

## Changing Perspective of Management Education in Saudi Arabia

S. Shamsudeen<sup>1</sup> and Swami Bakheet Ahamad Harmali<sup>2</sup>

<sup>1&2</sup>Ministry of Higher Education,  
Kingdom of Saudi Arabia.

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### ABSTRACT

*The potential performance programming (PPP) model, devised by the Prof. (Dr.) Shamsudeen was put into test among 100 students of Jazan University, Jizan, Saudi Arabia. Innovative pedagogues, group discussion (GD) and other educational audio-video clippings were employed in the great extent to ensure the maximum possible involvement of students during the process. The study was undertaken during August 2015 and October 2015. The output was measured in terms of their performance in the mid-term examination 2015 for the spring semester and their interest in other academic and non-academic assignments. The PPP model is designed based on the Eastern philosophy of management, giving due respect to Islamic culture, values and Saudi tradition. The results of the research study revealed that intellectual, emotional and creativity of the students have enhanced through PPP. Moreover, the students were also able to secure high marks in the mid-semester examination. Out of seven dimensions studied, in the case of 4 dimensions, in-house students reflected the consistency in their rigidity, except that of intellectual, emotional as well as creative rigidities during the pre-mid-semester session. This revealed that overall personality is rigid before attending the lectures. However, after attending 10 sessions/lectures, they have scored minimum coefficient of variation for intelligent emotional rigidity as well as creative rigidity. This revealed that they have associated as a business professional and have a flair for creativity. By tapping more of these dimensions will reduce the absenteeism and motivate the students more about pursuing higher goals in their career and life.*

**KEYWORDS:** Potential performance programming, Intellectual rigidity, Emotional rigidity.

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