary constraints; Secondary and primary data collection and instruments; Sampling and analysis methods; And effective reporting of results; As well as the importance of ethical conduct in conducting research in both a domestic and in international business contexts. |

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| --- | --- |
| Course Title | Principles of Finance |
| Course Code | FIN500 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | Understand the principles and theories of finance to analyze statements and fiscal information for effective decision-making in today's competitive environment. Emphasis is on developing skills in critical thinking and applying financial concepts and principles |

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| --- | --- |
| Course Title | Leadership Development |
| Course Code | MGT560 |
| Pre-requisite(s) | RES500 & ECN500 |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | Explore the tools, models, and practices for leadership development. Gain a working knowledge of developing leadership skills and programs for future leaders to effectively compete in a global world. |

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| Course Title | Digital Marketing Management |
| Course Code | MKT500 |
| Pre-requisite(s) | ECN500 & RES500  |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course will expose students to the fundamentals of marketing, to include product development, pricing, promotions, placement, brand management, the customer experience, and integrated marketing communications. Students will learn how basic marketing concepts have been adapted for the online world, showing how the fundamentals apply to digital marketing.  |

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| Course Title | Strategy Planning |
| Course Code | MGT510 |
| Pre-requisite(s) | ECN500 & RES500  |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course is an exploration of the essentials of business, innovation and market strategies that drive organizations. Primary focus is on setting strategy and goals for an organization with consideration of internal resources, innovation focus, market opportunities, and return on investment. |

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| --- | --- |
| Course Title | Online Marketing and Social Media Channels |
| Course Code | MKT 560 |
| Pre-requisite(s) | MKT500 |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This is a fast-paced course that covers the tools and tactics that are used to build brand awareness, capture leads, and increase sales. Students will learn how to create and manage content for online advertising, search engine marketing and paid search, email marketing, social media, mobile marketing, and website development and optimization. |

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| Course Title | Brand Management in the Digital World |
| Course Code | MKT 600 |
| Pre-requisite(s) | MKT500 |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | Branding is at the heart of successful products, services, and organizations. Students will examine the concept of branding, learn what contributes to brand value, and develop insights into how to manage a brand and the marketing techniques that can build brand equity. Students then will learn how to manage a brand in the digital world, focusing on the key attributes of brand awareness, brand loyalty, brand recognition, and brand reputation. |

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| Course Title | Consumer Behavior and the Customer Journey |
| Course Code | MKT 540 |
| Pre-requisite(s) | MKT500 |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course provides students with a foundational knowledge of how customers think, feel, assess, decide, purchase, and consume. The course will walk the students through pre-purchase motivations and post-purchase activities, providing conceptual frameworks for analysis. Students also will learn how to identify, create, and analyze the customer journey from a digital marketing perspective, to include the use of SEO, social media campaigns, engagement, the sales funnel, and customer segmentation. |

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| --- | --- |
| Course Title | IMC Meets Digital Campaign Planning |
| Course Code | MKT 610 |
| Pre-requisite(s) | MKT540 |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course starts by examining Integrated Marketing Communications (IMC)—a strategic approach that balances advertising, public relations, and marketing communications—and its core components of customer identification and valuation, message delivery, ROI, budgeting, and outcomes. The course then requires students to apply an IMC framework to digital marketing, as students develop a digital marketing campaign that integrates strategy and goals; content development and social media marketing; email; and mobile marketing, as well as advertising and public relations. |

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| Course Title | Digital Marketing Analytics |
| Course Code | MKT 640 |
| Pre-requisite(s) | MKT540 |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | The course will conduct a deep dive into website analytics and social media metrics, focusing on how to gather and analyze data to assess the efficacy of online marketing in achieving an organization’s overall goals. The course will expose students to various tools for measuring digital marketing, such as Google Analytics.  Students will learn how to create visual presentations of big data that communicate results effectively. |

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| Course Title | Research Project |
| Course Code | MKT675 |
| Pre-requisite(s) | Completion of 27 hours |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | The course is required to be undertaken in the form of a research program in which the candidates will pursue rigorous applied research on a self-selected topic or problem under the guidance of a faculty member. Essentially, the project needs to be practical and relevant and address a problem of great interest to practitioners (corporate) and the local or global economy while simultaneously contributing to the body of academic literature. Therefore, while the project helps to integrate prior MBA courses and develop students’ research skills, it challenges students to critically reflect, develop, implement, and analyze the business research methods appropriate to any business setting using a sound scientific approach. |

#  Classes-Related Information

1. Please note that you have classes every week.
2. Face to face classes will be held every alternative week.
3. Weeks 0, 1, 3, 5, 7, 10, 12, & 15 will be engaged face to face by SEU and week 2, 4, 6, 9, 11, 13 & 14 will be engaged virtually by Colorado. The week-wise schedule for face-to-face as well as virtual classes will be sent to you by the instructor.
4. For any academic issue related to Colorado instructors, please write to Dr. Dean Gualco at seustudentcoordinator@csuglobal.edu
5. Your instructors will contact you through blackboard. Please check blackboard notifications every day. Also check your SEU email daily.
6. All the virtual (online) classes will be held through SEU blackboard.
7. If you have any issue related to blackboard/online classes, please contact BB Support through Da’am system. Do not send a request for technical help to your instructors or Coordinator.
8. To appear in the final examination students are required to attend at least 75% of classes. The student will be denied appearing in the final exam if his/her absences are more than 25%. Attendance will be taken at the beginning of each session. If you are late more than 10 minutes, you could be considered absent by your instructor.
9. There will be no regular classes for MGT675. All the students registered in these courses will be assigned a supervisor for their project. Keep in contact with your instructor. In case you face any difficulties, and your instructor is not able to resolve it, you may contact the course coordinator, Dr. Karim Garrouch ( kgarrouch@seu.edu.sa ).

#  General Information

* In case of any issue all the students are advised to communicate with emails only. Please use your SEU email for all communication. We will not reply to non-SEU emails.
* Students may write their issue to the following emails:
	1. Technical issues with Banner or Blackboard systems must be raised via Da’am system which is available under students’ services page on SEU website.
	2. Registration and Payment-related issues contact Deanship of Graduate studies through Da’am
	3. For academic issues related to Colorado instructors (marking, and assignment grading), write to: seustudentcoordinator@csuglobal.edu
* When sending emails, please refrain from sending multiple email to multiple people

for the same issue. This create confusion as to who is responsible for answering the request/question. This could also lead to a significant delay in responding to other students as multiple resources are being utilized for the same issue simultaneously.

* Please use the following escalation procedure:
	1. If you are not receiving a satisfactory reply from the above emails, you may escalate the issue to the MBA Program Coordinator (g.dash@seu.edu.sa ).
	2. If the issues remain unresolved, you are advised to escalate it to the HOD (m.helmi@seu.edu.sa ) for further action.
* In MBA course the passing grade is 75 out of 100. If you receive less, you will fail the course.
* Your GPA must remain above 2.75 out of 4. If you drop below it for two consecutive terms, you could risk being terminated from the university as per university’s bylaws.
* You cannot receive an MBA certificate with a GPA of less than 2.75 even if you complete all the required courses. So again, make sure to monitor your progress and GPA closely. If you require any special academic advice, contact the program coordinator.
* We do NOT tolerate plagiarism in any shape or form. If you are caught plagiarizing any of your assignments or exams you could risk at best receiving a zero, and at worst failing the course. Repeated offenders maybe dropped from the MBA program all together. If you are in doubt, consult with your instructor before submitting your work.

#  Assignment Due Dates

The Academic Week begins on Sunday and ends the following Saturday.

**Critical Thinking Assignment Due Date:**

* Critical thinking assignments are due by Tuesday at midnight of the following week. This allows 10 days to complete the assignment on time for full credit. (Sunday of the academic week to Tuesday of the following week).

**SEU Late Submission Policy for Critical thinking Assignments:**

* Additional 7 day 10% point deduction period - critical thinking assignments have an additional 7 day 10% deduction period after the due date and work may be submitted during this period with a 10% point deduction.
* No Credit - critical thinking assignments submitted after the 10% deduction period will not be graded and will receive a 0 score in the gradebook.
* As a matter of policy, SEU students may not resubmit any critical thinking assignments to better their initial grade.

**Discussion Activities Due Dates:**

* The initial student post must be submitted by Friday at midnight – late posting will receive no credit.
* Peer and instructor responses must be posted by Sunday at midnight - late posting will receive no credit.

As a matter of policy, SEU students cannot submit critical thinking, discussion posts, labs, or quizzes for credit after the last day of the course.

**Important:**

* No critical thinking assignments, discussion board assignments, labs, or quizzes can be submitted for credit after the final day of the course.
* No rework of assignments for improved credit is permitted.

**Quizzes:**

These graded exercises will assess students’ knowledge in specific topic areas and help prepare them for their midterm and final examinations. Quizzes must be taken during the module in which they are assigned. Quizzes open with the start of the module and are due at the end of the module. Quizzes must be taken in Blackboard for credit and no makeup or late work is accepted.

#  Important Links for Further Information

* Please see the academic calendar which outlines the dates certain services open. For example, request to drop a course, defer studies, change branch, etc. The calendar is available on SEU’s website: <https://seu.edu.sa/en/calenderpage45/#goals>
* To understand your rights and responsibilities, please read the general bylaws for postgraduate studies available on the Deanships for Graduate Studies website on: <https://seu.edu.sa/gs/ar/evidences/>

**Excused Activities Deadline:**

Please note that no excuse or assignment will be entertained, in any circumstances, after the end of the semester.

**Note:** College keeps the right to change the above information at any time in case of any

emergency or unavoidable circumstances and the same will be communicated to the

concerned students.

#  Assessment Methods

The SEU uses different methods and ways of assessment for each curriculum to measure the extent of effectiveness of the teaching strategies based on the targeted learning outcomes, where the student's academic performance is to be evaluated as per the strategies of evaluation contained in the academic plans and curriculum descriptions. The assessment can’t be changed unless the procedures of developing the plans and academic programs are implemented.

The university shall follow the following methods of evaluation to measure the students' performance during the academic year as follows:

* + 1. Course Work including (Assignments, Quizzes, Projects, Case Studies, Discussion Board, etc.)
		2. Midterm Examination
		3. Final Examination.

**The distribution of Course grades out of 100 are as follow:**

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| --- | --- |
| **The evaluation method** | **The evaluation method The ratio of the total marks of the curriculum** |
| Mid-term exam | 10 |
| Final exam | 30 |
| Assignments/Critical Thinking/Class activities | 60 |

**A. First: Course Work**

The philosophy of the SEU, in its education system, depends on applying several different types of assessment strategies in every curriculum through the specification of several assignments that the student shall do during the term to be provided with different skills and to be able to solve all problems. The assignments include the following types: (Written reports and essays, problem-solving, objective tests, discussions, and oral presentations) and all assignments shall be provided electronically via (Blackboard) according to the date of the assignment delivery specified previously. In addition, all tasks provided shall be checked to detect the ratio of similarity via the tool of Blackboard Safe Assign plagiarism checker. The students shall be provided with the obtained mark as well as the feedback via Blackboard. The process of discussing the tasks and assignments shall be done electronically via the tool of Blackboard discussion board.

**B. Second: (Midterm/Final Examination)**

The SEU organizes unified final examinations of all branches. At the same time, all faculty members, who teach the curriculum, shall participate in preparing their questions under the supervision of a committee under a presidency of a coordinator from the faculty members specified by the scientific department that the curriculum follows.

#  Students Services

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| **#** | **Services** | **Description** | **Link to the Services** |
| 1 | Academic advising  | Academic advising is the task assigned to faculty members to help students with their academic achievement in the best possible way through guidance and introduction to the rules and regulations. Academic advising also helps students choose the appropriate major that matches their interests, as well as helping students to overcome any problems, whether social or academic, that may impact their learning progress. | [Academic Advising (seu.edu.sa)](https://seu.edu.sa/afsc/en/guide/) |
| 2 | Study and Exam and rules and regulations | Clarification of all regulations and procedures implemented at the university, including but not limited to:* Academic procedures guide for a university student.
* Disciplinary Regulations at Saudi Electronic University.
* Course Equivalency in Saudi Electronic University.
* Rules for providing absence excuses from lectures and exams.
 | [Rules and Regulations (seu.edu.sa)](https://seu.edu.sa/aasa/en/rules-and-regulations/) |
| 3 | Student Care Center | The Student Care Center has been established to provide a supportive and stimulating university environment for adhering to values and for the scientific and psychological growth of university students, in an effort to prepare generations capable of contributing to the nation’s development. | [Student Care Center (seu.edu.sa)](https://seu.edu.sa/aasa/en/student-care-center/)  |
| 4 | Student Fund Department | Student Fund Department is an independent financial and administrative department which is directly linked to His Excellency the President of the University through the Student Fund Department Council, which is chaired by the Dean of Admission and Student Affairs at the University and aimed at contribution to supporting student trips and parties with a social, cultural, and educational goal. As well as fund student projects with a social, cultural, and educational goal. | [Student Fund Department (seu.edu.sa)](https://seu.edu.sa/aasa/en/student-fund-department/)  |
| 5 | Student Clubs | Student clubs invest in the youthful aspirations to propel them towards a promising future and foster their social, cultural, and academic development through four clubs:* Entrepreneurship Business Club
* Nazaha Clubs
* Ataa Volunteer Club
* Women Empowerment Club
 | [Student Clubs (seu.edu.sa)](https://seu.edu.sa/aasa/en/student-clubs/)  |
| 6 | Academic Assistant | This service is designed to provide assistance with college-related inquiries, including registration, technical issues, and e-exams. It can be accessed through electronic services. | [Electronic Services Login](https://sso.seu.edu.sa/SEUSSO/pages/login.jsp)  |

#  Contact Us

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| --- | --- |
| **Department / Unit** | **Email** |
| Admission Department  | admissions@seu.edu.sa  |
| Registration Department  | registration@seu.edu.sa  |
| Academic Advising | cafaa@seu.edu.sa  |
| Alumni Affairs Department  | graduation@seu.edu.sa  |
| Psychological Advising Unit  | pscu@seu.edu.sa  |
| Social Advising Unit  | scu@seu.edu.sa  |
| Scholarship Unit  | student.scholarship@seu.edu.sa  |
| Talented and Innovative Unit  | tis@seu.edu.sa  |
| CAF Student Affairs  | mba-caf@seu.edu.sa  |
| CAF Student Clubs and Activities  | caf.activities.clubs@seu.edu.sa  |
| CAF Alumni Affairs  | caf.alumni@seu.edu.sa  |
| Access problems to Student Services and beneficiary support | Iamsupport@seu.edu.sa  |

For any other enquiries, please raise a ticket through Da’am system.