

## Academic Program Description Form

University name: University Tikrit

College/Institute: College Management and Economics

Scientific Department: Department Business Administration.

Name of academic or professional program: Bachelor business management

Final Certificate Name: Bachelor's in Business Administration.

Academic system: My semester (courses)

Description preparation date: 2023-2024

Date of filling the file: 1/28/2024

  
التوقيع:

اسم المعاون العلمي: د.م.أ. أشرف هاشم فارس

التاريخ: 2024 / 1 / 28

  
التوقيع:

اسم رئيس القسم: د.م.أ. عامر علي  
حمد

التاريخ: 2024 / 1 / 28

دقق الملف من قبل :

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي: م.م. خلدون عبد الله خلف

  
التوقيع: المدير المساعد  
خلدون عبد الله خلف  
مدير شعبة ضمان الجودة والأداء الجامعي  
2024 / 1 / 28

  
مصادقة السيد العميد

1. Program Vision

Establishing an educational system characterized by quality and creativity in education and academic programs that keep pace with scientific and technical developments and advancements in the field of specialization, ensuring diversity and providing qualitative programs to provide distinguished job opportunities in the local labor market, achieving excellence in scientific research, and contributing to serving the community.

## 2. Program message

Providing university graduates who are qualified in knowledge and technology and who employ their capabilities in the art of management to support the various institutions of society and develop and enhance their institutional performance by providing students with a solid foundation of in-depth academic levels to achieve their goals and aspirations towards a successful professional life in a way that ensures compliance with the international standards of the specialization, in addition to achieving excellence in scientific research and contributing to serving the community.

## 3. Program objectives

- Graduating students in the field of business administration after qualifying them professionally and providing them with all scientific and practical skills in a manner that suits the current and future needs of the labor market.
- Caring for academically outstanding students and preparing them to complete their studies in their field of specialization.
- Developing the student's scientific, intellectual and social personality.
- Contributing to serving the local community by providing scientific and practical advice and applied research necessary to serve all economic sectors in the community.
- Supporting and activating links with the public and private sectors to participate in building and developing the department's curricula so that they are compatible with the requirements of the labor market.
- Preparing specialized research and studies with a focus on applied research that provides solutions to societal problems.

## 4. Program accreditation

Is the program accredited? And by which authority? No

## 5. Other external influences

Is there a sponsor for the program? A government program of the Ministry of Higher Education and Scientific Research

### 6. Program Structure

comments	percentage	Study unit	Number of courses	Program Structure
				Institutional Requirements
				College Requirements
				Department Requirements
				Summer training
				Other

\*Notes may include whether the course is basic or optional.

### 7. Program Description

Credit hours		Course name	Course code	Year/Level
practical	theoretical	business management		
4	35	The first stage		First
4	35	Phase 2		Second
6	35	Stage 3		Third
2	31	Stage Four		Fourth

### 8. Expected learning outcomes of the program

Knowledge	
Learning Outcome Statement 1: Enabling the student to perform his practical tasks in	Learning Outcomes 1: The graduate will be able to organize knowledge and information and retain it in his memory in preparation for its functional use in the

a professional manner.	future.
<b>Skills</b>	
Learning Outcome Statement 2: Enabling the graduate to perform his work efficiently and effectively.	Learning Outcomes 2: To be able to analyze results and re-employ them to solve problems and to have the mentality of an analyst according to scientific data based on the method of thinking and scientific research.
Learning Outcome Statement 3: Rely on regional analysis of phenomena in the field of business administration.	Learning Outcome 2: To be able to judge phenomena away from impressions and subjective judgments.
<b>Values</b>	
Learning Outcome Statement 4: Inculcating values in students and considering them as the basis for future work	Learning Outcome 4: Provide the student with the core values that guide organizational citizenship, teamwork, interactive decisions, academic excellence and equal opportunities prevail.
Learning Outcome Statement 5: Building Administrative Staff that Serves the Community	Learning Outcomes 5: Improving community relations and faith with ethics, professionalism and high quality work performance.

### 9. Teaching and learning strategies

- Use the board •
- Home solutions •
- Try to investigate some tasks and problems to find out their causes. •
- Blended learning •

### 10. Evaluation methods

- Exams •
- Follow up on homework •
- Direct interaction with students •
- brainstorming •

### 11. Faculty

#### Faculty members

Faculty preparation		Requirements/ Skills (if any)	Specialization		Academic Rank
lecturer	angel		private	general	
	angel		Knowledge management	business management	Asst. Prof. Dr. Ahmed Jadaan Hammad Musa Al-Jabouri

	angel		<b>Management Information Systems</b>	<b>business management</b>	<b>Mr. Ahmed Hamdan Mahdi Saleh Al-Jubouri</b>
	angel		<b>Human Resources Management</b>	<b>business management</b>	<b>A.M. Ahmed Khalaf Hamdan Saho Al-Janabi</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Prof. Dr. Ahmed Ali Hussein Attia Al-Mawla</b>
	angel		<b>Information systems</b>	<b>business management</b>	<b>Mr. Osama Musa Farhan Mahmoud Al-Douri</b>
	angel		<b>Production management</b>	<b>business management</b>	<b>Dr. Tahseen Fadhel Mohammed Jassim Al-Ahbab</b>
	angel		<b>Production management</b>	<b>business management</b>	<b>Dr. Thamer Akab Hawas Thamer Al-Saray</b>
	angel		<b>Strategic Management-Knowledge</b>	<b>business management</b>	<b>Asst. Prof. Dr. Hatem Ali Abdullah Hussein Al-Hamdani</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Dr. Riyadh Shahada Hussein Shahada Al-Jabouri</b>
	angel		<b>Marketing Management</b>	<b>business management</b>	<b>A.M. Zahid Mohammed Saleh Subhi Al-Azzawi</b>
	angel		<b>Information systems</b>	<b>business management</b>	<b>M. Sherine Ismail Khalil Mohammed Al-Hadidi</b>
	angel		<b>Information systems</b>	<b>business management</b>	<b>A.M. Sohaib Abdulrahman Taama Al-Douri</b>
	angel		<b>Human Resources Management</b>	<b>business management</b>	<b>Asst. Prof. Dr. Amer Ali Hamad Shuwaish Al-Nasiri</b>
	angel		<b>Marketing Management - Knowledge</b>	<b>business management</b>	<b>Assistant Professor Abdullah Mahmoud Abdullah Dawood Al-Daraji</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Dr. Ali Ihsan Abdul Karim Mohammed Al-Kumait</b>
	angel		<b>Strategic management</b>	<b>business management</b>	<b>Assistant Professor Ammar Awad Mohammed Mukhlef Al-Hamdani</b>
	angel		<b>Organizational theory</b>	<b>business management</b>	<b>Mr. Omar Wasfi Mukhlef Mohammed Al-Ajili</b>
	angel		<b>Human Resources Management</b>	<b>business management</b>	<b>Dr. Firas Hassan Rashid Salman Al-Jabouri</b>
	angel		<b>Organizational</b>	<b>business</b>	<b>Asst. Prof. Dr. Firas Hussein</b>

			<b>theory</b>	<b>managem ent</b>	<b>Alwan Al-Tayef Al-Jabouri</b>
	<b>angel</b>		<b>Production management</b>	<b>business managem ent</b>	<b>Prof. Dr. Qasim Ahmed Hanzel Mohammed Al- Azzawi</b>
	<b>angel</b>		<b>Strategic management</b>	<b>business managem ent</b>	<b>A.M. Kifah Abbas Muhaimid Hajim Al-Janabi</b>
	<b>angel</b>		<b>Information systems</b>	<b>Informati on systems</b>	<b>Mr. Mohammed Salem Abdul Jamili</b>
	<b>angel</b>		<b>Human Resources Management</b>	<b>business managem ent</b>	<b>Asst. Prof. Dr. Mohammed Ali Abdullah Hussein Al- Jumaili</b>
	<b>angel</b>		<b>Marketing Management</b>	<b>business managem ent</b>	<b>Mr. Mohammed Mahmoud Abdullah Mahjoub Al- Jubouri</b>
	<b>angel</b>		<b>Marketing Management</b>	<b>business managem ent</b>	<b>A.M. Marwan Rashid Hamoud Naseef Al-Abidi</b>
	<b>angel</b>		<b>Organizational theory</b>	<b>business managem ent</b>	<b>Mr. Mahdi Khalaf Ali Ahmed Al-Jumaili</b>
	<b>angel</b>		<b>Strategic management</b>	<b>business managem ent</b>	<b>M. Mahran Mahmoud Khattab Hamad</b>
	<b>angel</b>		<b>Production management</b>	<b>business managem ent</b>	<b>Prof. Dr. Naji Abdel Sattar Mahmoud Ahmed</b>
	<b>angel</b>		<b>Marketing Management</b>	<b>business managem ent</b>	<b>Mr. Nawaf Rasool Ismail Al-Maamari</b>
	<b>angel</b>		<b>Organizational theory</b>	<b>business managem ent</b>	<b>Dr. Wissam Hashim Kamel Kurdi Al-Janabi</b>

### **Professional development**

#### **Orientation of new faculty members**

1. We must be aware of how to harmonize between the department's vision and the college's vision, which is derived from the university's vision and even the ministry's, which enables the department to make decisive decisions in building and achieving the set goals.
2. The goals set are realistic and achievable, and each individual in this program should objectively achieve these goals.

#### **Professional development for faculty members**

Continuous development courses. •

Academic rotation according to stages and programs. •

## 12. Acceptance Criteria

(central, parallel, evening)

## 13. The most important sources of information about the program

- Books approved by the Sectoral Committee for Administration and Economics .1  
Supporting books and articles with an update rate of 20% .2

## 14. Program Development Plan

1. Preparing teaching staff according to the principle of job rotation to support the department with various specializations to meet the department's needs and achieve employers' requirements.
2. Conducting solid scientific research that is useful to all stakeholders to serve the labor market from an administrative perspective.
3. Trying to focus on preparing young leaders in the field of specialization to support Iraqi organizations with them to serve our beloved Iraq.
4. Introducing specialized knowledge in the teaching staff from the young category for the continued development of the teaching staff.
5. Focus on providing business administration graduates with skills, knowledge and expertise in the field of specialization, to contribute to building governmental institutions and public and private institutions alike.
6. Keeping pace with developments in the environment, especially digital transformations, and providing graduates with the skills necessary to deal with the requirements of the present and future eras.
7. Establishing the concept of citizenship among all stakeholders in the department by dealing with them transparently.

## Program Skills Chart

Required learning outcomes of the program

Values				Skills				Knowledge				Essenti al or optiona l?	Cours e name	Cour se code	Year/Le vel
<b>A 4</b>	<b>A 3</b>	<b>A 2</b>	<b>A 1</b>	<b>B 4</b>	<b>B 3</b>	<b>B 2</b>	<b>B 1</b>	<b>A 4</b>	<b>A 3</b>	<b>A 2</b>	<b>A 1</b>		<b>Stage</b>		<b>the first</b>
√	√	√	√	√	√	√	√	√	√	√	√	<b>essenti al</b>	<b>First</b>		
													<b>Stage</b>		<b>the second</b>
√	√	√	√	√	√	√	√	√	√	√	√	<b>essenti al</b>	<b>Second</b>		

														<b>Stage</b>		<b>the third</b>
√	√	√	√	√	√	√	√	√	√	√	√	√	<b>essenti al</b>	<b>Third</b>		
														<b>Stage</b>		<b>Fourth</b>
√	√	√	√	√	√	√	√	√	√	√	√	√	<b>essenti al</b>	<b>Fourt h</b>		

\*Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed.

### Course Description Form

**1. Course Name: Marketing Research**

**2. Course Code: None**

**3. Semester / Year: / 2023-2024**

**4. Date of preparation of this description: Second course 1/28/2024**



**5. Available forms of attendance: In-person****6. Number of study hours (total) / number of units (total): 30 hours / unit 2****7. Name of the course supervisor (if more than one name is mentioned)****the name:A.M.D. Abdullah Mahmoud Abdullah****DawoodEmail:[abdallah554@tu.edu.iq](mailto:abdallah554@tu.edu.iq).****8. Course objectives**

<ul style="list-style-type: none"> <li>• Providing graduates with skills to conduct marketing research.</li> <li>• Enable them to analyze, process and transform data into information.</li> <li>• Diagnosing and addressing problems facing businesses.</li> <li>• Knowing the appropriate methods for collecting information about each phenomenon</li> <li>• Develop decision-making skills in light of the information obtained.</li> </ul>	Subject objectives
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**9. Teaching and learning strategies**

<ul style="list-style-type: none"> <li>• Use the board</li> <li>• Home solutions</li> <li>• Try to investigate some tasks and problems to find out their causes.</li> <li>• Blended learning</li> </ul>	themans
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**10. Course Structure**

<b>Evaluation method</b>	<b>Learning method</b>	<b>Name of the unit or topic</b>	<b>Required learning outcomes</b>	<b>Watches</b>	<b>The week</b>
Discussions, examples and questions	theoretical	<b>Conceptual Introduction to Marketing Research</b>	<b>Know the basics of marketing research</b>	2	1
Discussions, examples and questions	theoretical	<b>The concept of marketing research, its objectives and the role of senior management in decision-making</b>	<b>Marketing research and decision making</b>	2	2

Discussions, examples and questions	<b>theoretical</b>	<b>Types of research and marketing research procedures</b>	<b>Marketing research design and procedures</b>	<b>2</b>	<b>3</b>
Discussions, examples and questions	<b>theoretical</b>	<b>Criteria for problems, their formulation, types, steps for defining them, and types of hypotheses</b>	<b>The problem and its determinants in marketing research</b>	<b>2</b>	<b>4</b>
Discussions, examples and questions	<b>theoretical</b>	<b>Dealing with secondary data, secondary data sources, researcher's position on data differences</b>	<b>Secondary data</b>	<b>2</b>	<b>5</b>
Discussions, examples and questions	<b>theoretical</b>	<b>Primary data sources, methods of collecting primary data, criteria for using primary data</b>	<b>Primary data</b>	<b>2</b>	<b>6</b>
Discussions, examples and questions	<b>theoretical</b>	<b>The concept and importance of studying samples, the main types of samples.</b>	<b>Sampling method</b>	<b>2</b>	<b>7</b>
Discussions, examples and questions	<b>theoretical</b>	<b>Personal considerations in determining samples, factors determining sample size</b>	<b>Mechanism for determining the appropriate sample size</b>	<b>2</b>	<b>8</b>
Discussions, examples and questions	<b>theoretical</b>	<b>The concept of the questionnaire, structure and indefiniteness in the questionnaire, questionnaire contents, types of questions</b>	<b>How to design a questionnaire</b>	<b>2</b>	<b>9</b>
Discussions, examples and questions	<b>theoretical</b>	<b>The concept of measurement, types of measurement, measurement variables.</b>	<b>Measurement and research methods</b>	<b>2</b>	<b>10</b>
Discussions, examples and questions	<b>theoretical</b>	<b>Importance and procedures of data analysis, figures and charts, statistical analysis of data</b>	<b>Data Analysis Techniques</b>	<b>2</b>	<b>11</b>
Discussions, examples and questions	<b>theoretical</b>	<b>The concept of results, the importance of interpreting the results according to the specified criteria</b>	<b>Interpretation of results</b>	<b>2</b>	<b>12</b>
Discussions, examples and questions	<b>theoretical</b>	<b>Conclusions presented to the decision maker and the conditions for their formulation, the mechanisms proposed to the decision maker in light of the conclusions</b>	<b>Conclusions and recommendations</b>	<b>2</b>	<b>13</b>

Discussions, examples and questions	theoretical	The concept of artificial intelligence, its importance, how to use technologiesITIn decision making	Decision making based on techniquesIT	2	14
Discussions, examples and questions	theoretical	Final exam at the end of the course	Measuring learning level	2	15

### 11. Course Evaluation

The final grade for the evaluation is 100 points, and the minimum for success is 50 points, and the grade is distributedEvaluation on the end of the course is 30 points and the end of the course exam is 70 points.As follows:

- First month exam 10 marks •
- Second month exam 10 marks •
- Daily preparation 5 degrees •
- Posts 5 points •
- End of course exam 70 points •

### 12. Learning and teaching resources

Marketing Management Methodology Book (Prof. Abi Saeed Al-Diouji)	Required textbooks (methodology if any)
The approved curriculum book available for free education at the college	Main References (Sources)
Research published in college journals, research published on the academic website of Iraqi journals, as well as modern foreign books.	Recommended supporting books and references (scientific journals, reports...)
pageResearch gateFor researchers specializing in marketing as well as the Internet.	Electronic references, websites

**Professor of the subject**

**A.M.D. Abdullah Mahmoud Abdullah Dawood**