



**Ministry of Higher Education and Scientific Research
Supervision and the calendar
circle a guarantee the quality And accreditation
to divide Accreditation Academic**

Academic program and course

2024

the introduction:

The educational program is considered a coordinated and organized package of academic courses that include procedures and experiences organized in the form of academic vocabulary, the main purpose of which is to build and refine the skills of graduates, making them qualified to meet the requirements of the labor market. It is reviewed and evaluated annually through internal or external audit procedures and programs such as the external examiner program.

The description of the academic program provides a brief summary of the main features of the program and its courses, indicating the skills that students are working to acquire based on the objectives of the academic program. The importance of this description is evident because it represents the cornerstone of obtaining program accreditation, and the teaching staff participates in writing it under the supervision of the scientific committees in the scientific departments.

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

In this area, we can only emphasize the importance of writing descriptions of academic programs and courses to ensure the smooth conduct of the educational process.

Concepts and terminology:

Description of the academic program:The academic program description provides a brief summary of its vision, mission, and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.

Course description:It provides a necessary summary of the most important characteristics of the course and the learning outcomes that the student is expected to achieve, demonstrating whether he has made the most of the learning opportunities available. It is derived from the program description.

Program vision:An ambitious picture for the future of the academic program to be an advanced, inspiring, motivating, realistic and applicable program.

Program message:It briefly explains the objectives and activities necessary to achieve them, and also identifies the program's development paths and directions.

Program Goals: 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/study subjects included in the academic program according to the approved learning system (semester, annual, Bologna track), whether it is a requirement (ministry, university, college, or scientific department), along with the number of study units.

Learning Outcomes: A compatible set of knowledge, skills and values that the student has acquired after successfully completing the academic program. The learning outcomes for each course must be determined in a way that achieves the program objectives.

Teaching and learning strategies: They are the strategies used by the faculty member to develop the student's teaching and learning, and they are plans that are followed to reach the learning goals. That is, it describes all curricular and extracurricular activities to achieve the learning outcomes of the programme.

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:
Head of Department Name:

Signature:
Scientific Associate Name:

Date:

Date:

Check the file before
Division of Quality Assurance and University Performance
Name of the director of the Quality Assurance and University
Performance Division:
the date
the signature

Authentication of the Dean

See the program.1

Remember to see the program as stated in the university prospectus and website.

Program message.2

State the program's mission as stated in the university's bulletin and website.

Program Goals.3

General statements that describe what the program or institution intends to achieve.

Program accreditation.4

Does the program have program accreditation? From which side?

Other external influences.5

Is there a sponsor for the program?

Program structure.6

comments *	percentage	Study unit	Number of courses	Program structure
				Enterprise requirements
				College requirements
				Department requirements
				summer training
				Other

* Notes may include whether the course is core or elective.

Program description .7

Credit hours		Name of the course or course	Course or course code	Year/level
practical	theoretical			

Expected learning outcomes of the programme .8	
Knowledge	
Statement of learning outcomes1	Learning Outcomes1
Skills	
Statement of learning outcomes2	Learning Outcomes2
Statement of learning outcomes3	Learning Outcomes3
Value	
Statement of learning outcomes4	Learning Outcomes4
Statement of learning outcomes5	Learning Outcomes5

Teaching and learning strategies.9
Teaching and learning strategies and methods adopted in implementing the program in general.

Evaluation methods .10
Implementing it in all stages of the program in general.

education institution .11						
Faculty members						
Preparing the teaching staff		Special requirements/skills (if any)		Specialization		Scientific rank
lecturer	angel			private	general	

Professional development
Orienting new faculty members

Briefly describes the process used to orient new, visiting, full-time, and part-time faculty at the institution and department levels.

Professional development for faculty members

Briefly describe the academic and professional development plan and arrangements for faculty members such as teaching and learning strategies, assessment of learning outcomes, professional development, etc.

Acceptance standard.12

(Establishing regulations related to admission to the college or institute, whether central admission or others mentioned)

The most important sources of information about the program.13

Remember briefly.

Program development plan .14

Program skills chart

Outputs Learning required from the program

Value				Skills				Knowledge				Essenti al or optiona l?	name The decisi on	Code The decisi on	the year / the level
C4	C3	C2	C1	B 4	B 3	B 2	B 1	a 4	a 3	a2	a 1				

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Please situation Signal in Squares the interview For outputs Learning Individuality from the program Submissive For evaluation

Course description form

Name of the course: Marketing Management .1					
Code of the course: .2					
Semester / year: Courses (first course) .3					
Date of preparation: this description 1/29/2024 .4					
Available forms of attendance: in person .5					
Number of study hours (total)/number of units (total): 45\3 .6					
Name of the course administrator (if more than one name is mentioned) .7					
Name: M. Tareq Arman Abbas Email :tariq.arman@alkutcollege.edu.iq					
Course objectives .8					
Introducing the student to the concept of • Marketing			Objectives of the study subject		
Preparing the student to complete successful • Marketing research			.•		
Teaching and learning strategies .9					
Preparation requested: Able on practice completion search catalog in environment the job					Strategy
Course structure .10					
Evaluation method	Learning method	Required learning outcomes	Name of the unit or topic	hours	the week

ne - cussion	ecture		oncepts the basic r marketing		
ne - cussion	ecture		redients the vironment rking		
ne - cussion	ecture		ncept behavior nsumer		
ne - cussion	ecture		am The first month		
ne - cussion	ecture		havior the purchase r an organization siness		
ne - cussion	ecture		tegies the product		
ne - cussion	ecture		n life the product		
ne - cussion	ecture		crimination oducts		
ne - cussion	ecture		ncept the price And cing		
ne - cussion	ecture		omotion		
ne - cussion	ecture		am the month the cond		
ne - cussion	ecture		tribution		
ne - cussion	ecture		annels Distributive		
ne - cussion	ecture		e responsibility cial		
ne - cussion	ecture		hts Consumer		
Course evaluation .11					
distribution Class from 100 on according to mission Assigned With it requester like Preparation Daily And exams Daily And oral And monthly And editorial And reportsetc					
Learning and teaching resources .12					
ministration Marketing Author :Mr. Dr amer Al-Bakri			quired textbooks (methodology, if any)		
			n references (sources)		
			Recommended supporting books and		

	references (scientific journals, reports....)
	ctronic references, Internet sites