INTRODUCTION

When Al Baha University in Saudi Arabia was looking for a partner to help develop new degree programs, as well as enhance some of its existing offerings, Franklin University was a natural choice.

Despite being separated by several continents, Franklin and Al Baha share a commitment to providing access to education, and the belief that the development of high-quality academic programs aren’t limited by geography or tight timelines.

In December 2014, Al Baha signed a contract to develop 40 online courses in support of five new healthcare programs: Clinical Nutrition, Emergency Medical Services, Health Information Technology, Hearing and Speech, and Medical Laboratory Sciences. Several courses were also created as enhancements to Al Baha’s existing bachelor’s degree in English and a Doctor of Pharmacy program.

NEED

The project involved creating learning outcomes, course descriptions, syllabi, weekly course content, assignments and dynamic learning experiences – including interactive games and virtual labs.

SOLUTION

Al Baha partnered with Franklin University to create 40 online courses. Al Baha was in search of a partner that could develop high-quality academic programs quickly. The university specified the desired degree areas and required courses, but needed expertise to develop the curriculum and teaching materials necessary to support the programs.

RESULTS

The courses were developed and delivered to Al Baha within six months. The industry average for a project of this scope is 14–18 months. The courses enabled Al Baha to launch five new healthcare programs and enhance its existing English major and Doctor of Pharmacy degree.
IMPLEMENTATION

With a broad range of expertise, more than 50 individuals made up the project teams that contributed to the evaluation of existing offerings and the creation of new programming.

Working from the required course topics, the teams developed learning outcomes, course descriptions, syllabi, weekly course content and assignments. The scope of the project was vast and encompassed all aspects of the teaching and learning experience from choosing the most pedagogically effective ways to present the material – including interactive games and virtual labs – to selecting the best textbooks.

Team members were U.S. based for the duration of the project and teams met monthly using online video conferencing to provide status updates and progress checks.

ABOUT THE CLIENT

Saudi Arabia’s Al Baha University enrolls 14,000 students and offers a variety of majors emphasizing public service. Established in 2006, the public university provides modern curricula and up-to-date teaching technologies throughout its four colleges and 23 academic departments.

ABOUT FRANKLINWORKS

FranklinWORKS provides partner organizations with a complete portfolio of educational options to recruit, train and retain the talent vital to moving organizations forward.

BENEFITS TO THE CLIENT

All 40 online courses were completed and delivered to Al Baha University, by July 2015. The six-month timeline is one-third of the industry expectation for a project of this magnitude. As a result, Al Baha’s partnership with Franklin enabled the University to build its online course offerings more quickly and effectively than otherwise possible.

In addition to delivering the new courses, the team also created 150 syllabi for Al Baha’s existing onsite courses. The syllabi describe each course and its expected outcomes. The standardized outlines are useful for faculty and staff to communicate academic offerings to current and prospective students, as well as external reviewers.

To set up your Solution Session contact:

**Bill Chan**  
Executive Director, Partnership Development  
FranklinWORKS  
Phone: 614.947.6054  
Email: Bill.Chan@franklin.edu  
franklin.edu/franklinworks