Ministry of Higher Education and Scientific Research
Scientific Supervision and Scientific Evaluation Apparatus
Directorate of Quality Assurance and Academic Accreditation
Accreditation Department

Academic Program and Course Description Guide

2024

Introduction:

The educational program is a well-planned set of courses that include procedures and experiences arranged in the form of an academic syllabus. Its main goal is to improve and build graduates' skills so they are ready for the job market. The program is reviewed and evaluated every year through internal or external audit procedures and programs like the External Examiner Program.

The academic program description is a short summary of the main features of the program and its courses. It shows what skills students are working to develop based on the program's goals. This description is very important because it is the main part of getting the program accredited, and it is written by the teaching staff together under the supervision of scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the subjects and paragraphs of the previous guide in light of the updates and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the academic program description circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing an academic programs and course description to ensure the proper functioning of the educational process.

Concepts and terminology:

Academic Program Description: The academic program description provides a summary of its vision, mission and objectives, including an accurate

description of the targeted learning outcomes according to specific learning strategies.

Course Description: Provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the students to achieve, proving whether they have made the most of the available learning opportunities. It is derived from the program description.

Program Vision: An ambitious picture for the future of the academic program to be sophisticated, inspiring, stimulating, realistic and applicable.

Program Mission: Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

Program Objectives: They are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

Curriculum Structure: All courses / subjects included in the academic program according to the approved learning system (quarterly, annual, Bologna Process) whether it is a requirement (ministry, university, college and scientific department) with the number of credit hours.

Learning Outcomes: A compatible set of knowledge, skills and values acquired by students after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

Teaching and learning strategies: They are the strategies used by the faculty members to develop students' teaching and learning, and they are plans that are followed to reach the learning goals. They describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

Academic Program Description Form

University Name: ....

Faculty/Institute: ....

Scientific Department: ....

Academic or Professional Program Name: ....

Final Certificate Name: ....

Academic System: …………

Description Preparation Date:

File Completion Date:

Signature: **Signature:**

Head of Department Name: **Scientific Associate Name:**

Date: **Date:**

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date:

Signature:

Approval of the Dean

1. Program Vision

Seek sectionBusiness administrationTo achieve academic and professional excellence by targeting the quality of teaching, learning, university life, purposeful scientific research, and anticipating the future to meet the requirements of sustainable development and community service by providing advanced educational programs in the field.For administration. The

department seeks to:

1. **Understand the basic concepts of management**Such as planning, organizing, directing and controlling.
2. **Developing leadership skills**: The ability to lead teams, motivate employees, and manage change within the organization.
3. **Analyzing problems and making decisions**: Develop the ability to analyze business issues and make informed, data-based decisions.
4. **Understanding the global business environment**: Study the impact of economic, social and political factors on business, and how to deal with global competition.
5. **Developing communication skills**: Improving writing, speaking, presentation and negotiation skills necessary in a business environment.
6. **Familiarity with financial aspects**: Learn how to manage money, investing, budgets and financial reports.
7. **Marketing and customer management**: Understanding marketing strategies and how to attract and retain customers.

Innovation and entrepreneurship: Enhancing creative thinking and the ability to develop new business ideas and launch entrepreneurial projects.

2. Program Mission

Seek section Business administration To provide distinguished education in line with international quality standards to achieve its vision of consolidating the values of honest university performance, serious pursuit of sustainable development, providing a stimulating environment for education, scientific research, community service, and providing distinguished educational services with equal opportunities without discrimination to ensure the quality of education to achieve academic accreditation through:

• acquisition Students Leadership and management skills: Students learn how to lead teams and manage projects, including planning, organizing, directing, and controlling.

• acquisition Students extensive knowledge in multiple fields: The Business Administration program includes various subjects such as marketing, finance, accounting, human resources management, and operations management, giving students comprehensive knowledge in all aspects of business.

• development Students' ability to Critical and analytical thinking: soThe

program helps students develop critical and analytical thinking skills, enabling them to analyze data and information and make informed decisions.

• to provide Training and applied opportunities: The department provides many opportunities for practical and applied training through partnerships with various companies and institutions, which helps students gain important practical experience before graduation.

• Expanding the professional network: The program allows students to build strong professional relationships with their colleagues, professors, and professionals in the field, which can be useful in developing a career path and obtaining job opportunities.

3. Program Objectives

The Business Administration Department program aims to achieve the following objectives:

• Providing students with basic knowledge: Providing a comprehensive understanding of the basic concepts and principles in business administration.

• Developing intellectual skills: Developing students' intellectual skills through analysis.

• Promoting strategic thinking: Encouraging students to think and solve complex problems.

• Preparing future leaders: for Preparing students to be leaders in the fields of management, capable of making strategic decisions.

• Providing a suitable environment for interaction between students, professors and employees.

• Teaching moral values: instilling moral and professional values in work practices to serve society.

4. **Program Accreditation**
Does the program have program accreditation? From which side?Ministry of Education to Higher education and research to Mai – Al-MajtoS National accreditation of K programs to Yat Management And A Economy in Iraq

5. **Other external influences**
Is there a sponsor for the program? Ministry of Education to Higher education and research to

6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements				
College Requirements	60		100%	College requirements
Department Requirements	60	146	100%	Department requirements
Summer Training	2			
Other				

* This can include notes whether the course is basic or optional.

7. Program Description

Year/Level	Course Code	Course Name	Credit Hours	
			theoretical	practical
The first / first course	**1111**	**Principles of business administration (1)**	3	–
First / first course	**2112**	**Principles of Economics (1)**	2	–

First / first course	3113	Accounting Principles (1)	3	–
First / first course	6114	Computer (1)Microsoft Office	1	2
First / first course	5115	Mathematics for business administration	3	
First / first course	7116	Arabic language	2	–
First / first course	9117	Administrative readings	2	–
First/second course	1121	Principles of business administration (2)	3	–
First/second course	2122	Principles of Economics (2)	3	–
First/second course	3123	Accounting Principles (2)	3	–
First/second course	6124	Computer (2)Microsoft Office	1	2
First/second course	4125	Statistics for business administration	3	–
First/second course	8126	Rights and freedoms	2	–
First/second course	9127	E Business correspondence	2	
Second/first course	1211	Marketing management	3	–
Second/first course	1212	Human resources management	3	–
Second/first course	1213	structured theory	3	–
Second/first course	3214	Intermediate accounting	2	–
Second/first course	1215	Commercial law	3	–
Second/first course	1216	Material and warehouse	2	–

		management		
Second/first course	6217	Office administrative applications using computersExcel Microsoft E	1	2
Second / second course	1221	Marketing research	2	–
Second / second course	1222	Intellectual capital management	2	–
Second / second course	1223	Organizational behavior	3	–
Second / second course	3224	Financial accounting	2	–
Second / second course	1225	Electronic commerce	2	–
Second / second course	1226	Supply management	2	–
Second / second course	6227	Advanced office administrative applications using computersExcel Microsoft E	1	2
Third/first course	1311	Financial Management(1)	3	–
Third/first course	1312	Strategic management	3	–
Third/first course	1313	Bank management	3	–
Third/first course	3314	Cost Accounting (1)	3	–
Third/first course	6315	Quantitative applications for business	1	2

		management using computers		
Third/first course	1316	project management	3	–
Third/first course	2317	Business economics	2	–
Third/second course	1321	Financial Management (2)	3	–
Third/second course	1322	Strategic thinking	2	–
Third/second course	1323	Insurance management	3	–
Third/second course	4324	Operations research	1	2
Third/second course	3325	Cost Accounting (2)	3	–
Third/second course	6326	Project management applications using computers	1	2
Third/second course	2327	Feasibility studies	2	–
Fourth / first course	1411	Production and operations management	3	–
Fourth / first course	1412	International Business Administration	3	–
Fourth / first course	1413	Management information technology	3	–
Fourth / first course	1414	Methods and ethics of scientific research*	2	–
Fourth / first course	1415	Government contracts management	2	–
Fourth / first course	1416	Risk management	2	
Fourth / second course	1421	Quality management	3	–
Fourth / second	1422	Knowledge management	3	–

course		practical theoretical				
practical	theoretical	1423	Corporate governance		2	–
Fourth / second course		1424	Graduation research project		–	2
Fourth / second course		1425	Negotiation management		2	–
Fourth / second course		2426	Investment portfolio management		3	–

1.	Expected learning outcomes of the program

Identifying modern concepts, theories and methods in administrative sciences and the possibility of using them in managing and organizing the work of private and mixed sector organizations.

2. Familiarity with scientific research concepts and methods in a way that enables him to adopt them in preparing studies, research, and reports in his specialty.

3. Understanding and absorbing the concepts and applications of human resources management and the possibility of using them in this field, through planning and managing human resources needs, attracting, selecting, appointing, preparing them, and working to maintain, sustain and retain them.

4. The ability to use the computer, interact with it, and employ it in building and consolidating efficient information systems.

5. Identify modern marketing methods and the possibility of using

them in marketing private sector products to ensure public satisfaction with them.

6 - Conducting feasibility studies and evaluating special strategic projects and programs with the aim of identifying the results and effects of these programs on Society in the present and future.

Knowledge

Learning outcomes include a set of outcomes that students are expected to achieve after completing their study programme. Among these results:

1- to understand AThe basic principles of micro and macro economicsthroughUnderstand the impact of economic factors on companies and business decision making.

2- to understandOperations and production management:throughUnderstand how to manage production and logistics operations.

3- Understand aHuman Resources Department:By studyingBasic principles of human resource management including recruitment, training, employee development, and performance appraisal.

4- Understand the legal and ethical aspects related to people management, and increaseKnowledge of laws and regulations governing businessesAnd alsoUnderstand the legal aspects of contracts,andIntellectual property and legal responsibility.

5- Strategy Management:throughUnderstand how to develop and implement organizational strategies.

6- Study how information systems are used to support business processes and decision making, andUnderstand the impact of technology on business.

7- Research and reports:throughResearch, data collection and analysis skills.

The Knowledge Learning Outcomes provide a set of activities and educational resources that enhance understanding and skills in this field. Here are some basic embarrassments:

1- to understandBusiness management basics:throughThe ability to create a scientific environment in accordance with comprehensive quality standards in business administration sciences, demonstrating results and qualifying scientific and intellectual specialists to participate in community service and in accordance with the goals of the business sector.

2- Human Resource Management: Teach students how to manage human resources effectively to achieve organizational goals.

3- Financial and Accounting Management: Providing students with basic knowledge in financial management and accounting to support financial decision-making.

4- Technology in Management: Introducing students to the latest technologies used in management and how to apply them to enhance the efficiency of administrative work.

5- Implementing the objectives: by including in the curriculum classroom activities, research projects and ensuring the provision of an appropriate educational environment that supports the learning and development of students in these areas

Skills

Skills learning outcomes include a set of abilities and skills that students are expected to acquire during their studies. Among these outputs:

1- Preparing an elite group of students capable of creativity and excellence in meeting the needs of society and solving valuable administrative forms Economics and administrative decision-making in areas of specialization.

2- Strategic Planning: Developing the ability to develop strategic plans and implement them effectively to achieve goals Planned

Learning outcome outcomes include a range of capabilities that students are expected to achieve after completing the programme. Among these results:

1- Leadership and management skills: The ability to lead work teams and motivate individuals to achieve common goals.

2- Communication skills:throughAbility to communicate effectively orally and in writing.

3- Analytical skills: The ability to analyze data and information to make decisions based on facts.

organizations.	4- Financial skills: To provide students with the skills of financial analysis and making informed financial decisions.toProblem solving.
3- Legal and ethical skills:throughUnderstand the laws and regulations related to business management.	
4- Entrepreneurship skills:throughThe ability to develop new ideas and turn them into successful projects.	5- Technical skills: Familiarity with applications and programs used in business management, such asMicrosoft Office and ERP software.
5- Strategic planning and risk management skillsand Developing creative and innovative thinking skills.	Marketing skills: Understand the basics of marketing and market strategies, andThe ability to develop effective marketing plans.

Ethics

The learning outcomes related to values include a set of moral principles and values that students are expected to acquire during their studies. Among these outcomes are:	**Values-related learning outcomes include a set of outcomes that students are expected to achieve after completing the programme. Among these results:**
1- The ability to provide Iraqi culture and administrative thought with conscious mentalities that contribute to absorbing intellectual diversity in a way that serves the contemporary Iraqi reality.	1- **Social responsibility**: The student's ability to understand the importance of social responsibilityadministrationBusiness
2- The ability to continuously improve and carry out social responsibility for the public, private and service sectors.	2- **Professional ethics**: Promoting ethical and professional values, which helps students take...thedecisionsAdministrative includingIn line with ethical standards.
3- Promote commitment to integrity and professional ethics in all business management activities.	3- **Respect diversity**: Understand the value of diversity and inclusion in work environments and treat all individuals with respect and equality.
4- Promoting awareness of social responsibility and the importance of community service.	4- **Compliance with laws and regulations**: Reinforcing the importance of adhering to laws and regulations, ensuring that institutions operate legally and ethically.
	Justice: Strengthening the concept of justice in...TFemale workers.

8. Teaching and Learning Strategies

1-   Educational needs analysis:

•   Determine the objectives of the educational program: by reviewing the vision and mission of the department to determine the educational objectives.

•   Labor Market Analysis: Study and understand the needs of the local and international labor market to ensure that the skills taught are aligned With these needs.

•   Evaluating current resources: Work on assessing current capabilities in

terms of faculty, infrastructure, and available technology.

2-Curriculum design:

• Curriculum development: Design comprehensive curricula that include theoretical and practical materials covering topics such as resource management Human resources, financial management, strategic management, and marketing management.

• Updating and reviewing curricula: Ensuring that curricula remain up to date with modern changes in the field of business administration.

• Incorporating modern technology: Using modern technology such as administrative software and graphical analyzes to enhance the educational process.

3- Teaching strategies:

• Interactive education: Using interactive education methods such as group discussions, problem solving, and case studies.

• E-learning: Promoting e-learning through online learning platforms and virtual classrooms.

• Project-based learning: Encouraging students to participate in practical projects related to business management topics.

4- Developing educational staff:

• Continuous training for the teaching staff: Organizing training courses and workshops to improve the teaching staff's skills in techniques Modern education.

• Encouraging scientific research: supporting faculty members in conducting research and publishing it in prestigious scientific journals.

5- Evaluation and measurement:

• Evaluating students' performance Through various assessment methods, including examinations, presentations, and projects.

• Evaluation of curricula and programs: Conducting periodic evaluation of programs and curricula to ensure their quality and suitability.

• Student and alumni surveys: Collect the opinions of students and alumni to

improve the educational process.

6-   Partnerships and collaboration

•   Cooperation with the private sector: establishing partnerships with companies and government institutions to obtain training and employment opportunities For students.

•   International cooperation: academic exchange with international universities to enhance knowledge and cultural exchange.

7-   Student support

•   Academic and psychological support: Providing academic and psychological support services for students to ensure their success.

•   Extracurricular activities: Organizing activities and events that contribute to developing students' personal and professional skills.

9. Evaluation methods

1-   Daily Quizzes and Final Quizzes: Quizzes are given at the end of each module or at the end of the semester To evaluate students' understanding of materials and the extent to which they achieve educational objectives.

2-   Reports: Students can be assigned to complete reports related to course topics, allowing them to apply the concepts and skills they have provided They acquired it during the program.

3-   Active Participation: Active participation of students in class sessions, group discussions, etc. can be evaluated Class activities.

4-   Continuous Assessment: Assessment and feedback are provided continuously throughout the semester, allowing students to make grades Identify strengths and weaknesses and work to improve their performance immediately.

Professional Development
Mentoring new faculty members
Orienting new faculty members 1- Guidance on the necessity of adopting modern methods by employing contemporary methods and using modern technology and modern learning tools and means in delivering scientific material to students and using multiple different tools to evaluate students such as final exams. Monthly, daily, seminars, brainstorming and discussions. 2- Designing a training program by organizing training workshops covering the areas of curriculum design and teaching strategies Using technology in education and evaluating students. 3- Training in academic research through training courses on how to conduct academic research and write research papers And publishing in scientific journals. 4- Develop effective communication skills with students, coworkers, and classroom management. 5- Encouraging participation in community activities by organizing opportunities for new

faculty members to participate in activities and services community to enhance their connection to the local community.

| **Professional development of faculty members** |
| 1-   Using learner-centered teaching strategies. |
| 2-   Developing academic, research and service processes and outputs. |
| 3-   Introducing the faculty member to developments in his field of specialization |

11.   **Acceptance Criterion**
•   Central admission by the Ministry of Higher Education for graduates of preparatory studies in its scientific and literary branches and graduates of preparatory school Commerce (specialization in management). •   Parallel acceptance channel.

12.   **The most important sources of information about the program**
•   Corresponding departments in local, regional and international colleges. •   Student guide for central admission prepared by the Ministry of Higher Education and Scientific Research. •   The website of the university, college and department. •   Approved resources available in the Free Education module Scopus - Google scholar- Research Get scholar's website - libraryCollege of Administration and Economics.

13.   Program Development Plan
Relying on modern sources that enhance the theoretical aspect of the subject and linking it to field reality, and developing the curriculum annually Compatible with university education.

Program Skills Outline																
				Required program Learning outcomes												
Year/Level	Cours e Code	Course Name	Basic or option al	Knowledge				Skills				Ethics			
				A1	A 2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
The first / first course	1111	Principles of business administration (1)	Basic	-		-				-		-			-
First / first course	2112	Principles of Economics (1)	Basic		-				-					-	
First / first course	3113	Accounting Principles (1)	Basic			-			-						-
First / first	6114	Computer	Basic	-							-				

course		(1)Microsoft Office													
First / first course	5115	Mathematics for business administration	Basic				-		-						
First / first course	7116	Arabic language	Basic				-				-				
First / first course	9117	Administrative readings	Basic	-							-				
First/second course	1121	Principles of business administration (2)	Basic	-			-			-		-			-
First/second course	2122	Principles of Economics (2)	Basic		-					-					-

First/second course	3123	Accounting Principles (2)	Basic			-				-				
First/second course	6124	Computer (2)Microsoft Office	Basic	-				-			-			
First/second course	4125	Statistics for business administration	Basic	-					-			-		
First/second course	8126	Rights and freedoms	Basic		-				-					-
First/second course	9127	E Business correspondence	Basic	-				-				-		
Second/first course	1211	Marketing management	Basic	-			-					-		

Course	Code	Subject	Type												
Second/first course	1212	Human resources management	Basic	-		-			-			-			-
Second/first course	1213	structured theory	Basic	-					-		-			-	
Second/first course	3214	Intermediate accounting	Basic		-							-			
Second/first course	1215	Commercial law	Basic		-					-				-	
Second/first course	1216	Material and warehouse management	Basic		-					-				-	
Second/first course	6217	Office administrative applications using	Basic	-						-					

		computersExcel Microsoft E												
Second / second course	1221	Marketing research	Basic	-				-					-		
Second / second course	1222	Intellectual capital management	Basic	-					-						-
Second / second course	1223	Organizational behavior	Basic	-			-			-				-	
Second / second course	3224	Financial accounting	Basic	-					-						-
Second / second course	1225	Electronic commerce	Basic	-					-			-			
Second /	1226	Supply management	Basic	-			-				-				

second course														
Second / second course	6227	Advanced office administrative applications using computersExcel Microsoft E	Basic	-					-					
Third/first course	1311	Financial Management(1)	Basic	-				-						-
Third/first course	1312	Strategic management	Basic	-		-			-			-		
Third/first course	1313	Bank management	Basic	-				-		-				-
Third/first course	3314	Cost Accounting (1)	Basic		-					-			-	

Course	Code	Course name	Type												
Third/first course	6315	Quantitative applications for business management using computers	Basic	-					-						
Third/first course	1316	project management	Basic			-			-						-
Third/first course	2317	Business economics	Basic		-				-						
Third/second course	1321	Financial Management (2)	Basic	-				-							-
Third/second course	1322	Strategic thinking	Basic	-			-				-				-

Course	Code	Name	Type														
Third/second course	1323	Insurance management	Basic		-				-								
Third/second course	4324	Operations research	Basic	-				-									
Third/second course	3325	Cost Accounting (2)	Basic	-						-				-			
Third/second course	6326	Project management applications using computers	Basic	-							-						
Third/second course	2327	Feasibility studies	Basic				-				-						-
Fourth / first course	1411	Production and operations	Basic	-		-			-			-					-

Course / semester	Code	Course title	Type											
		management												
Fourth / first course	1412	International Business Administration	Basic			-			-					
Fourth / first course	1413	Management information technology	Basic	-					-					
Fourth / first course	1414	Methods and ethics of scientific research*	Basic		-		-					-		
Fourth / first course	1415	Government contracts management	Basic	-				-			-			

Fourth / first course	**1416**	**Risk management**	**Basic**		-					-					
Fourth / second course	**1421**	**Quality management**	**Basic**	-					-			-			
Fourth / second course	**1422**	**Knowledge management**	**Basic**		-					-				-
Fourth / second course	**1423**	**Corporate governance**	**Basic**				-			-				-
Fourth / second course	**1424**	**Graduation research project**	**Basic**		-		-						-	
Fourth / second course	**1425**	**Negotiation management**	**Basic**		-				-					
Fourth /	**2426**	**Investment portfolio**	**Basic**		-				-					-

second course		management													

- **Please tick the boxes corresponding to the individual program learning outcomes under evaluation.**